

JULY 21, 2008

SUBJECT: SUMMARY OF COMMUNITY INPUT FROM PHASE I OF
GENERAL PLAN UPDATE PROJECT

INITIATED BY: COMMUNITY DEVELOPMENT DEPARTMENT
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STATEMENT ON THE SUBJECT:

The City Council will receive and file a summary of community input as part of the first phase of the General Plan Update. This phase, entitled Curiosity and Clarity, included interviews, visioning, a community festival, and focus groups. Additional community input will be part of the two subsequent project phases.

RECOMMENDATIONS:

Receive and file.

BACKGROUND/ANALYSIS:

In August of 2007, the City Council initiated a collaborative program to comprehensively update the City's General Plan for the first time since adoption of the foundation 1988 document. The approximately two-and-half-year update program now underway will build upon the vision of that first Plan, and will respond to evolving community needs and objectives. The program has these phases/tasks:

- **Phase 1: Curiosity and Clarity - Document Baseline Conditions**
Solicit community input and participation to identify key issues to be addressed in the project, shared ideas for how West Hollywood can be even better, and key challenges we face. Prepare technical background reports on land use, circulation, housing, economic development, and other topics. The reports document existing conditions and describe opportunities and constraints from a long-term perspective.
- **Phase 2: Creativity – Identify Alternatives**
Identify land use and circulation alternatives that consider economic policy, environmental considerations, urban design, public facilities, housing needs, and other factors. This task leads to the selection of a preferred land use/circulation alternative as the basis for preparing the Draft General Plan.

- **Phase 3: Confidence - Building the Plan**

Prepare a General Plan that contains elements, goals, policies, and a glossary. Also prepare an implementation plan and environmental (CEQA) clearance.

Key outcomes of the General Plan update project are a complete revised General Plan, Implementation Plan and CEQA documentation. Also key to the project is extensive public participation from a diverse and broad community base. In support of those two efforts, this staff report documents the results of community outreach to date.

ACTIVITIES IN PHASE 1 PUBLIC OUTREACH

Between August 2007 and April 2008 the General Plan update team engaged with over 600 people during the Curiosity and Clarity phase of the program, including:

- The General Plan Fair held on February 23, 2008 and attended by **over 200 people**,
- Three focus group sessions that included **26 people**, including two sessions with residents who were solicited by telephone, and one with non-profit providers and business stakeholders,
- One-on-one stakeholder interviews with **over 125 people**,
- 1,400 visioneering cards gathered from **500 people** including residents and businesses.

Attached is a summary of community input as well as documentation from each outreach effort (EXHIBIT A). Sections of the exhibit include:

- Executive Summary of Findings,
- Community Fair Summary,
- Focus Group Summary,
- Interview Comments, and
- Visioneering Responses.

As the program moves into the Creativity phase, staff and the consultant team will use the input from the Curiosity and Clarity exercises to develop alternatives for consideration by community members and City decision makers.

As with most public participation, this project depends on the volunteer time of residents and stakeholders who choose to participate. It is a perennial challenge to reach a broad constituency of stakeholders that reflect the diversity of community opinion. Notices and information were widely publicized to maximize the range of participants.

To supplement the input gathered to date, a telephone survey will be conducted during the summer/fall of 2008 to probe issues which generated varied responses and opinions, and to obtain statistically-accurate information to be considered with all other input received.

KEY FINDINGS

Participants shared a diversity of opinions on most topics. The topics ranged from those ordinarily addressed in a General Plan – land use/urban design, circulation, housing, conservation, open space, noise, and safety – to issues that people see affecting them every day, such as social service needs, rent control, and construction activity. The statements made represent the beliefs and perceptions of the community and are not presented as facts or absolutes. They do, however, identify real concerns and passions about the City. No tabulations were made, as the outreach activities did not include a scientific sampling of West Hollywood residents and business people.

If a ranking of issues could be inferred based on the number of comments made regarding particular issues, that order would be (from most commonly expressed to least common):

- **Scale:** Concern about the scale and intensity of new buildings and uses, but no consensus on preferred scale.
- **Traffic:** Concern about the level of traffic throughout the City, and interest in seeking solutions that address public transit, shuttles, cars, bikes, and pedestrians.
- **Housing:** Concern about the possible loss of affordable housing opportunities due to recycling of residential properties, and strong support for diverse income levels in new development including housing for workers in the arts and entertainment fields.
- **Parking:** Feelings that parking is not available or adequate.
- **Community:** Mixed thoughts about whether West Hollywood will be able to maintain its socio-economic diversity and the community values which were crucial to the City's founding.
- **Land Use:** Generally positive feelings about mixed-use development at strategic locations.
- **Community:** Strong optimism about the ability of the community members and leaders to find solutions.
- **Open Space:** Interest in creating additional open space and parks.
- **Social Service:** The importance of maintaining the City's social services.
- **Government:** Ensuring a transparent decision-making process that provides a high level of community input.
- **Historic Preservation:** Historic preservation as an emerging issue needing to be addressed.
- **Community:** Concern about loss of LGBT identity, and desire to continue focus on LGBT needs and issues.
- **Safety:** People feel safe in West Hollywood, and support police personnel.

- **Community:** Concern about change and desire to condition any change on providing benefits to existing community members.
- **Economic Development:** Support for small businesses that are unique and accessible to residents.

As a supplement to these findings, readers are encouraged to look through the more extensive summary as well as the comprehensive written reports that document comments from the interviews, community fair, visioneering cards, and focus groups.

The General Plan update strives to define a shared vision for how West Hollywood can look, function and grow over the next 20 years. A number of prior efforts will be used to set the framework for that, including the Strategic Vision 2020, the Redevelopment Area plan and other documents.

Some of the key questions that will need to be addressed include:

- How do we balance the needs of cars and parking with mobility solutions and land uses that support transit, walking, and bicycling?
- What local policies and programs exist to address regional issues such as housing affordability?
- How do we define “overdevelopment”? (loss of seniors/youth/diversity, density and buildings; inadequate supportive services and infrastructure; loss of affordability)
- How do we ensure a healthy environment locally, and support sustainability at a regional and global level?
- What land uses do we need to encourage to be fiscally sustainable and continue providing a high level of community and social services?
- How do we continue to welcome, celebrate and support our diverse community?
- How can we balance all of the community’s goals, looking for projects/programs that achieve multiple goals?

Next Steps

The project team is wrapping up Phase 1, and beginning Phase 2 which will focus on alternatives development. Key tasks during the next 6-10 months are:

- **Technical Background Reports:** Completion of technical background reports that provide baseline information and identify opportunities and constraints from a planning perspective. Topics include land use, circulation, housing, economic development, social and cultural services, and more. The reports will be presented to the City’s boards and commissions during August and September.
- **City-wide Newsletter:** Staff will be working on a city-wide special newsletter about issues addressed in the General Plan. The newsletter will be sent out to each household in the City in September. Staff will also continue to include General Plan update information in other City mailings.
- **Phone Survey:** Completion of a telephone survey and summary report. The survey will provide additional quantitative data to support the outreach in Phase

1. The phone survey will query areas of diverse opinions and other key topics. The summary will be presented to the City Council by October.
- **Developing alternatives:** Develop a range of alternatives for discussion and consideration. Each alternative will address economic policy, environmental considerations, urban design, public facilities, housing needs, and other factors. The goal is to lead to the selection of a preferred land use/circulation alternative as the basis for preparing the Draft General Plan. Some key steps to developing these alternatives will be:
 - Identify areas of the city that are unlikely to change during the life of the plan,
 - Look at range of transportation and mobility opportunities and the infrastructure necessary to support them,
 - Identify opportunity areas for strategic infill in the commercial and residential zones to meet housing needs,
 - Pursue supportive urban design principles for private and public property, and
 - Identify opportunities for unique and dynamic commercial development that serves neighborhood as well as destination commercial needs.

Alternatives development will also include consideration of human service and cultural resources, safety, conservation and other key policies.
 - **City-wide community meeting:** A second community-wide meeting is planned during Phase 2 to discuss alternatives and policy options for the draft plan. The team's goal is to hold this meeting in November 2008, pending the availability of key information and facilities.
 - **Continued Public Information:** Staff will continue to provide regular public information about the General Plan through the monthly bulletin, standing agenda items for Boards & Commissions, and on the project website: www.weho.org/generalplan.

ALTERNATIVES:

1. Direct staff to conduct additional outreach and analysis on specific items.

CONFORMANCE WITH VISION 2020:

This item is consistent with *the Primary Strategic Goals* of **Maintaining the City's Unique Urban Balance with Emphasis on Residential Neighborhood Livability and Affordable Housing** and *Ongoing Strategic Programs* of **Adaptability To Future Change and Upgrade Existing Building and Infrastructure**.

OFFICE OF PRIMARY RESPONSIBILITY:

Community Development Department

FISCAL IMPACT:

None

ATTACHMENTS:

- A. Summary of Community Input

West Hollywood General Plan Update

Summary of Phase 1 Community Participation

Phase 1: Curiosity and Clarity

June 2008

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Introduction

In August of 2007, West Hollywood initiated a collaborative program to comprehensively update the City's General Plan for the first time since adoption of the 1988 foundation document. The approximate two-and-half-year update program now underway will build upon the vision of that first Plan, and will respond to evolving community needs and objectives.

To fully listen to and understand how City residents, business owners, and community organizations view current conditions in the City and envision West Hollywood 20 years from today, between August of 2007 and April of 2008 City staff and the General Plan consultant team engaged with **over 600 people** during the Curiosity and Clarity phase of the program. This summary document presents what the community expressed through these activities:

- The General Plan Fair held on February 23, 2008 and attended by **over 200 people**,
- Three focus group sessions that included **26 people**, including two sessions with residents who were solicited by telephone, and one with non-profit providers and business stakeholders,
- One-on-one stakeholder interviews with **over 125 people**,
- 1,400 visioneering cards gathered from **500 people** including residents and businesses.

As the program moves into the Creativity phase, staff and the consultant team will use the input from the Curiosity and Clarity exercises to develop alternatives for consideration by community members and City decision makers.

The public will continue to be actively engaged in the General Plan program throughout its several phases. Phase I – Curiosity and Clarity – was focused on defining all issues of interest and concern to residents and the business community, thereby creating the framework for developing alternatives for consideration during Phase II – Creativity. During Phase II, the public will be asked to respond to alternative "futures" for West Hollywood. Based on that input, the General Plan team will develop a preferred plan to be publicly discussed and reviewed during Phase III – Confidence.

While reviewing this summary of Phase I public engagement, the planning context is important to consider. The period of August 2007 to April 2008 followed a cycle of residential building activity in West Hollywood that, in the opinion of many residents, appeared to be one of the most vigorous since City incorporation. Also, business activity included growth in the high-end furnishings sector and similar businesses that focus on regional rather than local markets. Thus, some of the comments heard during the Phase I public engagement activities may reflect responses to more recent and readily observable development activity that, while consistent with approved General Plan policy and zoning regulations, has created conditions different than those to which residents had become accustomed.

Next Step - Phone Survey: To supplement the responses from the four outreach activities outlined above and described below, a telephone survey will be conducted during the summer/fall of 2008 to probe issues which generated varied responses and opinions, and to obtain statistically-accurate information to be considered with all other input received.

A General Plan Primer

Every California city and county is required to have a general plan to guide long-term development and resource management. General plans consist of text and maps that establish goals to be achieved, with policies and actions defined in support of those goals. State law requires that a minimum, a general plan must contain the following chapters or "elements":

- *Land Use*: What are the types, intensities, and distribution of uses in the community?
- *Circulation*: How do people, goods, and services move in and through the community?
- *Housing*: Where in the community should future housing be located? What types of housing should be provided? How will the needs of all income groups and special needs households be addressed?
- *Conservation*: How do we manage resources such as water, air quality, and others?
- *Open Space*: What areas in our community should be preserved as open space and/or parks?
- *Noise*: What can the community do to control noise impacts on residents and business from cars, and businesses?
- *Safety*: What steps can the community take to protect against natural disasters (flooding, earthquakes, landslides, etc.), and to address crime and personal safety?

A general plan may also address any other issues important to the community, such as environmental sustainability, economic development, arts and culture, historic preservation, and air quality. The current West Hollywood General Plan responds to this allowance by having a structure that fits within the framework of the seven required elements but provides policy direction for issues unique to the community, including education and culture, human services, and public open space urban design. The graphic below identifies the content of the current Plan and how its relationship to State requirements.

Required Element	Current West Hollywood General Plan	
Land Use	<ul style="list-style-type: none"> • Land Use and Urban Design • Public Open Space Urban Design 	
Circulation	<ul style="list-style-type: none"> • Citywide Mobility Plan 	
Housing	<ul style="list-style-type: none"> • Housing 	
Conservation	<ul style="list-style-type: none"> • Vegetation and Wildlife • Energy and Water Conservation • Air Quality 	
Open Space	<ul style="list-style-type: none"> • Parks and Recreation 	
Noise	<ul style="list-style-type: none"> • Noise 	
Safety	<ul style="list-style-type: none"> • Public Safety • Seismic 	<ul style="list-style-type: none"> • Flooding • Natural Gas
Optional	<ul style="list-style-type: none"> • Education and Cultural • Economic Development • Utilities 	<ul style="list-style-type: none"> • Historic Preservation • Human Services

Community Participation Opportunities

Community engagement and collaboration are key elements of the General Plan program. City staff and the consultant team have conducted a series of engagement exercises that have allowed participants to provide honest responses to questions about West Hollywood today and their expectations and dreams for the City's future. Activities included interviews with residents, City staff, and community stakeholders; Visioneering; a community fair; and three focus groups, each described below.

This summary report presents an overview of the comments made during all of these events, using as the organizational framework the seven General Plan elements. Attached to this report are the supporting documents for the summary:

- West Hollywood General Plan Community Fair Summary (Attachment A)
- Focus Group Summary Reports (Attachment B).
- West Hollywood General Plan – Stakeholder Interview Summary (Attachment C)
- Visioneering Card Responses (Attachment D)

Community Fair

More than 200 West Hollywood residents, business people, and others gathered on Saturday, February 23, 2008 for a General Plan Community Fair to discuss and explore the challenges and opportunities confronting the City over the next 20 years. The format for the event was an open house about **Ideals, Dreams and Facts**. Fair goers were invited to participate in interactive exhibits dealing with issues like urban design, land use, traffic and parking, housing, and sustainability. Responses were gathered from these exhibits and included in the report. Participants were also asked to record any other issues important to them regarding life in West Hollywood. This event was a great opportunity to learn about West Hollywood while also providing feedback that will inform the General Plan.

Focus Groups

Three focus groups were conducted in March 2008 to delve more deeply into the ideas and values of the community. Two groups were comprised of residents, and one of business and community leaders. Residents were randomly selected by telephone, and business and community leaders were selected to represent a cross-section of organizations in West Hollywood. Participants were part of a 90-minute discussion moderated by a facilitator, and compensated for their time to ensure full engagement. These provided insight into the beliefs that drive public opinion and perceptions as they relate to issues in the General Plan. In total, 26 stakeholders participated in these focus groups. Because of the small group size, the results cannot be generalized. However, the depth of insight provides valuable information for the project.

Interviews

Approximately 140 one-on-one interviews were conducted with the project consultant. These focused conversations solicited candid feedback from a wide range of community members. Participants were invited to share their thoughts about West Hollywood and to respond to any specific questions posed. Interviews were held with:

- Residents and neighborhood watch captains
- Business owners and business improvement district (BID) representatives

- Members of the City's 17 boards and commissions
- Social service providers
- GLBT service providers and representatives
- City elected officials and Department Directors
- Artists and representatives of the arts community
- School principals and teachers
- Religious leaders
- Property owners
- Parents
- Architects and members of the development community

Visioneering

Visioneering was simple process in which community members asked other community members to fill out 3 cards that pose questions about West Hollywood. The questions provide insight into general ideas and concerns, as well as impressions of neighborhood character. Questions on the cards are:

CARD 1	<ul style="list-style-type: none"> ▪ Where do you live? ▪ What makes where you live unique?
CARD 2	<ul style="list-style-type: none"> ▪ What are the 2 biggest issues facing West Hollywood?
CARD 3	<ul style="list-style-type: none"> ▪ When I think of West Hollywood's future, I am most pessimistic about... ▪ When I think of West Hollywood's future, I am most optimistic about...

Fifty West Hollywood residents attended the 3 training sessions to learn about the General Plan process, and how to collect and document comments as a visioneer. Through the hard work of the visioneers, **over 1,400 cards were gathered from 542 residents and business people** in West Hollywood. Visioneer cards were also distributed and filled out at many meetings and events from October 2007 to March 2008, including the annual Congress of Boards and Commissions, Chamber of Commerce events, and the CTE academy sessions (Community Through Engagement). The questions were also emailed out in both English and Russian language versions.

Public Information & Announcements

Public information and announcements have been a multi-media effort throughout Phase 1. Activities have included:

- Monthly Project Bulletin
- Project Webpage (www.weho.org/generalplan) with comment site
- Email blasts – notice when new information is posted to webpage
- City Cable New Programs & Announcements
- City Newsletter Updates, and City Calendar Announcements for Events
- Mailings – Citywide postcards
- Stakeholder database, including residents, businesses, organizations, chambers of commerce, etc. Participants of outreach activities are added to list.

Summary of Community Comments

With the diversity of opinions and ideas expressed by participants in the engagement activities, a complete summary of comments is difficult to construct. The topics covered range from those ordinarily addressed in a General Plan – **land use/urban design, circulation, housing, conservation, open space, noise, and safety** – to issues that people see affecting them every day, such as **social service needs, rent control, and construction activity**. Thus, these summary statements have been written to identify the most prevalent issues of concern, and where possible, to indicate whether many, some, or a few respondents share a particular opinion. No tabulations have been made, as the outreach activities did not include a scientific sampling of West Hollywood residents and business people. The statements made represent the beliefs and perceptions of the community and are not presented as facts or absolutes. They do, however, identify real concerns and passions about the City. As a supplement to this summary, readers are encouraged to look through the attached comprehensive written reports that document verbatim comments from the interviews, community fair, Visioneering cards, and focus groups,

If any kind of ranking of issues could be inferred based on the number of comments made regarding particular issues, that order would be (from most commonly expressed to least common):

- **Scale:** Concern about the scale and intensity of new buildings and uses, but no consensus on preferred scale.
- **Traffic:** Concern about the level of traffic throughout the City, and interest in seeking solutions that address public transit, shuttles, cars, bikes, and pedestrians.
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Revisiting the Phrase “Urban Village”

The 1988 West Hollywood General Plan identifies the city as an “urban village”. To help the General Plan interpret this term and determine whether it continues to resonate in the community, one of the key questions asked during the interview and Visioneering exercises was, “What is an urban village?” While a few people dismissed the phrase as contradictory, the majority embraced it. To many, “urban village” connotes a **neighborly, safe environment with a diversity of residents and businesses and streets that are green and walkable**. West Hollywood is “urban” in the sense of traffic, nightlife, and general activity level, but the “village” component distinguishes the City from adjacent cities. In West Hollywood, people know each other and care about social issues affecting their neighbors. Of those who embraced the phrase, almost all stated that this phrase continues to represent their perception of and continued vision for West Hollywood. As one attendee at the community fair stated, “I would like to see West Hollywood be a small town again.” Others, when asked to define the phrase, offered the following:

“Where residents and visitors walk to neighborhood-serving establishments. Enough parking to park vehicles and walk!”

“Mild density, so there is opportunity to recognize people (versus anonymous hordes).”

“Re-acquaintance with porch culture. Mixed-use development inclusive of high-rise and smart infill housing in developed neighborhoods.”

“A safe place for the people to live, work, create, gather, exchange ideas. Celebrate, free thinking.”

“Urban = the density and vitality of lots of various people and stores and entertainment. Village = compressed small area with various parts supporting the other. Urban Village is then WeHo.”

Issues and concerns

On the following pages, the issues and ideas heard during Phase I have been organized to correspond generally to the seven General Plan topic areas, with final categories provided to capture broader statements and ideas. Participants offered many constructive suggestions as well as positive statements about living in West Hollywood, including:

“This is a great city. I have lived here for 31 years. From year to year the city continues to become one of the nicest of the entire country. Happy to live in this city.”

“There is a sense of security felt while walking through West Hollywood.”

“We have a sense of a real community.”

“I always wanted to live here for many reasons. Specifically gay rights, liberal ideas and walking distances. I love living here and wish to continue to be able to afford it.”

Land Use

- There is no consensus on the appropriate **height** of buildings in West Hollywood. Some people believe that 3- and 4-story infill projects are significantly changing the character of the City's neighborhoods and in the wrong direction. Others like the new developments. Comments included:

"Anything new over five stories will feel like Manhattan."

"Restrict taller buildings of four stories to main boulevards."

"We need to grow up and get higher like every other world class city."

Height was mentioned more frequently than density as a consideration in land use and growth.

- Most cited **growth** in their comments. There is no consensus regarding the right amount and scale of growth in West Hollywood. If growth is to occur, the prevailing opinion is that **growth in the commercial areas** is preferable to growth in the residential areas. However, some people question the need for change. Some support it at specific locations on the boulevards and at intersections and to accommodate housing "in key areas", and others cite the need to keep low-scale buildings to maintain the "village feel". Key areas mentioned by participants were: Santa Monica Boulevard at Fairfax, La Brea and San Vicente.

One cited a need for *"Developing honest, sustainable growth that is positive for citizens... how do we all live together in the best way possible given the demands (traffic, natural resources, increased population)."*

- Many people stated that recent **infill development** within the multi-family residential areas is changing the existing neighborhood character. Concerns were expressed about emerging

architectural styles, including the concern voiced by one person:

"Some of the buildings that are being constructed are uglier than the ones they are replacing."

- West Hollywood's location at the **center of the region** creates opportunities for economic growth but brings traffic into and through the City.
- For many, there is a perception that the vibrant economic health of **Sunset Boulevard** is a thing of the past, and that other parts of Los Angeles have become stronger entertainment destinations.
- Some people expressed concern that there are too many **vacant properties and storefronts**, especially on Sunset and Santa Monica Boulevards.
- Most people support the **Sunset Specific Plan** and would like to see it implemented without amendment.
- Being **close to goods and services** was cited as a plus for most people. Some would like to see more buffering of commercial and residential use.
- Some locals feel that the **commercial mix** is moving upscale to the exclusion of other types of business.
- The top three mentioned **"missing businesses"** were small local-serving retail and service establishments, affordable restaurants and retail within walking distance to homes, and small grocery stores near neighborhoods.
- Several people would appreciate more opportunities to **live and work** in the same place.
- A common opinion expressed: Recycle the **Metro Bus facility** into something better.

- People appreciate the **landscaping** and overall green, garden quality of West Hollywood's residential neighborhoods.
- Many asked that the City consider more **pocket park** projects.
- As a way to maintain the openness of residential streets, a few residents suggested limiting the **size of hedges**.
- **Preservation** of structures not deemed historic but more than 50 years old is an emerging issue. A few felt there is no process for major reinvestment in historic properties, and that the City is not doing enough to preserve older properties. A few comments indicated that the City

does not need historic districts; conservation zones work just fine.

- **Gentrification** was mentioned as a concern.
- A great number felt that the City could use another multi-function **community center**.
- Several participants suggested that the City consider **height averaging** in the residential districts.
- Many identified a number of adjacent areas as places to consider for **annexation**.
- Several people had the perception that all **land use decisions** are discretionary.

Circulation

- When asked "What are the two most important issues facing West Hollywood?", too much **traffic** and not enough **parking** were frequently cited.

One person responded: "Traffic and development and managing them both with style and patience."

Another said: "Too much traffic – find ways to discourage driving, promote light rail, biking, walking and mixed-use housing."

- Most people at the community fair supported efforts to bring **regional rail** to West Hollywood, build new **parking garages**, and promote **locally-serving retail** that can be accessed by foot and bicycle.
- Many people believe that **traffic** is caused by over-development.
- For many, the perception is strong that there is a **lack of parking**. However, others maintain that there is adequate supply but stronger management and incentives are needed to modify people's behavior. Most thought the City should use new technology to aid parking management.
- A prevailing opinion is that **parking for residents** should be a benefit for living in the community, should always be free (or subsidized), and should be close by the destination.
"Parking for residents must always be a priority. Business and land developers must absorb the costs."
"I don't think it's fair if current owners or renters encourage housing costs to rise for others without paying some of those costs or sharing the burden."
- A few asked that the City consider some form of **congestion pricing** for parking.

- Almost all said that they support **public transportation**, but fewer said they utilize it on a regular basis. **Education and awareness** was frequently cited as a barrier. One person said "Publicize to increase ridership!", and "The City needs to make sure that people without cars are provided with quality, dependable, and respectful transportation services."
- Some would welcome **subway** under Santa Monica Boulevard and the improved access to regional transportation. A few expressed concern about dense development that would be associated with subway stops.
- The **Dial-a-Ride** system is used primarily by seniors and is seen positively by most seniors.
- Several said that the current **local public transportation system** (City Line) is inadequate for the community's needs and is not a viable alternative to the automobile. Several cited a trolley, shuttle, or streetcar as local transit solutions.
- **Disabled residents** struggle to get around due to sidewalk issues, lack of public transportation, and lack of civil courtesy (people driving by really fast).
- Most commented that West Hollywood is **a walkable community**, and many said walkability was a unique feature of their neighborhood. However, many respondents stated that they prefer to drive to their destinations rather than walk, ride a bike, or use transit.
- Some felt that the street network is not friendly to those on **bicycles and mobility devices**. A few specifically requested improvements to bike facilities.

Housing

- **Affordable housing** is one of the City's key strengths and its reason for incorporation (common statement).
- The public's confidence in the City's **ability to maintain an adequate supply of affordable housing** is eroding. This is due to the passage of the Ellis Act in 1986, Costa-Hawkins in 1995 as well as other market driven and political factors.
- Landowners with rent-stabilized units feel that **rent control regulations** discourage landowners from completing expensive long-term maintenance as there is no mechanism to allow for a return on the investment.

One person noted: "*Relaxing the City's rent control laws is essential to maintaining the city's existing, often beautiful housing stock.*"
- According to several, even moderate **rent increases** are a significant burden to those on a fixed income, with no City remedy available.
- Many expressed the concern that **moderate-income households** can neither rent nor buy in West Hollywood.
- Many would be interested in more **housing for workers in the arts and entertainment industries** who add vibrancy to the community but who might otherwise be priced out of West Hollywood.
- Several asked whether the City should consider **needs testing** for rent-stabilized units. As one person commented:

"*Rent stabilization doesn't serve the people it is supposed to serve.*"
- A number of people said they wouldn't be **affordable** to them if they were displaced.
- Many felt that new units were out of reach for West Hollywood residents and that they are concerned about **changes in their community** as a result of residential prices.

"*The city is soon going to be facing a housing crisis of affordable housing is not addressed. If nothing else, we will lose our diversity.*"
- When asked about the most **appropriate locations for new housing**, the two most frequent responses were Santa Monica Boulevard and San Vicente Boulevard. Quite a few people liked the idea of replacing aging strip commercial centers with mixed-use developments that would include housing.
- The number of **very low rental rate** properties is very small.

Conservation & Sustainability

- Most people support strong and innovative policies for **sustainability and energy conservation**. Comments included:

Looking forward to: *"A liberal and inclusive agenda and taking responsibility for the environment."*

"People should automatically equate WeHo with living, working and traveling green."

- At the Community Fair, the most votes were cast in support of **Solar/Alternative Energy, Car-Free Transportation, and Water Conservation**.
- Several people mentioned a need for increased public places to deposit **recyclable materials**.
- Many people would support programs that use **alternative energy sources**.
- A few people felt that new businesses should be subject to a **"green" tax** based on their carbon impact profile.
- A few thought that the City's compact size can become a catalyst for policies that make it the **greenest city in the region**.
- A few people cited the fact that **underground conditions** – soils, faulting, and high groundwater - are complex and can be a constraint to development in some areas.

Noise

- **Helicopter noise** were cited by some people as bothersome.
- **Noise impacts** from businesses on **Sunset Boulevard** continue to impact residents on the north and south sides.
- A few people asked the City to enforce the **leaf blower ban** more stringently.

Safety

- The **Sheriff and Fire departments** are well regarded by most in the community.
- Most people feel that West Hollywood is a **very safe place** in the region.
- A few people said that the **Sheriff's station** is undersized and could be expanded.

Open Space

- Many cited the **trees** and green quality of their neighborhood as defining features.
- Many expressed concern that the **parks programs** have a higher demand than supply.
- A commonly stated opinion: the City should consider establishing more **pocket parks**.
- Many people indicated that West Hollywood needs **more open spaces and green spaces**.
- This comment captured a common sentiment regarding the **green quality** of West Hollywood's neighborhoods:

"We need more trees. I'd like to see a commitment to the 'growing' of West Hollywood. I live on Sherwood, and my trees create a great environmental beauty and shade. It also helps my real estate value."

"Green everywhere in everything."

Other Issues and Concerns

Values and Lifestyles

- **Protection and support for the vulnerable** (including socioeconomic diversity) appears to be a core value for many members of the community. Priority should be given to seniors, substance abusers, and the homeless.
- Several people noted that a **change in demographics** will mean major changes in service needs.
- Almost unanimous belief that West Hollywood has a unique quality that makes people want to stay. **Knowing your neighbors** and the **excellent services** were often cited.
- A few expressed concern for the long-term viability of the **Russian-speaking population** in West Hollywood.
- For many, there is a feeling that newcomers do not seem to share the same **values** as long-time residents.
- Some fear the loss of the **LGBT identity** and the distribution of the gay population to other centers within Southern California.
- Several comments were made regarding a **lack of artist facilities** and services despite West Hollywood's reputation as a "creative city."
- Some expressed concern that strictly LGBT clubs are threatened by **changes in LGBT lifestyles and issues**.
- Some felt that there is a lack of attention to **lesbian and transgender issues**.
- Recognize that West Hollywood is **two cities** – the daytime and the nighttime versions.
- Many people commented on **dog owners** who do not properly clean up after their pets

Economic Development

- The **hospitality sector** is one of the most important in the City and is feeling regional pressures; most notable is the resurgent Hollywood.
- Several had the opinion that the **economic development policies** were more concerned with attracting regional businesses and those that serve the existing population.
- As one way to maintain West Hollywood's charm and distinct qualities, several recommended that the City avoid **chain retail stores and restaurants**.
- Many felt that the City should consider a stronger **commitment to the arts**.

Governance & Development Process

- Several **small business owners** felt that the regulatory environment was over-burdensome.
- Some perceived the level of detail required for **development proposals** to be excessive and to make development in the City of Los Angeles more attractive.
- Many appreciate that local decision-makers are easy to reach. Most are very optimistic about the ability of the City to be **innovative and creative** in finding solutions.
- Several people mentioned that **City government** and the decision-making process do not seem to be as open and accessible as they once were. While this is not a General Plan issue, the concern expressed may reflect dissatisfaction with or lack of understanding of City development review processes.

Community Fair - February 23, 2008
A Summary of Content and Community Comments
Attachment A

WEST HOLLYWOOD GENERAL PLAN COMMUNITY FAIR SUMMARY

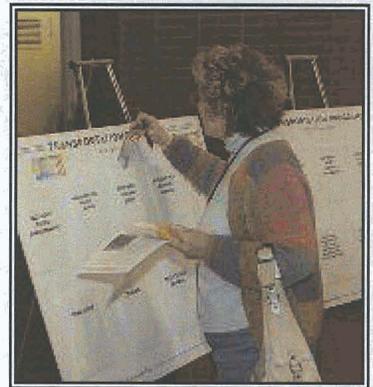
More than 200 West Hollywood residents, business people, and others gathered on Saturday, February 23, 2008 for a General Plan Update Community Fair to identify the issues and opportunities confronting the City over the next 20 years. The Community Fair was structured around three key themes:

- ≡ **IDEALS:** The core values that define and make West Hollywood unique
- ≡ **DREAMS:** Visualize the West Hollywood of the future
- ≡ **FACTS:** The basic pieces of the puzzle
- ≡ **MARKETPLACE OF IDEAS:** A place to record all other important issues and comments

The format for the event was an open house. Participants began with a brief orientation presentation that provided basic information and context for the day's discussions. Then fair goers were invited to participate in interactive exhibits dealing with issues like urban design, land use, traffic, parking, housing, and sustainability. Participants were also asked to record any other issues important to them regarding life in West Hollywood.

Below are the results of the workshop. The following pages present an unedited summary of the written comments, exactly as they were presented by attendees. No corrections have been made. Other activities recorded at the interactive displays are also documented.

Thanks to all of those who came and shared their ideas.



COMMUNITY FAIR SUMMARY

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IDEALS

Where do we live, work, and play?

WHERE DO WE LIVE, WORK AND PLAY?

Place a Green Dot where you live. Place up to 3 Blue Dots on places you regularly go within West Hollywood. Place a Yellow Dot where you work. If you work outside of the City, place the Yellow Dot in the general direction of your work.



west Hollywood General Plan Community Fair

Visioneering Responses

Where do you live?	What makes where you live unique?
█ Rangely Avenue	It is quiet and green in walking distance to the trendiest business districts in Los Angeles
Sweetzer - South of Fountain	Small-town feel in the middle of a major megalopolis - affordable rents
█ N Havenhurst Drive - Across from the monstrosity the Planning Commission OK'd	The horror of █'s \$1,000,000 per unit condo project On a heretofore sweet street named Havenhurst.
Fountain and Gardener	The neighbors, the people living here
█ Clark Drive	Was once a nice neighborhood, but over development has turned it into a noisy, messy hell!!!
Santa Monica/La Cienega	Accessibility - Merchants - Neighbors
Huntley Drive	Lowrise - lots of single family housing - great long-term neighbors!
█ Westbourne Drive	Being able to walk to parks and playgrounds with my daughter As well as to many cafes and stores
Harper between Norton and Fountain	Quiet too far from Santa Monica and too far from Sunset - Large pool patio - Large windows
Hayworth between Fountain and Sunset	It has always been a lovely street with varied housing Now threatened by 183 units being built by L.A and threat of tearing down historical properties for high priced condos.
Huntley Drive	4 hour permit parking
█ N Ogden, West Hollywood	Walking distance to stores and events - Central in LA
West Hollywood - Norma Triangle	The community
Larrabee Street	Safe, community, trees
Bonner Drive	It's an artistic community, lots of pedestrians, conscious, responsible people trying to keep the community low growth, interacting as a neighborhood, not a metropolis of commercial interests
Kings Road and Romaine	A beautiful pocket park directly opposite my condo I can walk one block and have restaurants, City Hall, Gelson's and many other services
Havenhurst and Fountain	My neighbors
█ Sierra Bonita Avenue	Quiet neighborhood, adjacent to commercial area
Just moved from West Hollywood to Hollywood	It's more affordable rents
Poinsettia Place	Relatively quiet neighbors are the best! We actually like each other
Hollywood, CA	The mixed crowd of people that's around all the time
█ Hampton Avenue	My views of Hollywood Hills/prox To Sunset Blvd.
Formosa Avenue	Most diverse area in WeHo - Gay, Russian, Latino
█ Fountain Avenue, Apt █	Not so happy because its community housing and there is no recreation/meeting, and everyone stays to themselves - its too quiet at night I'm old in body but young in mind! I would like to have a sport/swim area to have more interaction Like some of the new ones. Fountain is a freeway. Don't want buses

IDEALS

Where do you live?	What makes where you live unique?
■ Keith Avenue - 90069	Low-rise buildings, sunny bright space, access to local businesses by foot, mixed-income residential safe neighborhood. Feeling of community.
Flores & Clinton / Sweetzer & Santa Monica (in 2 houses)	There is nothing unique about it
■ Huntley	Single family homes we need more porches!! When you see your neighbors you become invested in your community
Center of West Hollywood, South of Santa Monica	It was overdeveloped in the 60's boom and has no character
■ Havenhurst	Smaller scale residential buildings with adequate parking West Hollywood is too dense We need to scale down density wise
Fairfax and Santa Monica Blvd	Smaller scale buildings. I actually know my neighbors, because there are fewer of them.
Huntley Drive	24 hour permit parking
■ N. Hayworth Avenue thru west side of Hayworth making it impossible to participate on east side decisions	I have access to everything - I walk and take the bus The neighborhood is safe. I have lived there 23 years Affordability, very gay though not as gay as once was The City officials are interested in what people think
Sunset and Harper	Close to entertainment venues
West Hollywood West (Rangely)	Smaller Spanish revival single-family home with some small rentals Very little traffic, tree lined streets, walking distance to groceries, movies, bars, restaurants. This is the urban village
Rangely and Almont	I can walk to the store, shops to eat and drink Friends come in visit us - park at our place and love to walk around our part of town
Hollywood/West Hollywood	Easy access to many areas Walking distance to many locations
East end of West Hollywood	Rethink Palms development
West Hollywood, Sierra Bonita	The people - atmosphere is good
N Kings Road between Santa Monica and Willoughby	Our delightful "pocket" park, the leafy trees, highly walkable area - big quality of life issue for me.
Norma Triangle	All single family houses Can walk everywhere - people friendly
Palm Avenue and Santa Monica Blvd.	I can walk to work
West Knoll - N of Santa Monica Blvd	Relatively quiet - lots of trees Lovely round about
Hancock	The old fire house - The hills between Santa Monica Blvd and West Knoll - High energy in residents - wonderful neighbors
■ N Sweetzer Avenue & Norton and Santa Monica Blvd.	I have a metro rapid and regular bus stop on the corner of Santa Monica and Sweetzer I can walk to City Hall, there are all sorts of things at walking distance It's a great place to live and enjoy the many advantages of living in the great City of WeHo!
Hayword, just south of Sunset	Can we have a "State" department to negotiate problems to WH caused by LA entities (including the DG)
Palm Avenue in WeHo	It is bustling and always busy.
Genesee	Preservation of Russian community & cohesiveness

What are the two most important issues currently facing the City of West Hollywood?

- ≡ A new library, complete with as many outreach services as possible
- ≡ New construction – traffic flow
- ≡ Developers slithering around City Council meetings, their greed welcomed by the City! Residents be damned!
- ≡ Handicap accessible – trolley busses, with a bell to ring at location pickup's – this would add a nostalgic atmosphere and community happy spirit
- ≡ Overcrowding – We need to scale down residential density – Over development –lack of resident input being considered.
- ≡ Traffic and parking – Loss of LG BT identity
- ≡ Traffic – Over density
- ≡ From the complaints we receive from West Hollywood, two issues are consistent – 1) Security deposits (amount refunded) 2) Noise – Specifically noise from barking dogs and improperly insulated hardwood floors
- ≡ Traffic/Parking availability – Environmental compliance on demolition of projects (community exposure issues)
- ≡ Over development – forcing long term residents out of the City
- ≡ Traffic and development and managing them both with style and patience
- ≡ Save permit parking – No new construction over 3 stories
- ≡ The more crowded WeHo becomes the less desirable it will be Listen to the RESIDENTS! NOT the developers
- ≡ Developing honest, sustainable growth that is positive for citizens not the pockets of City Council - How do we all live together in the best way possible given demands (traffic, natural resources increase population)
- ≡ Housing – Crystal Meth problem
- ≡ As usual, the susceptibility of City government to be bought off by developer Perhaps this process itself will send a message around sustainable and respectful development – Need to modify rent control laws at least to allow ___¹ thru costs. Now NO incentive to keep properties up
- ≡ Too much traffic – find ways to discourage driving, promote light rail, promote biking, promote walking with mixed use housing – Need a great public school!
- ≡ Returning housing focus to current residents, rather than phantom future residents who aren't here yet – Curbing corruption at City Hall connected to land developer re-election campaign contributions
- ≡ Affordable housing – Transportation issues related to the new construction along Santa Monica Blvd.
- ≡ Inclusivity of the transgender community in the formation of the General Plan - Data collection around trans-people who live work and play in West Hollywood
- ≡ Not if, but where to put new housing – Managing traffic
- ≡ Gay bashing – Homelessness
- ≡ Drifting away from its wholesome inclusive, liberal and pro-positive vibe to become a “Hip” and shallow money minded/money driven atmosphere We ought to stop that and prioritize and upkeep WeHo's freedom from the tentacles of “progress” – Land development that maintains the integrity of the City
- ≡ Traffic/Transportation – Open space, parks, etc

¹ Underscore indicates portion of comment that was not legible

IDEALS

- ≡ Transportation – Low income housing – especially for seniors and min wage workers
- ≡ Making it more responsible, for its own sake (long term value instead of short term profit) – Helping us encourage each other to take part in this process, to care enough about the whole to work for the good of the City as a whole
- ≡ Overdevelopment pushing out lower- and middle-income citizens and affordable housing and small locally owned business – Traffic
- ≡ Development creating increase in prices for rent for both residential and commercial use, many social services being forced to leave area – Services (parks, libraries, schools) for children
- ≡ Preserving the historical monuments of the City of Hollywood – Parking meters are constantly “out of order”
- ≡ Affordable housing, traffic
- ≡ Traffic, parking
- ≡ We need a hospital – Traffic, we need alternative transit (metro, etc)
- ≡ Over crowding!
- ≡ Preserving its identity – Senior living
- ≡ Rent control has destroyed peoples ability to own homes – Small landlords have no incentive to improve properties
- ≡ Traffic – Parking – Need for rail mass transit (subway under Santa Monica Blvd.)
- ≡ Traffic – Embracing non English speaking agenda
- ≡ It's aging gay population – It's increasingly bad traffic problems
- ≡ The City has no new small business incubator offices/suites to help residents become successful biz owners
- ≡ Parking and local transit, get the city line on Santa Monica Blvd @ night so you can get to bars, clubs and rest w/o driving – Too many straights!
- ≡ Traffic – Density due to building higher building
- ≡ Overdevelopment – More density – No Subway (oppose)
- ≡ Dog dirt all over the place – very unpleasant walking – which is the reason I live here – Boarded up properties – sold 2 years ago – not acceptable in WeHo – lowers property values - _____²
- ≡ Too many renters, hence long term issues are not important
- ≡ Traffic – Development
- ≡ Overdevelopment – No trust of public officials
- ≡ Division of East & West in our little City of WeHo – Better utilization of mixed use buildings on the Blvd
- ≡ Development
- ≡ More shopping (clothing stores) – Safety, personal safety – Benches with backs (Bus benches)
- ≡ Lack of affordable housing and the potential demise of rent control
- ≡ Competition for limited living and cultural resources and the ability to destroy subcultures by pricing them out of existence (ala com days in San Francisco) – Protecting the vulnerable as peak oil flow changes how we live
- ≡ Housing – Traffic – Parks

² Underscore indicates portion of comment that was not legible

IDEALS

- ≡ Less development - Keeping the City walker friendly
- ≡ Streetcars!
- ≡ Cost - Generic development
- ≡ Less alcohol and night life
- ≡ More highrisers 20-30 stories to permit more units
- ≡ Control by tenants and loss of economic development that results in taxes and increased value of homeowners
- ≡ More pocket parks
- ≡ Costco
- ≡ Over density of housing

When I think about West Hollywood's future, I am most pessimistic about.....

- ≡ Loss of open space! Parks, space around apartment buildings - Density
- ≡ Overdevelopment - increased density
- ≡ Access to current residents of affordable housing, neighborhood retail services, traffic congestion or higher buildings.
- ≡ Not pessimistic about anything cars transportation and parking need help
- ≡ Homeless - Parking
- ≡ West Hollywood losing it's gay & lesbian identity
- ≡ Traffic/immigration - non English speaking agenda
- ≡ Non-English speaking agenda - Cost of living (including housing)
- ≡ The popularity it's garnered and the lack of controls on letting that popularity be exploited by land use run amok
- ≡ Losing control of our gay City Council
- ≡ I used to feel that the council was receptive to residents and they are until it comes to development Then it's like we don't exist
- ≡ Traffic - loss of our LGBT identify
- ≡ Overdevelopment/more density
- ≡ Smart development being stymied by a vocal minority
- ≡ High cost of living pushing away long time residents Franchises like Starbucks inundating the City pushing away coffee shops with personality This could happen with a lot of things like drug stores and flower shops with the influx of franchises
- ≡ Lower visibility of lesbians
- ≡ Seeing people on lower and fixed incomes being pushed out of the City and changing its character for the worse.
- ≡ Overcrowding, overdevelopment, traffic, lowering visibility of lesbians & gays
- ≡ Schools - not good educational opportunities. Congestion regarding traffic and open green space vs buildings
- ≡ The rapid building of condos that will be empty when times are not so good.
- ≡ Congestion - traffic flow

IDEALS

- ≡ It's getting crowded even more so
- ≡ Over development - tall buildings
- ≡ Losing our urban village to overdevelopment and having ugly buildings in their place.
- ≡ Appropriate development addressing needs/concerns of residents and merchants - Housing
- ≡ Speeding cars in residential streets
- ≡ Rising rental and purchase values for homes and businesses that are out pricing increases in incomes of existing residents New businesses are not helping existing resident
- ≡ Too much multi-unit dwellings
- ≡ Gold mine for developers
- ≡ Availability of moderate priced apt for people who work in WeHo
- ≡ The direction of access to affordable housing The diversity of the city not only in issues of sexuality and race but of income levels
- ≡ Low income housing for seniors
- ≡ Elected leadership
- ≡ Being squeezed out of my housing
- ≡ The developers The greed - Not profit but greet.
- ≡ The animosity directed to the transgender community
- ≡ City Council not listening to the people
- ≡ Air pollution/traffic
- ≡ Affordable rental accommodation being squeezed out in favor of more and more condo developments
- ≡ Not a lot
- ≡ The noise and disturbances caused by people going to and leaving bars/night clubs and restaurants!
- ≡ Traffic issues
- ≡ Property values/congestion
- ≡ Huge ugly shopping malls
- ≡ The parking situation, or the ticket situation, children's play areas
- ≡ The spread of crime
- ≡ Yuppies and chain stores/rest's replacing local biz (fine w/Anchors, Target, Sav-On, etc. but not more)
- ≡ Affordable housing
- ≡ Not speaking English, time to 3 about those people, traffic

³ Underscore indicates portion of comment that was not legible

When I think about West Hollywood's future, I am most optimistic about.....

- ≡ Doesn't look good Maybe the recession is not an altogether bad thing if it slows overbuilding!
- ≡ Artistic and music uses of commercial spaces
- ≡ I need to have faith that our City administrators and elected officials will keep the interest of all residents in mind, not just the very wealthy I'm not really optimistic about that It's my "pipe dream"
- ≡ It will be good! West Hollywood in the future will be even better than Beverly Hills – but West Hollywood needs to grow up and expand (annex part of Hollywood)
- ≡ New development – Cleaning the City up
- ≡ Their/our openness to suggestions of changes in the future
- ≡ A Monorail
- ≡ The people who live here. If they get involved in the process, they're amazing – They could imagine not only a positive City, a positive world!
- ≡ Losing the LGBT community losing our icon status as a gay city
- ≡ In time, prices will get so high the bottom will fall out of the market and development twill have to stop.
- ≡ Our gay City Council
- ≡ Good government
- ≡ To open minded and inclusionary nature of the City that welcomes people from all back grounds and walks of life
- ≡ The Gay community fighting for its rights to ascertain that the City's continuous change includes the preservation of gay rights
A liberal and inclusive agenda and taking responsibility for the environment. I'm optimistic that our ideas will be included on the General Plan that will be enforced.
- ≡ I'm excited about the City of West Hollywood lesbian visibility Committee promoting women in the City
- ≡ Possible change in overdevelopment – slow down
- ≡ The people who live and work here are committed and willing to make things happen Improvement plan for parks and libraries.
- ≡ Living in a dynamic encroachment. Keep the level of council people that made this such a good city
- ≡ Potential to beautify City mass transit possibilities
- ≡ Uhh not too much at all It will always be sunny?
- ≡ I can't think of anything
- ≡ Being able to continually voice my objections and having a strong sense of community
- ≡ The General Plan – City Council – Addressing the needs of Res/Merch
- ≡ Its commitment to evolve
- ≡ Safety, ethnic diversity, tolerance
- ≡ The idea of maintaining and revitalizing our already existing structures
- ≡ Residents are creative and unique – their vision will always come thru.
- ≡ The Flexibility and openness of the City officials, they do listen!
- ≡ The continued commitment of the City to its social services (these two issues conflict)

IDEALS

- ≡ Mixed use building
- ≡ Possibility of term limits "We need new blood/ideas"
- ≡ A future where all can exist free of hatred
- ≡ I can't really say
- ≡ Its ability to be an innovative and progressive City
- ≡ The people finally having had enough of City Council not listening to the people
- ≡ Seeing WeHo become a walking community A real village feel
- ≡ The City maintaining its political independence
- ≡ Disabilities Advisory Board - they listen to you here
- ≡ New Vons centers
- ≡ Still a nice and safe place to live
- ≡ The growing young population and their ideas for the future of West Hollywood
- ≡ Spread of residential and condominium development
- ≡ The park being redone
- ≡ Potential job opportunities
- ≡ The housing problems for the elderly, low income people

Tell Us Your History

Tell us a little about your history. Write down an event that you remember in West Hollywood that is important to you on a Post-it note and place it on the timeline when that event occurred

Before 1970:

- ≡ Growing up in the northern lower peninsula of Michigan
- ≡ Pre-school in Northern California, small town
- ≡ Grew up in LA (South Fairfax neighborhood) Went to Fairfax High in the late '60's - ate at Canter's, shopped at Free Press Book Store, went Troubadour in WeHo for concerts, remember the closing of Pandora's Box Started at UCLA, anti-war (Vietnam) demonstrations
- ≡ Fountain Day School est 1957 - Amazing pre-school still there!
- ≡ I was born and raised in West Hollywood and grew up here in the 1960's I remember how beautiful Kings Road was with residential houses and tree lined streets and how I could walk to Curtis School everyday
- ≡ Before 1970, it was Hollywood downtown now it's going in a good direction I moved to West Hollywood 1965. Lived in the same house for 41 years! Seen a lot of progress!
- ≡ Born in WeHo - attend Laurel Elementary, Bancroft and Fairfax Started UCLA but moved to Berkeley - Free speech!

1970 to 1984:

- ≡ Came to LA in 1946 Lived most of the time in my own house Moved to West Hollywood in 1976 on the street with only 2 apt buildings Hope area doesn't start to look like Manhattan. No 10 story buildings.
- ≡ When I first moved here, I noticed that people were friendly, I could walk a lot of places It was safe Convenient businesses like the market, haircut was in close proximity to where I lived Close to public transit City government was accessibly I knew where to call The thing that struck me the most we always had it "goin' on" and still do, we have the best!
- ≡ Moved in 1976 into a brand new (foreclosed on) condo Squatters living there had to be evicted!
- ≡ We became a city in 1984 because: 1 County cancelled rent control 2 We wanted to stop highrise construction 3 We wanted to determine our own destiny, not LA County total control.
- ≡ I was a carefree bachelorette until I got married in 1987
- ≡ Finished high school, college, and grad school Began working in Arizona, but California dreaming (since a young kid) 1981- moved to California
- ≡ 1983 moved from Western Colorado to Westwood, 1991 "Came out," 1996 Dealt personally with AIDS, 2000 moved to WeHo adjacent, 2005 moved to WeHo, 2006 joined WeHo D.A.B.
- ≡ Beverly/Fairfax community patrol first meeting filmed by TV crew from Australia 1984!
- ≡ 1980 My first gay pride parade
- ≡ The very young John Heilman and Abbe, when we were becoming a city, stumping, Helen Alpert coming to my door for my vote! I was a young forty year old and was so impressed by this gray panther! Her brow perspiring and appreciative of a glass of water

1985 to 2000:

- ≡ I moved here with my husband and one-year old daughter in 1994, and have loved its parks, community events and employees, neighbors, and feel My only complaint about the city is seeing the eroding character lately, the tearing down of houses and

IDEALS

building of greedy, ugly, units pushing and ignoring zoning at every opportunity and ruining our faith in our chamber. We are a well-off enough community, we shouldn't be sold out from under ourselves for a quick buck—we can think of other ways to supplement the City's budget, with our creative energy. We care, about our city, not just our house, but the city we're leaving our children, and if a group that cares can't set a better example for others to emulate, it's sad.

- ≡ Halloween before it was commercial
- ≡ I moved to WeHo in 1985. I lived between Melrose and Sherwood. What I loved most was that I could walk everywhere—I loved the small town feel and at J. Sloan's everybody knew your name and they had steak night for the neighbors!
- ≡ Moved to WeHo in 1988. The city has changed its priorities so much since then. My reasons for living here are diminishing rapidly.
- ≡ Red dress party at Morton's
- ≡ 1986 .relocated to WeHo from Honolulu.
- ≡ WeHo Mardi Gras
- ≡ Moved to West Hollywood September 1985 with my husband. Both of us were positive when moving here. In 1989, my partner began to become ill. We used many of the services the city supported. He died February 1993. I got involved with the city the same year.
- ≡ I first moved to West Hollywood in 1994 and have lived in the same building ever since. Cost of living has risen, traffic problems have risen, parking problems have risen, and crime has risen (I had my car stolen from my garage)
- ≡ Moved to WeHo from NYC in 1997 for a job. Wanted to live in a "neighborhood," not just some bedroom community. Wanted pedestrian access to services. Wanted to live among residents of all income levels. I fear that the character of WeHo will be destroyed with all the catering to high-end real estate development interests.
- ≡ The horrifying AIDS epidemic, Louise Hays "Hayride" first at Plummer Park and then in this auditorium. A city that learned and taught compassion.
- ≡ Marches against AB 201 and Matthew Sheppard beating.
- ≡ Mid-90's. City extended no parking hours (for peak traffic) on Fountain Ave. making it even less pedestrian and even more of a freeway.
- ≡ Diana Ross and RuPaul filming a video on Santa Monica Blvd.
- ≡ Returned to WeHo, got involved in local politics.
- ≡ Moved here in 1996—heard city had great reputation for renters' rights. I loved small town residential neighborhoods.
- ≡ Newlywed until 1995 when I gave birth.
- ≡ Moved to West Hollywood 1990—still here friendly city.
- ≡ This city is a great city. Live here for 31 years. From year to year the city becomes one of the nicest in the entire country. Happy to live in this city.
- ≡ Moved to WeHo in 1992 and have never left. Have seen a lot of ups and downs then and an amount of change I never thought possible. Moved here from NYC and chose WeHo so I could walk.
- ≡ Condos out!
- ≡ Blondie Baby. I am a Hollywood drag queen who has made people laugh, have fun, and know they can be unique! Streets to shows to Oscars!

2001 and After:

- ≡ Growing older in place! Worried about cost of housing I'm rent controlled (old one) and doubt I could afford to stay in the city if that were to change.
- ≡ Too many condos
- ≡ I arrived in WeHo on 2005 I always wanted to live here for many reasons Specifically gay rights, liberal ideas and walking distances I love living here and wish to continue to be able to afford it
- ≡ Became disillusioned by building boom and displacement of residents, cheap looking new structures, and demolition of smaller buildings.
- ≡ I'm a mother!
- ≡ 2007-08 I started working for the Gay and Lesbian Center at "The Spot" here on San Vicente-I'm overwhelmed by the sense of community here and am very grateful to be able to contribute to it.
- ≡ Core values rent control, renters' rights, social justice
- ≡ Refocus on gays, seniors, renters.
- ≡ I used to go to Fountain School
- ≡ How much participation in city event by seniors

What does “Urban Village” mean to you?

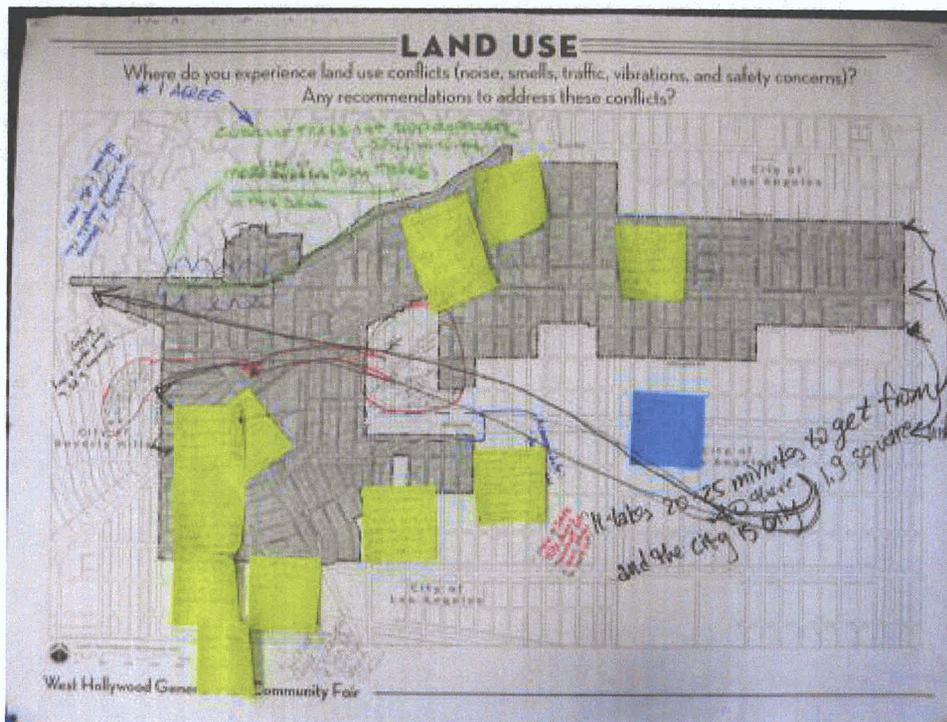
- ≡ Urban village means small business and neighborhood livability
- ≡ Urban village does not say anything to me really. It's a rather vague concept in my opinion.
- ≡ Urban village is a myth created by a few politicians who use scare tactics to STOP development
- ≡ Urban Village is a bit of an oxy-moron within the L A context
- ≡ Urban Village means a place that is walkable with a myriad of places to live, eat, work, play and shop nearby. An area that has distinct neighborhoods each with its own distinct feeling
- ≡ There is an aged, historic – flavored “quaintness” to the word “village” it implies smaller scale everything, coziness
- ≡ An empty phrase that means anything anyone wants it to mean (and therefore means nothing)
- ≡ A safe place for the people to live, work, create, gather, exchange ideas. Celebrate, free thinking
- ≡ Keep our architecture! It's beautiful – it's becoming strip mall suburban ugly trying to max out residents on top of each other!
- ≡ Not the greet to develop every inch of property like at ■■■ N Clark
- ≡ I can do everything I need without leaving WeHo!
- ≡ A sense of community and knowing who your neighbors are
- ≡ That there is a feeling of lower density. That there is a certain sense of the “village's” past. A village is not sparkling new. (think Greenwich Village)
- ≡ Low density – Small buildings
- ≡ Knowing your neighbors and shop keepers
- ≡ Aim for slow growth
- ≡ Gays, artists, seniors
- ≡ Pedestrian friendly – well regulated transit corridors – Know thy neighbor – Re-acquaintance with porch culture – Mixed use development inclusive of hi-rise and mixed use development – Smart/intuitive infill housing in developed neighborhoods.
- ≡ A safe place to walk and be able to know your neighbors
- ≡ Clean, green and don't be mean 😊
- ≡ Clean/green safe environment
- ≡ Where residents and visitors walk to neighborhood serving establishments. Having fun places within walking distance. Enough parking to park vehicles and walk!
- ≡ I hate the way the city is selling its soul to the highest bidders. (i.e. to condo builders) What makes this city (made) this city unique. Why we incorporated, was to have our own character. Zoning as it is now is not even reinforced, it's bent at every turn to favor the developers. If the Chamber needs money for its campaign funds they should seek out businesses that will help, not hurt the city. We don't need so much, or any growth, we should demand a stop to more growth by legal representation were already overdeveloped
- ≡ Mild density, so there is an opportunity to recognize people (vs. anonymous hordes)
- ≡ Grants to enhance the frontage of east side businesses across from the Gateway Mall – benches and trees around Gateway and businesses across from Gateway Mall
- ≡ That you can still feel a connection to your city, however dynamic it can be.

IDEALS

- ≡ It means being able to walk to most errands, feeling safe in your neighborhood and having a sense of community with neighbors
- ≡ Able to walk comfortably to movies, restaurants, etc. – Individual and family businesses, not chains – A scale of life to which a few people on the block know each other, socialize, and co-operation
- ≡ Friendly, clean
- ≡ A realistic vision of what a modern town could and should be
- ≡ We're pedestrian friendly and diverse not only in population but also in how we do business in the City We're small enough - a diamond in the rough
- ≡ In this grant LA County – even the Gateway project still has an urban village feel We move forward and keep certain things but always keeping the best Always have balanced budget dedicated city staff Great eastside feel – rent control
- ≡ Urban – the density and vitality of lots of various people and stores and entertainment village – compressed small area with various parts supporting the other Urban Village is then WeHo

DREAMS

Where do you experience land use conflicts?



Comments:

- ≡ Stop the monstrosity that is █ N. Clark
- ≡ Please keep Clark and La Peer Street. And call mixed-use what it is: Development Hell and Greed.

- ≡ The alleyway between Robertson and Clark, the area has become a horror (garbage, trucks, etc)
- ≡ Parking concerns-big developments-commercial and residential have impacts on surrounding neighborhoods in southwest corner of city
- ≡ Cut thru traffic impacting the neighborhood—people frustrated with major streets using alleys instead in southwest corner of city
- ≡ Need specific right turn and no right turn light at SMB and Robertson, so pedestrians can cross without jumping around cars
Cars can see crosswalk from Robertson
- ≡ Safety concerns-at the borders of WeHo and LA—we're feeling the impacts of LA's problems (crime, traffic, noise)
- ≡ Area of Clark in southwest corner of city is residential and should not be zoned CC.
- ≡ Between La Cienega and Harper, work with LA to incorporate more crosswalks and traffic lights for pedestrian safety on Melrose.
- ≡ More and safe bike lanes through city and more places to lock up
- ≡ It takes 20-25 minutes to go 19 square miles!
- ≡ Look for any opportunity possible to create open space and green space!
- ≡ Do not add any density when putting up new buildings. WeHo is dense enough.
- ≡ Havenhurst and Fountain noise from construction
- ≡ I have lived at [REDACTED] N Larrabe for 15 years and always wondered why it is so unkempt. The alleyway between Videowest and post office is always foul smelling
- ≡ Neighbors adjacent to Sunset have lots of problems with unruly, uncouth behavior of visitors
- ≡ _____⁴ Hart Park Dog Park
- ≡ Accommodate pedestrians on Melrose between La Cienega and Sweetzer.
- ≡ Sunset Ave survivability of businesses with increased competition from Hollywood and other areas
- ≡ Down zone area north of Sunset Ave to R3 to guard against 4 story buildings.
- ≡ Current trees along Sunset Boulevard not appropriate. Fill in with more queen palm trees in this area
- ≡ No more condo development-down zone to R3 on streets above Sunset Ave.
- ≡ New developments in residential neighborhoods evict existing tenants. Commerce vs people who actually live here.
- ≡ No more big buildings-make them smaller
- ≡ Too much traffic on Robertson and Melrose.
- ≡ Limited Parking
- ≡ Greater visibility of Lesbian venues
- ≡ Slow the "cookie cutter" and corporate restaurants and businesses
- ≡ Stick to original general plan
- ≡ More night clubs and revenue-generating uses
- ≡ Please eliminate added courtyard housing benefits for new housing (look at chapter in zoning code).

⁴ Underscore indicates portion of the comment was illegible

DREAMS

- ≡ More pocket parks
- ≡ Make projects work for NBHD
- ≡ Traffic help at Doheny and SMB
- ≡ Too much commercial encroachment into residential-see West Knoll, Westmount, Westbourne, Huntley, and all north of Melrose
- ≡ Bring back civility
- ≡ Too much development planned, approved Current Plan allows too much
- ≡ No highrises over 45 feet along SMB
- ≡ Too much development at one time Melrose triangle, the Palms, San Vicente, PDC
- ≡ Make Plummer Park larger, buy adjoining properties
- ≡ 300 block of Westmount-new units too close to sidewalk.
- ≡ Get rid of MTA building, property good for civic uses.
- ≡ Keep zoning as is on Huntley, Westbourne, Westmont and West Knoll.
- ≡ West Hollywood has cut the curbs on sidewalks, but the City of LA has not It makes it difficult for people (seniors) to navigate on scooters, wheelchairs. Consider annexing the LA part of the city of LA.
- ≡ Melrose, SMB, La Cienega triangle new low density, mixed use area like Abbot Kinney
- ≡ Sometimes I feel quality of life is not considered
- ≡ Fairfax/Sunset/Hayworth area already dense-more density because of 183 units on LA corner Traffic is unbearable Traffic jams on Hayworth!
- ≡ Need garbage cans at each bus stop Not only in the middle of the block.
- ≡ Put more electric utility poles underground, especially between houses New buildings going up are very tall and the big electric transformers are ugly and near people's bedrooms.
- ≡ The city should create a strategy to get power lines underground over the long term
- ≡ Require the city to put underground electric service
- ≡ Need bike paths like in the Netherlands.
- ≡ Move the MTA facility down to where Batch Plant is
- ≡ Too much density/downzone city—if commercial zone is 3 stories, so should max residential area
- ≡ Fountain Ave needs careful planning.
- ≡ West Hollywood should put a stop light at the Sunset Blvd. and Olive Drive so people can cross the street and not jaywalk
- ≡ Traffic on Fountain is too extreme leaving no opportunity for pedestrian activity!
- ≡ Not enough green space
- ≡ Please be sure the sheriff knows (and I mean all the deputies) where the City line is I'm sick of sheriffs telling me I live in LA.
- ≡ More disposal units for dog waste
- ≡ Need benches on the sidewalk so people with disabilities can sit and rest
- ≡ Need additional disabled on-street parking in WeHo

DREAMS

- ≡ Problem with SCE transformers-noisy and unsightly-with new development
- ≡ Hate TomCat theater, porn theater should reg. theater
- ≡ Cars never stop for the crosswalk at Ogden and SMB
- ≡ "No bicycles on sidewalks" on SMB routinely violated, even in view of police—endangering pedestrians, some of whom are older, disabled, etc
- ≡ No 10 stories on Movietown Plaza-4 stories max
- ≡ Traffic congestion at Gateway project
- ≡ Four-way stops needed on Willoughby along WeHo/LA border
- ≡ Need on-street disabled parking on La Brea near Gateway.
- ≡ Need public parking garage on east side
- ≡ SMB land use is inefficient Single-story is not best between Fairfax and La Brea
- ≡ SMB is a parking lot every PM from Vista to La Brea

DREAMS

What concerns do you have, if any, about the mix of uses in West Hollywood?
What uses or businesses are missing in your neighborhood?



Comments:

- ☰ Where the internet place that closed down is, there should be maybe a bakery or the building itself may be too large for the internet café. Still want internet café, just maybe smaller place.
- ☰ Please keep the West Hollywood Park intact-no commercial erosion into this sanctuary.
- ☰ Interface between residential and commercial are particularly vulnerable, as ever though their coding doesn't change, their life does if the commercial space is granted any leniency
- ☰ Movie theaters
- ☰ CN zone- supposed to be commercial neighborhood businesses that save the neighborhood. We're losing all our neighborhood businesses-we're becoming Rodeo Drive
- ☰ Too much high turnover of business at Santa Monica and San Vicente
- ☰ Java Detour Fantastic!
- ☰ We need a hospital in West Hollywood
- ☰ Need supermarket like Food4Less because stores like this are more affordable
- ☰ Need women's clothing store for mature community members on SMB
- ☰ Water distributors and recycling machines for bottles near Gelson's Market.
- ☰ Horrible traffic at SMB and La Cienega, many accidents every day. Suggestion: no right turn when heading south on La Cienega Blvd/turning right on SMB
- ☰ Want Russian-focused business strip Fairfax to La Brea
- ☰ Space for incubator businesses needed. Small business space (under 1000sqft)
- ☰ Need to reserve space for non-profits as well. The market is crowding them all out of the city.
- ☰ Work spaces for small businesses or independent workers, community, open style like in New York, where you can rent a room with connectivity, etc
- ☰ Smaller markets scattered around neighborhood that residents can walk to
- ☰ Buy the TomCat-what a resource! It's a real movie theater with a huge screen
- ☰ More recycling machines for plastic and batteries/paid
- ☰ City administer its own public housing authority.
- ☰ More small, family-owned stores, fewer chains
- ☰ Recycling machines for bottles.
- ☰ More affordable stores in walking distance, need drinking water dispenser automat
- ☰ Smaller, more convenient stores (i.e. Famina!!, Fresh and Easy), more coffee shops on Fountain
- ☰ Decent bike lanes
- ☰ Stores like Wal-Mart and Walgreens that offer variety of goods with reasonable prices = good!
- ☰ Lane Bryant
- ☰ Cut incentives to demolish rent controlled housing
- ☰ Need more parks, maybe dog parks.

DREAMS

- ☰ Sunset Strip Gourmet food grocery, more shops catering to neighborhood, new developments are too expensive—high rents kill local shops
- ☰ Mixed use buildings with outside landscape to promote park/foot traffic Vancouver has building that creates park space around buildings
- ☰ Revise home office zoning laws to allow more than one employee and allow some client meetings—encouraging work at home reduces traffic at rush hour.
- ☰ Steve Wynn casino on the Strip for money for seniors
- ☰ Veterans' memorial needs to be refinished
- ☰ Santa Monica Blvd like Santa Barbara's State Street
- ☰ MTA Transit Station/Bus Depot Bad, no gap in retail on SMB south side
- ☰ LGBT museum on Melrose Triangle.
- ☰ More day care and kid-focused places I support the Huntley Pre-School
- ☰ Ladies' clothing shop for mature women
- ☰ A bakery near West Knoll and SMB
- ☰ Hayworth and Sunset/Fountain quite dense already.
- ☰ Robertson small corner grocery, more trees, more retail, more restaurants, fewer showrooms, more people
- ☰ San Vicente is severely underused from a housing and pedestrian use Promote live/work and townhouses that connect Beverly to SMB
- ☰ More kid-friendly (price and menu and highchairs) cafes on Melrose
- ☰ Put first class auditorium on Melrose Triangle
- ☰ Department store on Westside of Melrose Triangle.
- ☰ No affordable businesses (restaurants) within walking distance
- ☰ Pocket parks on east side
- ☰ Development more in character with "urban village"—not a grand canyon of tall commercial buildings on SMB.
- ☰ No contract with Time Warner
- ☰ Mixed use like the Grove, 3 stories
- ☰ Small businesses under 15,000 sq ft
- ☰ Bank of America on Formosa and Romaine
- ☰ Department stores with mixed use including affordable housing for seniors and disabled across from Gateway Project.
- ☰ Incentives to developers to build out La Brea and SMB intersection
- ☰ Live/work in R3/4 zones on Genesee and Fairfax
- ☰ Annex Sunset Blvd. between Havenhurst to Fairfax
- ☰ Boutique hotels on Sunset Blvd
- ☰ Annex Willoughby between Havenhurst and Hayworth
- ☰ AIDS memorial on Crescent Heights Blvd

DREAMS

- ≡ Transgender service center on SMB across from The Lot.
- ≡ Bus seats on La Brea above SMB
- ≡ Transgendered Day of Remembrance memorial on SMB and Crescent Heights
- ≡ More green space and room for trees to grow
- ≡ Nothing over 3 stories
- ≡ Build bigger on SMB, mixed use has to happen.
- ≡ Commercial rents are rising so much that mom and pop businesses have to move out. What about some form of rent stabilization for small businesses?
- ≡ New developments on La Brea should include community meeting space and parking (Carl's Jr. Lot, Jon's lot)
- ≡ SMB needs a business improvement district like Sunset Blvd
- ≡ I'm concerned about neighborhood "livability" with all the various developments across the city. I'd like to see the neighborhood businesses that have been in the city stay in the city. I don't want to see big developments come in, take over, and over-run our city. We're unique and I'd like to see us stay that way.

What block best represents the best of West Hollywood? What areas are in need of re-thinking?



Comments:

- ≡ Larrabee Street is the best street!
- ≡ I'd like to see more neighborhood walking path with nature, greenery, water, etc.
- ≡ More green spaces
- ≡ New buildings need more open space incorporated into front...so sidewalks are visually expanded.
- ≡ The zoning on all of SMB is 35 feet and 3 stories. Where are these huge height proposed buildings coming from? Deny them.
- ≡ Too many huge projects going on on Westside. Greedy developers are getting away with too much and ruining our overburdened street traffic with trip generation.
- ≡ New library should have a city council hearing room that will accommodate more than 60 people present. One could hold 300 people!

DREAMS

- ≡ More parks/green space and more walker friendly design
- ≡ The city staff is too friendly when these applications come in that don't conform to the zoning ordinance. the staff should tell the developers-DO NOT BOTHER-instead conform.
- ≡ Protected architecture, traffic controlled
- ≡ Too many alcohol licenses-restaurants turn into bars after 11pm, take sheriff personnel away from other areas to police drunkards
- ≡ I love the building type/size use that Pali House represents
- ≡ Best use Mixed use-new construction at Palm and SMB and development at athletic club location
- ≡ The library is a must re-do The post office is a must re-do
- ≡ Rethink Palm development
- ≡ The approval of the Palm development is one of the worst decision even made in this city The city has mutilated itself with the cheesy \$700,000 development agreement for 62 feet in height.
- ≡ Hope to see all of west Santa Monica Blvd. torn down and redone (Pavilions/Palm/Melrose triangle) It's a ghost town of 40 years ago
- ≡ Combo of Melrose Triangle, Palms development, and Pavilions re-do is totally unacceptable
- ≡ Park-museum-library
- ≡ Please don't allow the palms project! We won't be able to move!
- ≡ Hire Frank Gehry to design the library
- ≡ At Santa Monica and Doheny, the northeast building is so ugly If we can construct new buildings, why not that site? Poor look for the entrance from Beverly Hills
- ≡ Melrose triangle -6 stories underground parking with an already frightening water table.
- ≡ Park + museum 1343 Laurel
- ≡ Make LA section of city between Melrose and SMB part of WeHo
- ≡ 3 to 4 story housing on SMB—better design for new buildings
- ≡ We need to lower our thresholds in terms of environmental review Make our design standards higher.
- ≡ Best area with Starbucks on northeast corner of SMB—combination of homes and apartment buildings gives cozy neighborhood feel
- ≡ No subway! (ditto!)
- ≡ Mixed use should be heavily encouraged on all of SMB Melrose and Sunset could also support good mixed use. La Cienega between Sunset and Santa Monica is good for mixed use
- ≡ Plummer Park needs re-thinking; promenades should be discussed
- ≡ The Movietown Plaza application for 10 story building and 6 stories is simply disgusting and must be turned down
- ≡ 3 stories maximum on condos, we do not want to be Wilshire Blvd
- ≡ More green space
- ≡ Keep "urban village" like Larchmont.
- ≡ Build on La Brea

DREAMS

- ≡ Please carve out a proper right turn lane by Gateway project
- ≡ Gateway such a bad idea Traffic plan doesn't work Scale too large Big box development here no "urban village" character
- ≡ Mixed use like the Grove
- ≡ I like Target
- ≡ Barren, no trees, ugly buildings
- ≡ Mixed use, Santa Monica east and west.
- ≡ Fairfax to La Brea and Doheny, low rise business
- ≡ Fairfax and SMB need development
- ≡ Subway at Fairfax and SMB
- ≡ Low rise density we are not NYC Don't try to be.
- ≡ Subway and light rail.
- ≡ Bike lanes
- ≡ Like the fact City is small and responsive to community concerns
- ≡ This city is allowing too much subversions of the general plan and zoning ordinance We became a city partially because we did not want secret deals with developers who give money to people running for city council
- ≡ Like neighborhood feel, such as Poinsettia, Havenhurst (north Fountain), WeHo west.
- ≡ Don't build anymore buildings in our present parks-make more green space!
- ≡ Can't increased residents' requirements be spread into other area besides WeHo?
- ≡ No subway! Above-ground trolley would be cute and less intrusive
- ≡ In the future, our most precious city resource will be open space Preserve parks, open space, foliage, etc

Comments from stickers:

- ≡ Buy this park (G) off Romaine and Poinsettia
- ≡ Hate Casden (R)
- ≡ Boxy buildings (R) on Hampton and Genesee
- ≡ Santa Monica at Gardner is barren (R)
- ≡ Greenery on Romaine at Gardner (G)
- ≡ Save Tara (R)
- ≡ Too dense now south of Sunset Blvd (R)
- ≡ Don't like redevelopment on Hayworth below Fountain (R)
- ≡ The Harper Ave area (G)
- ≡ Great single story residential on Huntley at Sherwood (G)
- ≡ Crack alley between La Jolla and Havenhurst (R)

Where would additional housing seem appropriate?



Comments:

- ≡ New housing should be only incorporated into mixed-use buildings. Keep neighborhoods neighborly.
- ≡ This is supposed to be the creative city-how about some low impact alternatives?
- ≡ Need metro stop where the WeHo police is located—relocate sheriff’s office.
- ≡ San Vicente Blvd. a lost opportunity for housing.
- ≡ No more McMansions in SFR-out of character height.
- ≡ San Vicente below Melrose.
- ≡ When tearing down residential to rebuild keep new style in concert with neighbor—tired of square box architecture.
- ≡ Better policy for granny flats.
- ≡ Some moderate housing. Don’t forget the 50K income bracket.

DREAMS

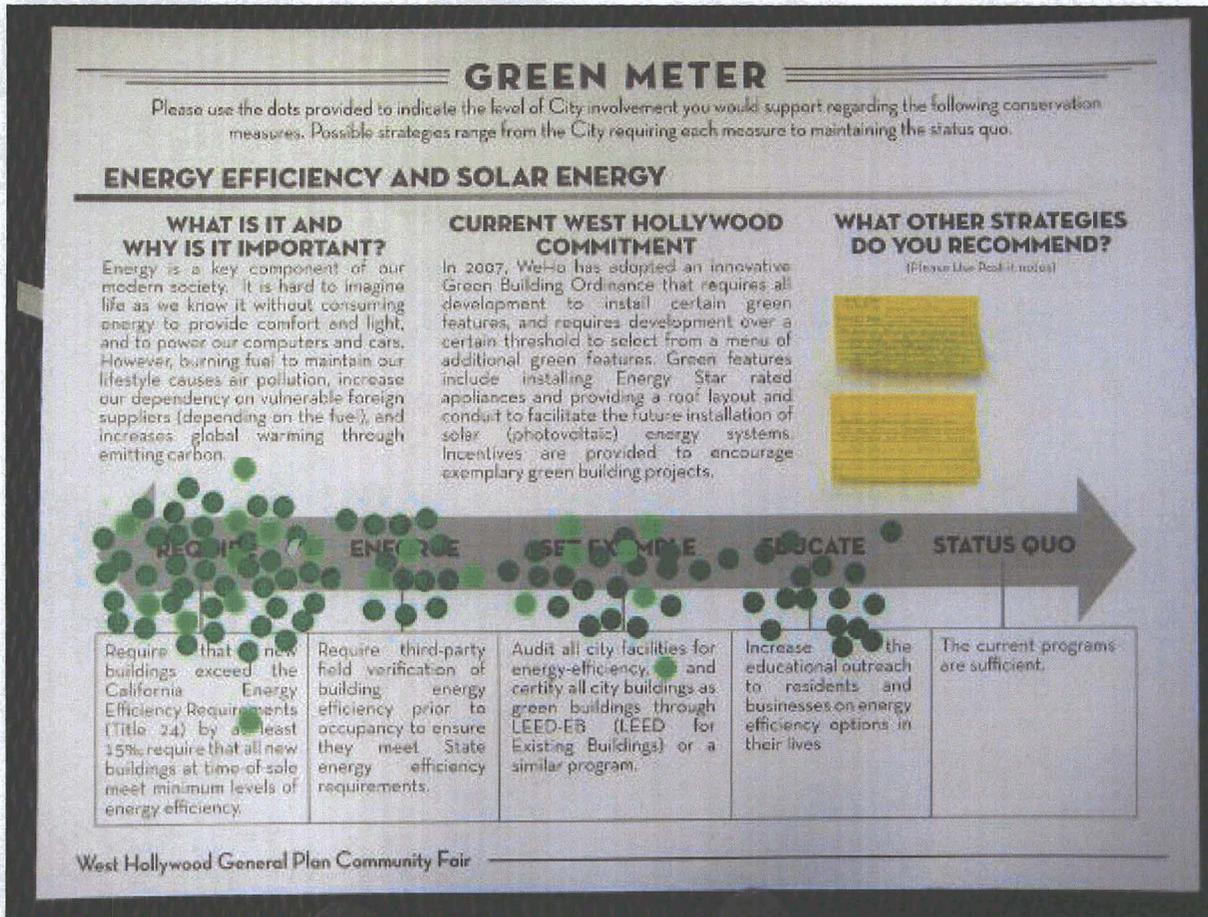
- ≡ Have the 10(?) empty lots which had houses demolished 15 years ago, turned into housing (multi) on Doheny between Harcond and Keith Avenues Is it still owned by a Palm Springs resident?
- ≡ Senior housing along SMB (Boystown)-moderate/high income, too
- ≡ Corner of SMB and Almont. Yes, if done well, not 6 stories up on SMB.
- ≡ Low density in Keith/Lloyd/Doheny
- ≡ If we are the densest city this side of the Mississippi, why do we need to carry the burden for additional housing?
- ≡ High rise development along major corridors-and stop residential development in residential areas
- ≡ At what point do we take into consideration the quality of life for people who already live here?
- ≡ Locate housing on all major commercial corridors, including San Vicente and La Cienega Make affordable housing a priority in all areas
- ≡ No new buildings over three stories
- ≡ High rise moderate income along Fairfax and SMB East side mixed uses between Fairfax and La Brea along SMB
- ≡ Stop over building. No more condos
- ≡ Density the major boulevards and leave the smaller side neighborhoods less dense
- ≡ The city must allow for greater density on residential lots They also have to find a way to give incentives, to landlords for improving/adding housing supply
- ≡ Redevelop some of the older units with sufficient parking.
- ≡ Mixed use along SMB and other commercial boulevards Melrose lower MU
- ≡ Remove existing strip shopping centers. Replace with mixed use developments from Fairfax to La Brea corridor.
- ≡ Annex LA City land that is underutilized to build housing
- ≡ Conversion of streets in select locations to pedestrian use and redesign commuter corridors. Create more street interaction with public
- ≡ Senior population increasing more rapidly than senior housing supply Mixed use and senior housing would be good
- ≡ I do not think that San Vicente between SMB and Cynthia is a prime area for mixed use. Low density (3 stories only)
- ≡ Empty building Seems many empty buildings have been empty for years
- ≡ More high rise development, 6-10 stories, with moderate income housing
- ≡ Maintain Vista Ave historic buildings and 4-plex Duplex, SFR feel
- ≡ Annex Linn House for transitional housing/addiction recovery No office use
- ≡ Make landlords comply with green building standards-have them update existing buildings
- ≡ Mixed use everywhere.
- ≡ More density and height along SMB.
- ≡ We have enough!
- ≡ Movietown Plaza—nothing over 4 stories.
- ≡ If we increase housing on east side, it will upgrade area because new buyers or renters will demand higher standards with greenery, etc

DREAMS

- ≡ Encourage more rental units—buildings should be built in which units are for rent, not just for sale.
- ≡ Anywhere you can! Use the unoccupied business buildings.
- ≡ Height averaging in neighborhoods back!
- ≡ Central WeHo is too dense
- ≡ Faith Plating site—great clean up and redevelopment plan coming
- ≡ The city would be better off administering its own public housing authority. Comp grant is \$39,000,000 annually, currently WeHo receives none of this
- ≡ New plan for movietown plaza is a great idea

Sustainability: Energy Efficiency and Solar Energy

Indicate the level of City involvement you would support regarding Energy Efficiency and Solar Energy: Require, Enforce, Set Example, Educate, Status Quo.



Meeting Facilitator Observation: There was some confusion among participants regarding the continuum of choices from "require" to "status quo" as representing more to less. Many participants put their dots on education, for example, because they thought that was most important; but they may have also supported initiatives stronger than just education.

Comments:

- ≡ Provide economic incentives for the adoption of alternative energies at business and residential levels.
- ≡ Help people invest in green businesses, green transportation, green housing, etc., with city taxes on those not in compliance, particularly heavy on any new businesses. Let old businesses adjust gradually, more heavily tax any new development so only green new development would be attracted.
- ≡ As new businesses are allowed to start here, they should be taxed to promote all of these plans (prorated based on their carbon impact "green" profile). This would encourage only green companies and allow us to be a model of success of how you can be responsible and successful, others would follow our lead.
- ≡ Public energy cost differences between CRT TVs and monitors vs. LCD. Encourage swapping out and recycling them with ease.
- ≡ City services and public services all energy independent—off the grid. Study model utilized by city of Palm Desert. Solar, gray water, wind power.

Sustainability: Water Conservation

Indicate the level of City involvement you would support regarding Water Conservation: Require, Enforce, Set Example, Educate, Status Quo.

GREEN METER

Please use the dots provided to indicate the level of City involvement you would support regarding the following conservation measures. Possible strategies range from the City taking no action to a measure to maintaining the status quo.

WATER CONSERVATION

WHAT IS IT AND WHY IS IT IMPORTANT?
Water Conservation is using water more efficiently for daily needs such as cooking, drinking, watering lawns and gardens, cleaning and other needs. Efficient water use helps to reduce the demand for costly water supplies and wastewater treatment facilities, and reduces the energy to pump, heat, and treat water. Due to the arid/dry climate we live in, Southern California periodically enters a drought, and water resources become limited.

CURRENT WEST HOLLYWOOD COMMITMENT
West Hollywood requires new development with landscape areas over 1,000 square feet to install drought-tolerant species in landscape areas, and low-flow toilets and showers. The City has existing regulations limiting landscape watering, and works with local businesses to discourage the hosing off of sidewalk areas.

WHAT OTHER METHODS ARE THERE?
Please Use The Dots to Indicate Your Support Level

REQUIRE **ENFORCE** **SET EXAMPLE** **EDUCATE** **STATUS QUO**

Require that all landscaping use drought-tolerant, and the smart, or weather-based irrigation controllers be installed.

Enforce existing landscape watering regulations for time of day and day of the week.

Re-plant all park and parkway areas (between sidewalk and curb) with drought-tolerant native species.

Increase awareness of water use in the home, and set up a demonstration garden or model garden tour.

The current programs are sufficient.

West Hollywood General Plan Community Fair

Comments:

- ≡ I'm not so in favor of enforcing native plant use only, but we must, absolutely enforce regulating frequency and time of day watering. Gardeners must be responsible for repair of irrigation systems.
- ≡ I feel OK about having strong green requirements both in terms of construction and landscaping. However, every house or project has its own unique features, so there should be room for exceptions, many alternatives and the ability to have staff have leeway in making specific decisions.
- ≡ Find use of various grey water in large developments and utilize all the water that new developments are pumping into stormdrains.
- ≡ Green roofs with plantings are attractive, and help clean the air. Also, they insulate.

DREAMS

- ≡ The gas-powered leaf blower prohibition is a joke. It is violated city-wide everyday. If you call City Hall to report violations, they say they require one week's notice to investigate. Well, one week later, the leaf blower is gone from that particular spot.
- ≡ Make the Heritage Tree ordinance not dependant on owner approval.
- ≡ Promote the utilization of hot water pipes that separate the influx of hot water from cold water into homes and businesses so that water is not wasted on waiting for cold water to be heated up. Two sets of pipes that come into houses already headed and the other one cold.
- ≡ Set up a "save water hot line" where residents can report water leaks, stop hosing off of sidewalk areas, inefficient irrigation systems, and other ways in which the resource of water is wasted on a daily basis.
- ≡ Stop the lot line to lot line removal of soil and installation of concrete boxes for parking.
- ≡ Create real space at new development for trees to actually grow.
- ≡ Require all new development to have solar power.
- ≡ We should not allow subterranean anything in a flood zone.
- ≡ Dewatering water for construction should be used for landscaping throughout the city.
- ≡ The most important resource in the next 20 years will be water, more important than gold.
- ≡ Parkway-stone/brick.
- ≡ City credit to building owners to update water heaters, low flush toilets, and shower heads, and solar systems for heating (multifamily).
- ≡ City to help pay for solar for apartment buildings.
- ≡ Maybe provide incentives for being green i.e. lower property taxes or something to encourage people to be green rather than penalize them for not.
- ≡ Mandate replacement of top-loading non-HE washing machines in apartment building laundry rooms.
- ≡ More Green Space included in all development.
- ≡ People should automatically equate WeHo with living, working, and traveling green.
- ≡ Fewer people mean lower demand on our resources. Put the breaks on development!
- ≡ The building I live in weekly has people clean it with a hose! Lots of water and nothing is clean, just wet.

Sustainability Programs

Participants were given 50 Carbon Credits to spend on a variety of Sustainability Programs

Program	Carbon Credits
Solar/Alternative Energy	920
Car-Free Transportation	715
Water Conservation	450
Recycling & Composting	340
Stormwater Pollution Prevention	300
Green Building/Rehabilitation	232.5
Promoting Green Businesses	232.5
Indoor Air Quality	205
Environmental Equity	150

Note: Meeting Facilitator Observation: Few participants understood the term “environmental equity,” which involves ensuring that all communities are treated fairly (not concentrating polluting businesses in poor neighborhoods and helping those who cannot afford to invest in their residences to install efficiency items) and being concerned about where the City’s trash is sent.

Comments:

- ≡ Real bike lanes. Not the glorified parking lanes we have.
- ≡ Dog poo recycling and composting.
- ≡ The recycling program has a lot of holes in it. Outdoor bins are stolen from us as well as people do not recycle enough so far city gets a small % of the possible.
- ≡ Promoting green businesses would not cost anything if only non-green businesses were taxed—only green businesses would bother being here.
- ≡ Increased funding to incentivize preservation of older buildings—same on natural resources.

Transportation Programs

Participants were given \$100 of WeHo Bucks to spend on a variety of Transportation Programs, both existing and potential.

Existing Programs	Allocation
Building new parking garages	\$1350
Taxi voucher program	\$815
Making existing private parking available to the public, how/when/where, be more specific	\$710
Bus pass subsidy program for seniors and persons with disabilities	\$675
Neighborhood traffic calming	\$655
CityLine	\$540
Dial-a-Ride	\$535
Rush-hour tow away zones	\$415
Red light photo enforcement	\$270
Potential Programs	Allocation
Regional Rail Service Serving West Hollywood	\$3,005
Promoting Locally-Serving Retail that residents can access on foot, bicycle, or transit	\$1,135
Residential Parking Benefit Districts	\$700
Extended Shuttle Service	\$675
Pedestrian Connectivity and Education Programs	\$590
Car sharing and bicycle sharing programs	\$580
Expanded Subsidized Transit Pass Program	\$225
Parking pricing and parking availability information programs	\$210
Universal Valet Parking Programs	\$200

Note Meeting Facilitator Observation There was some confusion about some of the programs and/or terminology, which may have affected feedback For example, "pedestrian connectivity" was often misunderstood Pedestrian connectivity involves the ease and directness of pedestrian routes In addition, the exhibit did not include the option to spend Weho Bucks on bike lanes, which participants found lacking

Comments:

- ☰ Has West Hollywood done a before and after study to determine accidents have been reduced after installation of photo-enforcement?
- ☰ Recalibrate how parking is required for small businesses Encourage mom and pops and live/work at small scale.
- ☰ Construct parking structures along SMB to accommodate retail shops
- ☰ Better, safer bike lanes!
- ☰ Save permit parking for residents not shoppers during the day

DREAMS

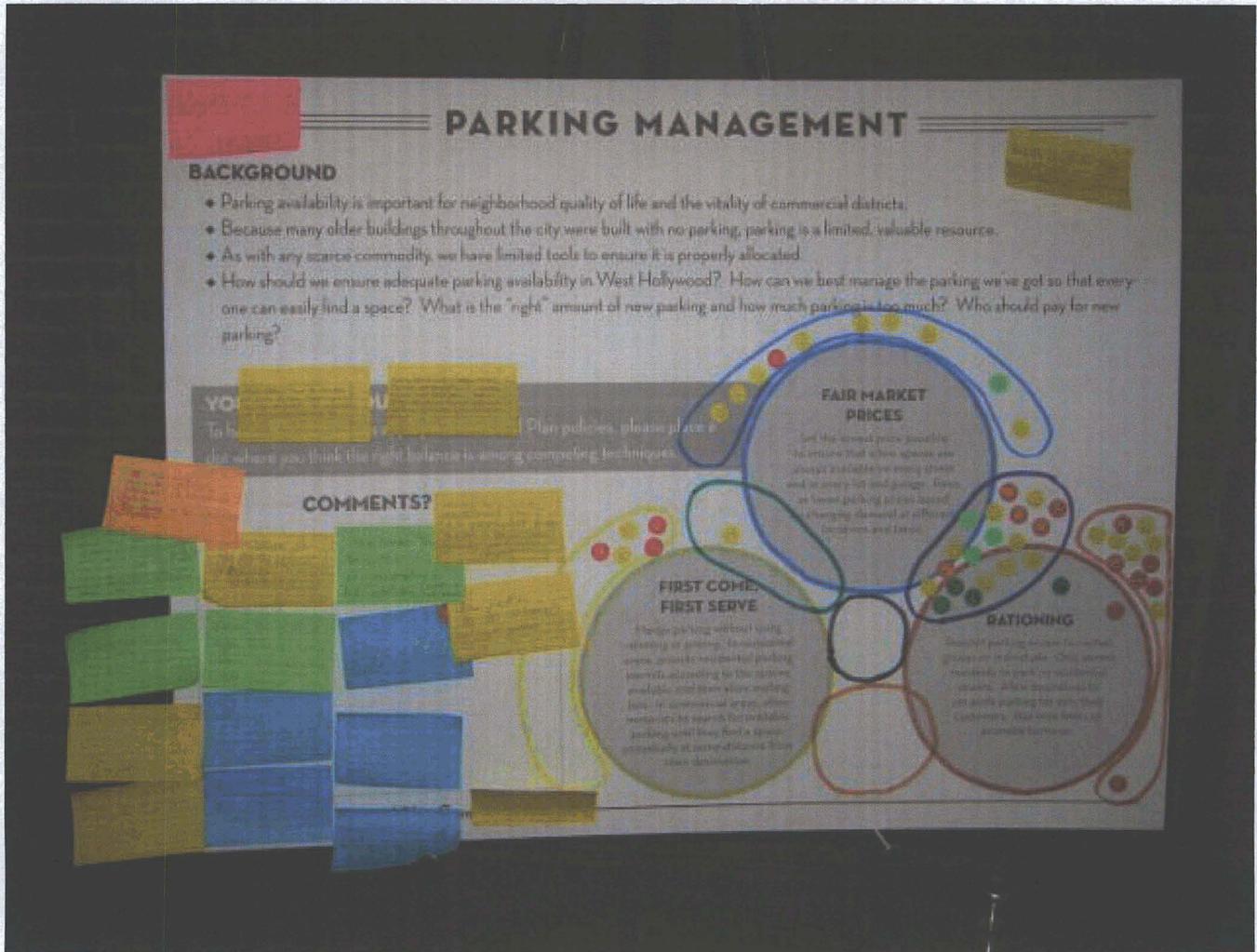
- ≡ Have city bus routes online
- ≡ Right turn lanes (especially at SMB and La Brea)
- ≡ More parking structures
- ≡ Don't turn over "public parking lots to valet" in evening
- ≡ Toll booth-speed passes for non-residents
- ≡ Public transit—peak oil flow will decrease the current growth of vehicle traffic but people will still need affordable ways to leave the city for work
- ≡ We really need rail service in West Hollywood.
- ≡ We have a wonderful dial-a-ride system We need better management of same If only we could have buses that disabled could use
- ≡ Parking garages should be built underground-not visible
- ≡ I hate this!! Red light photo enforcement
- ≡ No red light photo enforcement!
- ≡ Look aggressively at red striping in the city Paring it down can add many more on street spaces
- ≡ Monorail Santa Monica to Wilshire to the beach
- ≡ Eliminate parking on Fountain where traffic is reduced from 4 lanes to 2
- ≡ Hayworth at Norton and Laurel at Norton—Traffic calming who are you kidding? Make traffic worse Walking across the street there is a dangerous sport. Cars going straight through do not stop for cars turning I've been closer to accident now more than when there was no stop sign E/W/ and the areas themselves are ugly as well as dangerous
- ≡ We need to be hooked up to the larger public transit venues—the subway, shuttles or trains within the city. More growth without increased and improved public transit is suicide.
- ≡ More police at night especially on holidays to stop DUI and reckless drivers.
- ≡ What are we going to do about the long term traffic issues due to WeHo's central location?
- ≡ More bike only lanes/paths so that can ride all over, safer—right now cannot ride on sidewalk, but only safe place
- ≡ Monorail is the biggest single boondoggle of an idea It will never work, which is why they are in parks. Subway please!
- ≡ 3 story MUSE with underground parking
- ≡ What about cyclist education?
- ≡ Put trees on Melrose!
- ≡ Create safe bike paths
- ≡ I love on Havenhurst and am able to get to City Council meetings, but it is hard to get home Any chance an announcement could be made, asking if someone could give a ride? Going east along Fountain? [REDACTED]
- ≡ We need to aggressively pursue expanding the Red Line Subway down Santa Monica Boulevard. This is a make or break issue
- ≡ Increase availability for taxi vouchers for elderly and disabled
- ≡ City get together with DASH transit service to extend DASH service all the way to Doheny because all the service stops at La Cienega right now

DREAMS

- ≡ Bike lanes should not be in the street. They should be between the parking lane and the sidewalk.
- ≡ West Hollywood is far too dense! No more density growth!!!
- ≡ Remove parking on eastbound Fountain—to create two lanes. The needs of the many outweigh the needs of a few cranky residents.
- ≡ Expansion of no left hand turns during rush hour program along with more consistent enforcement.
- ≡ West Hollywood Express Tunnel: to alleviate congestion of thru traffic in West Hollywood, people commuting through the city could get on express tunnel underground.
- ≡ Expand CityLine! Frequency and length of service hours.
- ≡ Can you do something about bicyclists on sidewalks? Very dangerous!
- ≡ Keep existing tax/voucher/CityRide programs. Persons living with a disability need it.
- ≡ Stop selling business parking permits in residential parking districts—we know it's lots of money for the city—R zones for residents, not businesses.
- ≡ Maintain 24 hour bus/rail service.
- ≡ On Fountain, most accidents happen during off-peak. Lots of attention is needed to make street work for pedestrians.
- ≡ Start a "walk WeHo" program with discounts from local businesses to reward patrons who walk.
- ≡ Bring the subway down Santa Monica Blvd, to the Westside.
- ≡ All access parking includes meters and all streets for a set fee like \$200.
- ≡ Have a bus route that helps disabled to get up the hills to Sunset. Also, CityRide to go to LA library on Sunset.
- ≡ Should look for "neighborhood garages" to rent to locals. People would pay for a sure parking space. Crime is not a factor.
- ≡ Don't overbuild so we can still drive.
- ≡ Synchronize traffic lights please! This is a major cause of congestion. An excellent program was enforced in Chile (Santiago has an intelligent traffic light system) it is working very well.
- ≡ Traffic calming on Hayworth and Laurel is dangerous mid-block. The circles on corners OK, but when dropping off senior citizens mid-block, people behind you do dangerous things to get by.
- ≡ Tax car owners depending on the efficiency of their cars. a v8 car pays more, a hybrid pays less taxes.
- ≡ Building more subterranean garages will be helpful.
- ≡ Consider toll-based access to certain city streets, subsidizing city residents.
- ≡ I kept my money.
- ≡ Remove red light cameras.
- ≡ Read San Pedro studies and experiences.

Parking Management

What is the right balance between the following parking management techniques: Fair Market Prices, First Come-First Serve, and Rationing?



Comments:

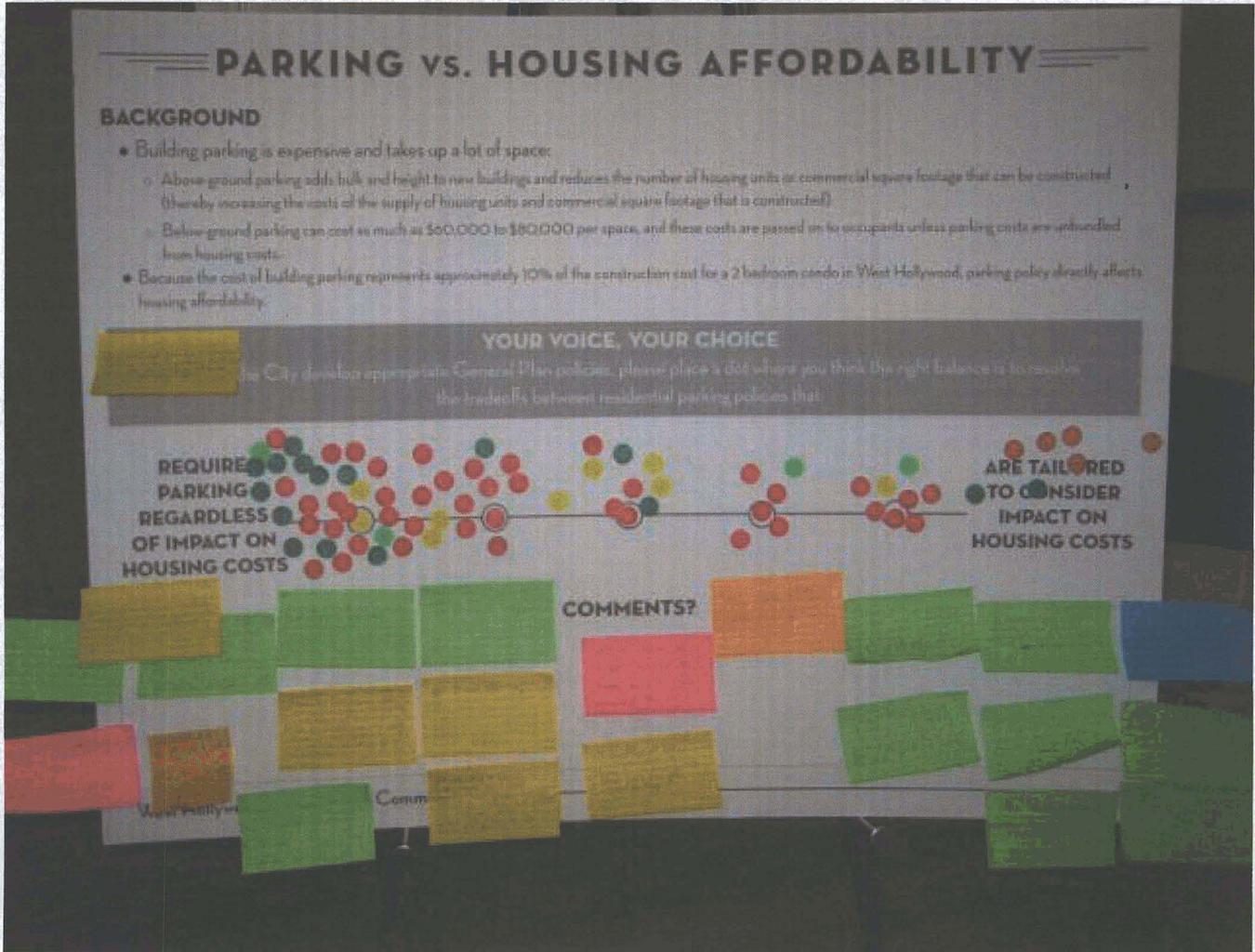
- ≡ The only way to ensure enough parking is to use market based pricing so parking is more expensive during peak demands. If it gets too expensive then people will alter their lifestyle to accommodate, which is what should happen.
- ≡ Revise parking standards to promote more spaces in smaller amount of space. Example: stall widths are narrower in other cities.
- ≡ Free parking for all residents in all areas.
- ≡ I am not in favor of these options. Less population density on streets with buildings without parking facilities.
- ≡ Do not allow private parking space to be off limits at night. Instead allow nightclubs and residents to pay for parking at night in those wasted parking spaces. It is paid so it also benefits the business owners. It's an incentive to have parking.
- ≡ More Kings Road type public parking/retail buildings along SMB.
- ≡ Build parking structures like those in Japan that store cars piled up to save space and allow more parking spaces.

DREAMS

- ≡ Do not allow building without enough parking spaces. It is unfair to residents. Higher standards will attract better businesses and land developers to the city.
- ≡ Stop bringing in more people than the city can handle (parking/traffic)—especially the new high rises going up on SMB is a terrible idea—it is too large, ugly and where will us residents park? Asking for trouble.
- ≡ Ensure that handicap parking is always available.
- ≡ Fair Market Prices become “fair” only when public transportation is better established. WeHo is not ready.
- ≡ Manage businesses using meters for valet! 11 and East/West restrict meters and on some nights have no valet!
- ≡ Crackdown on the abuse and misuse of handicap placards!
- ≡ I voted for “Fair Market Prices” as the less of 3 evils—I hate it the least!
- ≡ This city has many times approved major expansion of some facilities, mostly for restaurants and alcohol permits) that don not have enough or any parking. A terrible case in point is the Abbey and Ago.
- ≡ Parking should be free. Residents should not have to pay for parking because of over development.
- ≡ If a resident who has a parking permit, but forgets to put it out gets a ticket, it should be dismissed every time unlimited times. If we paid, we should not have to pay again. We should not be punished because of our busy lives and because over density causes limited parking.
- ≡ Public parking lots and meters shouldn't be used for the benefit of a private business. City should develop parking plans that permit general public to park in those spaces, even if there is a fee.
- ≡ Stop selling business parking permits in residential zones—R2 used to be strictly residential!
- ≡ Valet parking should be required to occur on side streets and not on main boulevards (or redirected to alleys, when applicable)

Parking vs. Housing Affordability

Help to determine the right balance to resolve the tradeoffs between residential parking policies that: 1) Require parking regardless of impact on housing costs and 2) Are tailored to consider impact on housing costs:



Comments:

- ≡ Irrespective of number of units being proposed, any unit/bedroom over 1400 sq ft must provide 2 parking spaces.
- ≡ I live in a 2 bedroom with 1 parking spot which I trade off with my roommate in [redacted] Westborne. Parking is becoming increasingly harder to find. At night, sometimes I have to find street parking far away. My building owns a lot where they are trying to build more parking. The city of West Hollywood says no to the lots, but says yes to building more condos in the area. By limiting parking the city of West Hollywood is putting my life in danger since I have to work at night at times. I know WeHo is safe overall, but I was attacked in the middle of the day in Trader Joe's parking lot and I fear my walk home when I park far away at night. Please let my building offer more parking!
- ≡ The use of tandem parking or parking stackers, zip cards, and public transportation should all be encouraged.
- ≡ No tandem parking.
- ≡ Parking for resident must always be a priority. Business and land developers must also absorb the costs.

DREAMS

- ≡ We're losing our seniors, and for those on a fixed income that have given up their cars, this could make it more affordable to stay here—but it needs to be studied very cautiously, so cars don't get dumped on the streets
- ≡ 3 bedroom new condo or apartment units should require 3 on-site parking spaces, not the 2 new required
- ≡ I don't think it's fair if current owners or rent control renters encourage housing costs to rise for others without paying some of those costs or sharing the burden
- ≡ I worry that your parking requirement survey is skewed because it's easy for people to want more parking because it's tangible, but I don't think people really want housing costs to rise and I don't think most people really believe that increasing parking requirements will really make housing cost more
- ≡ Parking stackers serves as art of function
- ≡ We should not tear down businesses or housing to build parking structures that are necessary because of overdevelopment
- ≡ Unbundling of spots is a good idea, but keep number of parking high. Where have you seen unused parking?
- ≡ Reduced parking OK, shared parking OK, tandem parking OK, affordable housing super OK
- ≡ 100 years ago, a toilet in every home might have seemed an unreasonable demand. Today, we have to require much space for parking in new projects!
- ≡ No tandem parking!
- ≡ I like the idea of separate parking, but parking still has to be a requirement
- ≡ Require new development to provide a net gain in parking that is available to the public
- ≡ The planning commission has allowed, in all of the recent new condo buildings built in the past 2-3 years, the developers in order to increase profit, put tandem parking in, to get more condo units in the building. This should be cut down tremendously
- ≡ Priority for residents must be given above all others.
- ≡ Stop building underground parking in new buildings that goes from property line to property line. Leave some room for trees
- ≡ More parking but not to the detriment of existing homes. Buildings should not be released from requirements of x # of space per unit. Must get on street parking right.
- ≡ Parking, regardless of impact on housing costs, will assure that young professionals cannot afford to live in WeHo
- ≡ I'm afraid a landlord may be able to gouge renters. I think this should be regulated to ensure there is no pressure on the renter to decide

Parking Prices

Help to determine the right balance between: 1) Free parking that may be hard to find and 2) Priced parking to increase availability:

PARKING PRICES

BACKGROUND

- Many people think free parking should be a constitutional guarantee, but studies have shown that underpricing parking creates excessive demand.
- Transportation researchers have found that pricing rather than time limits is a more cost-effective way to encourage turnover of parking spaces that are in high demand.
- In addition, numerous studies have shown that commercial shoppers care more about parking availability than the price of parking.

YOUR VOICE, YOUR CHOICE

To help the City develop appropriate General Plan policies, please place a dot where you think the right balance is to resolve the tradeoffs between:

FREE PARKING THAT MAY BE HARD TO FIND **PRICED PARKING TO INCREASE AVAILABILITY**

West Hollywood General Plan Community Fair

Comments:

- ≡ Suggest Angle Parking in most commercial corridors to increase the number of spaces and collected meter revenue.
- ≡ Culver City parking structures have 2hrs free parking and \$1 (or whatever) thereafter.
- ≡ I hate paying for parking, but I think having market-based pricing is the best thing to ensure adequate parking in the city. But paying for parking must be easy with options in the form of parking passes, cell phone payment, EZ pass, credit cards, or cash.
- ≡ Pre-paid parking cars that provides discounts for bulk time purchases (use smart cars technology).
- ≡ Limit the price of parking otherwise yet another cost of living burden.
- ≡ I live on Orange Grove between Romaine and Santa Monica. Most of the buildings on our block have limited or no parking available. People shopping on Santa Monica park on our streets and this leaves residents with no parking. Can we make our street permit parking?

DREAMS

- ≡ Figure out parking like Beverly Hills that supports businesses and small business/local and varying use of parking
- ≡ Shared parking should be developed (people can park for long-term rent by the month), needs to be regulated by government so its not too expensive
- ≡ Fluctuating parking costs based upon demand—density cost basis—cost to park higher at peak times, then less at low demand times.
- ≡ If you want to reduce traffic, you need to make parking less available or more expensive More parking=more traffic
- ≡ Use parking meter as digital spine for city wide communication system, using wifi and mobile broadband
- ≡ Cheaper parking for West Hollywood residents
- ≡ El Tour Lot is \$2 or so per half hour 50 feet away is \$50 for half hour Why the difference? Make consistency in parking lots
- ≡ Reframe this issue to consider peak oil flow, continue to control parking at the City government level. Free-market parking pricing will encourage "market-speculation and hoarding."
- ≡ Higher prices are useful but residents' parking should also continue to be a priority Residents should have priority.

Transit Priorities

Help to determine the right balance: 1) Fast, efficient transit to connect with destinations elsewhere in the region and 2) Local transit serving community circulation needs:

TRANSIT PRIORITIES

BACKGROUND

There is a broad range of transit services in West Hollywood, each with different markets and goals:

- On the one extreme is the Metro Rapid Bus service on Santa Monica, La Cienega, and Fairfax (lines 704, 705, and 780 respectively). Metro Rapid has high frequency, higher speeds and wider stop spacing than the local bus, and is designed to compete with the car. It operates very efficiently, attracts many long-distance trips, and eliminates a lot of cars from city streets. But its stops are too far for many people to walk to, and it does not serve local trips well.
- On the other extreme is the CityLine, which operates every 40-50 minutes, and connects the front doors of many local community services. It is hugely important to the people who ride it since most have few other mobility options. It is infrequent and circuitous, provides out-of-direction trips for most potential riders, and does little to address congestion.
- In addition to these two types of service, there is local bus service along major streets (lines 2, 4, 10, 105, and 217), which provide connections with the region at high frequency but more frequent stops and slower speed than Metro Rapid, and there is LADOT Community DASH service which connects to Cedars-Sinai and the Hollywood/Highland Metro Redline station. Local bus service connects more destinations, and attracts short- and long-distance trips.

YOUR VOICE, YOUR CHOICE

To help the City develop appropriate General Plan policies, please place a dot where you think the right balance is to resolve the tradeoffs between:

FAST, EFFICIENT TRANSIT TO CONNECT WITH DESTINATIONS ELSEWHERE IN THE REGION **LOCAL TRANSIT SERVING COMMUNITY CIRCULATION NEEDS**

COMMENTS?

The poster features a horizontal line with two clusters of red dots representing survey responses. Below the line, numerous colorful sticky notes are attached, containing handwritten comments.

Comments:

- ≡ Transportation to shop, eat, haircut, tourist places, evening. Incentive for "shuttle night out" 10% off dinner.
- ≡ Employer programs to incentivize transit and carpooling.
- ≡ Senior access to bus—steps are too high. Need better cityline bus!
- ≡ Use two routes for DASH with a transfer stop.
- ≡ Get serious about bicycling in the city or eliminate mandatory bike lockers. Look at bike bath connectivity throughout the city.
- ≡ Bring MTA to WeHo.
- ≡ I live in Atwater, but work in West Hollywood. I would be more inclined to ride the bus if I felt safer on it. Taking the bus can be a bit scary.

DREAMS

- ≡ Frequent, inter-city shuttle with multiple routes Utilize efficient mode of transportation such as utilized at Universal Studios-- electric, easy on/off
- ≡ City needs to make sure people without cars are provided with quality, dependable and respectful transportation services
- ≡ Since WeHo founded, buses have been inaccessible for seniors for whom they are designed—still can't get on buses, seats are wrong way, fall over when bus turns, steps are too tall.
- ≡ We need flex cars!
- ≡ What about a street car?
- ≡ CityLine shuttle from La Brea and SMB to H/H Redline and from Doheny and SMB to Century City
- ≡ Trolleys on SMB—no cars! La Brea to Doheny
- ≡ WeHo should work with the MTA to get a subway or something from Hollywood to Beverly Hills As much as Antonio wants it to go to the sea, it may make sense to have it stop at 26th in Santa Monica, so those funds can be used to take a line on Santa Monica through WeHo in addition to the Wilshire line
- ≡ Problem with discontinuation of (220?)—could input from the city impact this?
- ≡ We need a bus stop at Gardner It is close to Plummer Park A lot of elderly people need this stop
- ≡ Publicize to increase ridership!
- ≡ Metro stop on Santa Monica and Doheny (line 704)
- ≡ We are not an island We must work together with the county and make WeHo be heard! This information indicates that the city should push for the county of LA to increase the availability of efficient public transportation including railway (above or underground). The increased use of public transportation in the county would benefit WeHo.
- ≡ A West Hollywood speed limit 25 mph posted "Recommended" signage "you are entering the WeHo 25 mph zone."
- ≡ Subway stop at Santa Monica/San Vicente
- ≡ Return ALL parking (street) space to the public We should not be subsidizing bars' parking
- ≡ When studying parking requirements, I think it's imperative to note that 65% of residents either have no car or one car Increasing required parking will only encourage people to get more cars
- ≡ Making it more expensive to park will encourage more people to walk, carpool, or use public transit. People may not like this because it will require lifestyle changes, but these changes are what we need to reduce traffic and be green
- ≡ Get buses that are accessible and rider-friendly for seniors and disabled—not like the current ones that have high steps and side facing seats
- ≡ Invest in local transit services and make it free or very low cost for seniors and disabled.
- ≡ This information should be publicized and made available in various ways to raise awareness and educate
- ≡ One way streets (major ones) like NYC
- ≡ Consider center area like Amsterdam-no cars in center, only bikes, etc
- ≡ Elevated above Santa Monica Blvd (over commercial buildings)

Urban Design

The exhibits related to urban design were designed to facilitate a discussion on visual preferences. Because of this, these results are organized slightly differently than those of other activities. The comments deriving from the exhibits related to urban design have been summarized into overarching themes that capture the general range of concepts presented by the public regarding urban design opportunities and constraints in West Hollywood. The order of the themes presented below is not prioritized but is simply a listing of clustered comments that provide a sense of the range of ideas expressed by the public on that Saturday morning. The themes included those noted immediately below.

1. Keep West Hollywood an "Urban Village"!
2. Limit Density in West Hollywood!
3. Limit Heights and Reinstate Height Averaging!
4. Allow Additional Density!
5. Provide Additional Density in Strategic Areas Only!
6. Provide More Open Space and Greenery!
7. Develop Architectural Character!
8. Provide and Regulate Mixed-Use!
9. Regulate Single Family Residential Neighborhoods!
10. Limit Mansionization!
11. Limit and Regulate Hedges!
12. Provide Affordable Housing!
13. Address Parking Issues!
14. Address Traffic and Street Design Issues!
15. Plan for Transit!
16. Provide Walkability and Bikeability!
17. Emphasize Historic Preservation!
18. Emphasize Economic Development!
19. Other General Comments
20. Other Miscellaneous Urban Planning Comments
21. Emphasize Environmental Sustainability!

Comments that did not fit the above themes or addressed areas of interest outside of a purely urban design scope are noted in two additional categories presented below, "Other Miscellaneous Urban Planning Comments" and "Other General Comments"

1. Keep West Hollywood an “Urban Village”!

- ≡ Village looking – “neighborhoody”
- ≡ We are a village
- ≡ Away from cosmopolitan
- ≡ Height averaging *equals* village atmosphere
- ≡ Please do not “GAP” us (i.e. chain stores)
- ≡ Stick to the urban village West Hollywood is starting to look like every other city Where is the creativity? Smarter, more thoughtful planning

2. Limit Density in West Hollywood!

- ≡ Less density.
- ≡ Keep things low.
- ≡ Less residential density
- ≡ Keep low-rise landscape
- ≡ I want less residential density.
- ≡ No high-rises! At 35,000 residences in 1.5 sq miles that’s enough already! Stop overdevelopment and condo commission
- ≡ No high-rise buildings I don’t want high-rise buildings
- ≡ No more density!
- ≡ Height – the lower the better – two to three stories feels best, four if well done could be OK
- ≡ Three-story limit everywhere
- ≡ Limit height everywhere – three-story commercial and residential is too much density
- ≡ Keep development at Movie Town Plaza three stories!
- ≡ Keep Santa Monica Blvd three stories
- ≡ Three-story limit on all building everywhere.
- ≡ Three to four stories maximum
- ≡ No more than three to four stories
- ≡ Mixed-use four-stories
- ≡ Down-zoning some R4 NHS.
- ≡ R4 to R2
- ≡ R4 to R3 zoning!!
- ≡ We do not need as much new housing as is being built Council says that WeHo is desirable and that people want to move here. We are already the densest city this side of NYC! Why do we need more residents? I’d like to move to Beverly Hills or Malibu, but I can’t because their planning doesn’t allow many more residents, making them more desirable and considerably less dense, and far more livable. As a long-time resident, I’ve seen this city changed and gentrified at a gain for outside developers and a loss for residents. It takes 20 minutes to go from La Brea to Doheny on any WeHo E/W street.

There's no place to park. The Planning Department salivates over contemporary architecture (some already outdated), while condemning graceful older buildings.

- ≡ Smart development, not overdevelopment.
- ≡ I'd like to help appeal the mandate of needing 584 new housing units by 2014. A more concerned, grassroots appeal might be reconsidered, as we're already one of the densest areas in the state, and one of the highest traffic-impacted. Rather than being asked where these units should be, or what style of architecture – we'd like to see the mixed-use buildings they're going to be housed in, I want to ask, growth that's called for state-wide might more appropriately call for new areas to be developed as new cities. It won't be as valuable for the developers short-term, but their interests aren't (or shouldn't) be paramount. Investing in other types of commercial growth, particularly green businesses that are ripe for our constituency should be promoted. To continue in this vein with this kind of public outcry makes the city officials appear to have a vested interest in the city's actions, and I'm happy to see the tide changing (a la Obama and lobbyists?) to let interested citizens change the course of their future.
- ≡ Developments are too large for sites. Their landscaping plans are non-existent. CHANGE!
- ≡ Zoning should exclude building more housing. We have enough people here already. One and two unit buildings are torn down and replaced with ever-larger multi-story units. Prices are too high – no more parking – higher traffic – construction noise – construction blocks streets.
- ≡ Too much commercial space that can't find tenants.
- ≡ The need for more and more housing is ridiculous – we are the most dense city west of the Mississippi.

3. Limit Heights and Reinstate Height Averaging!

- ≡ Place limits on heights.
- ≡ Against exceptions to height limits.
- ≡ Don't break height limits.
- ≡ Height averaging back in place for R4.
- ≡ Put height restrictions back in to limit more huge condo projects that destroy neighborhoods (livability and quality of life).
- ≡ Reinstate height averaging.
- ≡ Residential neighborhoods/zoning should be restricted to two-stories with setbacks.
- ≡ Nothing allowed to be built higher than the existing structure.
- ≡ 45' is not a 'divine height' – it is simply an arbitrary round number that doesn't correspond to the building code or real story heights.

4. Allow Additional Density!

- ≡ High density housing w/ plazas, open space.
- ≡ Rather see thin and tall buildings even at 10 stories than all the shorter (4-story) buildings that are all stucco to the sidewalk. Outlaw stucco!
- ≡ More high-rises and 20-30 stories to permit more units.
- ≡ Build up!!! Castro, note gayborhoods in Philly, West Village.
- ≡ We need to grow up and get higher like every other world class city. Provide mixed-use incentives for developers and encourage a denser walkable city that encourages people to walk and enjoy local neighborhood businesses and recreational places.

≡ 10-story at East End.

5. Provide Additional Density in Strategic Areas Only!

- ≡ Higher buildings and greater density along main thoroughfares like Santa Monica Blvd will keep these developments out of residential neighborhoods while still meeting housing + commercial needs.
- ≡ Add density along transit corridors
- ≡ I would like to see development in residential areas (of condo and apartment) stopped and development of condos and apartment buildings encouraged on the main streets (Santa Monica Blvd, Melrose, Beverly) above street level and above business. Mixed together.
- ≡ Larger 10+ stories on major corners – Fairfax & Santa Monica Blvd, La Brea & Santa Monica, Doheny & Santa Monica.
- ≡ I really appreciate modern 5-stories along east side of Santa Monica and maybe 10+ on major intersections – ex. La Brea and Fairfax
- ≡ Four-story mixed-use facilities should be restricted to main boulevards (zoned accordingly)
- ≡ I visited downtown Portland recently. Its 10-story to 15-story residential buildings are so creative + beautiful compared to the cheap-by-necessity 4-story buildings so typical in W. Hollywood – STAND UP TO THOSE LOUDMOUTHS WHO DECRY ALL DEVELOPMENT!
- ≡ Higher buildings on Santa Monica
- ≡ Restrict taller buildings of four stories to main boulevards – S Monica, Fairfax, La Cienega, etc
- ≡ La Cienega should be CC not CN
- ≡ Fighting density is futile. Use density wisely and manage growth responsibly

6. Provide More Open Space and Greenery!

- ≡ More parks (2).
- ≡ More open space
- ≡ More green space (3)
- ≡ More open space – small, green and indigenous plants best
- ≡ Incorporate open space in new development
- ≡ More dog parks
- ≡ Use of open space build a community garden.
- ≡ More outdoor spaces with trees and grass with adequate parking
- ≡ More small plazas with fountains, should have greenery
- ≡ Parks that combine community use buildings with green areas are efficient
- ≡ Public spaces – meaningful, not gated
- ≡ Gardens that need little water should be a priority.
- ≡ Save remaining green spaces
- ≡ Not enough green spaces!
- ≡ Create more green space by keeping 1343 N Laurel as a park and cultural resource and do not build on it

- ≡ Provide a dog park and public use facility at 1343 N Laurel
- ≡ Provide a park and cultural center at Laurel
- ≡ More real park space.
- ≡ More parks, not just pocket parks.
- ≡ More street trees
- ≡ Preserve leafy green West Hollywood
- ≡ More green
- ≡ More trees!
- ≡ More green dog parks
- ≡ Warm/green/plants/landscaping
- ≡ Green everywhere in everything.
- ≡ Real protections for green spaces – tree ordinance is a joke Owner can remove heritage tree whenever they want, It affords no protection

7. Develop Architectural Character!

- ≡ More contemporary architecture
- ≡ Less square boxy apartments
- ≡ Mix contemporary and traditional styles of architecture
- ≡ WeHo Gateway is great! Maybe it's too small I don't know why people don't like it
- ≡ I like the design for new development at old athletic club
- ≡ Style of home is an individual's right
- ≡ In response to above comment Yeah, but some people have really bad taste, and we all have to look at it from street
- ≡ Please add more architectural detail to new construction, so everything new doesn't have sheer, cheap-looking, concrete walls with glass
- ≡ Strengthen design – want warm/inviting spaces/building relationships
- ≡ No more concrete front yards.
- ≡ I like residential that is more open and accessible
- ≡ No more malls.
- ≡ No more strip malls
- ≡ More thoughtful architecture – less trendy, soon-to-be-dated buildings.
- ≡ On commercial streets, more inviting facades for walk-in patrons – more green spaces mixed in
- ≡ Incentives to residents that open up (welcome) their front yards to the street NO WALLS.
- ≡ Commercial properties should have inviting walk-in facades.
- ≡ Some of the buildings that are being constructed are uglier than the ones they are replacing
- ≡ Don't make WeHo look like Valencia.

- ≡ Better (stricter) design guidelines.
- ≡ West Village, NYC

8. Provide and Regulate Mixed-Use!

- ≡ Mixed-use ordinance does not allow enough housing – no incentive under existing ordinance
- ≡ Santa Monica Boulevard is not appropriate for all or too many mixed-use projects
- ≡ Mixed-use is an excellent use of limited space
- ≡ Call mixed-use what it is Development greed!
- ≡ I'd like to see more housing on top of businesses provided. not too tall however wouldn't mind more rental units – not condos
- ≡ Mixed-use developments should only be built along commercial routes with anything taller than four-stories clustered on intersections. Multi-family can be contained in residential streets with five-story and higher buildings contained at ends of streets
- ≡ As hard as it is to accept, multi-family and mixed-use are necessary for the city to grow We can plan a healthy, sustainable solution now, or we can scramble to fix something later. Growth is inevitable, let's plan for the future in a smart way
- ≡ Keep mixed-use only on major streets (Sunset and Santa Monica Blvd)
- ≡ No residential on mixed-use commercial projects
- ≡ CC should encourage mixed-use.
- ≡ North-South streets like San Vicente, La Cienega, Fairfax, should have creative housing for mom & pop shops to live and work

9. Regulate Single Family Residential Neighborhoods!

- ≡ We're glad that West Hollywood West is a Single Family Residential Conservation Overlay! Thank you!
- ≡ No single-family development – land conservation is key. Allow granny units to be easily sited on existing single family residential properties
- ≡ [There are] only two streets are single family (Betty Way and Greenacre) – everything else is 2 unit + more

10. Limit Mansionization!

- ≡ No MacMansions – too wide/too tall
- ≡ No mansionizing
- ≡ Too much building lot coverage on lot
- ≡ No two-story oversized border-to-border homes.

11. Limit and Regulate Hedges!

- ≡ Things seem so hidden behind hedges and modern blocks and boxes.
- ≡ Don't like high hedges – back to 42"
- ≡ Restrict heights of hedges/walls in front of single family homes.
- ≡ I like sidewalks in front of homes and connectivity to sidewalk from homes – don't like when homes blocked (by hedges, gates) – I like houses to feel part of sidewalk
- ≡ No hedges above 4 feet in front of single-family houses – makes it feel like we're hiding from each other

≡ I HATE the hedges! Feels unsafe

12. Provide Affordable Housing!

≡ More affordable housing but not to the detriment of parking spaces

≡ Make sure that there is affordable housing and mixed-use

≡ No condos that are expensive.

≡ WeHo residents who have lived here for ages cannot afford the price of a condo. Rent control has kept me living here. If I had to move, I would have to live in the backseat of my car! CONDOS SUCK!

≡ New mixed-use places should be priced for middle class families and singles i.e. \$400-\$600K for residential units with preferences for city residents

≡ Preserve in place rent-controlled units.

≡ Keep condos out - too expensive for the average renter - take up too much air space and cohesiveness of the neighborhood.

≡ I would like to see more affordable housing for young professionals.

≡ Zoning should include an emphasis on rental properties and low and moderate-income properties

13. Address Parking Issues!

≡ Parking is a problem and traffic crazy - makes me angry.

≡ Movie Town Plaza requires more parking per unit

≡ Semi-subterranean parking and subterranean parking are useful to the city

≡ No residential tandem parking in multi-unit buildings

≡ Less subterranean parking.

≡ Mixed-use - require more parking per unit

≡ No tandem parking in new buildings. No one uses it. Spills into streets.

14. Address Traffic and Street Design Issues!

≡ Traffic too great - constant gridlock - people won't take public transit

≡ Slow traffic

≡ Find ways to reduce traffic in residential areas - times pylons - speed bumps - stop sign cameras. Try to prevent diesel trucks from driving through.

≡ Stop using Rosewood Ave as a speedway!

≡ Alley between Santa Monica Boulevard and Rosewood (just east of Doheny) should not be used as a "speedway" nor a dumping ground!

≡ How do you design for the car from a design perspective

≡ Street differentiation regarding cars and design

15. Plan for Transit!!

- ≡ Plan for future transit. Public transit projects will be funded and built for the most dense and trafficked areas that will benefit most from public transit and that will provide the most ridership
- ≡ Transportation near new mixed-use
- ≡ Realign transit corridors

16. Provide Walkability and Bikeability!

- ≡ Provide wider sidewalks
- ≡ Pedestrian friendly status must be kept
- ≡ Create pedestrian streets
- ≡ Design the streets for more than just cars – strategies of flexibility.
- ≡ Closer examination of the auto/traffic from an urban design perspective (not transportation management)
- ≡ Multi-family – important to have life on the streets
- ≡ Spacious, calm areas with no cars/traffic going through are much more appealing when living here – for shopping and strolling.

17. Emphasize Historic Preservation!

- ≡ Preserve historic buildings (give landlords tax credits)
- ≡ History/historic buildings should be saved!
- ≡ Preserve remaining pre-1940 structures
- ≡ Create conservation zones above Santa Monica and below Sunset to preserve important mid-century apartment buildings.
- ≡ No more pulling down old apartment buildings

18. Emphasize Economic Development!

- ≡ New multi-use places should include suites for new businesses to rent office space at below market price to help stimulate new small business growth
- ≡ Make sure you maintain the future of the small Russian stores/businesses on Santa Monica Blvd and other places, they can move but need to be kept

19. Emphasize Environmental Sustainability!

- ≡ Provide incentives to residents and businesses alike that meet and/or exceed energy conservation
- ≡ West Hollywood shouldn't be pooppy Utilize recycling and composting

20. Other Miscellaneous Urban Planning Comments

- ≡ Create more incentives for city employees to move to the city
- ≡ In no way should any existing residential zone be changed w/o extensive studies/surveys and impact consideration
- ≡ Rethink residential streets, mixed-use, commercial streets.
- ≡ When considering environmental impact consider impact we already have at city borders. This seems to be ignored Large buildings in the City of Los Angeles are crowding our neighborhoods.
- ≡ Clean up city boundaries (would require annex) of City of Los Angeles land / "fingers"

DREAMS

≡ Look for opportunities at east side.

21. Other General Comments

- ≡ I'm [REDACTED] owner-trainer of The Well-Heeled Dog, a dog training and behavior modification business. Have conducted group classes for over 4 years at Plummer Park, which are highly successful. Why is the plan for the Plummer Park and West Hollywood Park, to eliminate the dog training service? With all the dog owners in this town, isn't mine a valuable service?
- ≡ Have homeowner competitions for gardens, festive holiday décor etc.
- ≡ Create entrance piece – water feature at Crescent Heights and Sunset in conjunction with City of Los Angeles – this is our “key” to the city and Sunset Strip!
- ≡ Reduce noise.
- ≡ Preserve views of hills.
- ≡ More public art that works with setting.
- ≡ Security for residents near bars and nightclubs.
- ≡ Limitation of time to complete construction on home.
- ≡ West Hollywood is developer/property owner driven. It is their dreams.
- ≡ Great people at this exhibit.



DREAMS

DREAMS

What should OPEN SPACE in West Hollywood feel like?

1
Small plaza with a water feature.

2
Pocket park with planters and seating.

3
Small park with lawn, trees, seating.

4
Urban plaza with bike parking, seating, and a water feature.

5
Active recreation space.

West Hollywood General Plan Community Fair

DREAMS

How can we make SINGLE FAMILY RESIDENTIAL neighborhoods in West Hollywood even better?

West Hollywood General Plan Community Fair

DREAMS

DREAMS
What should MIXED-USE PLACES in West Hollywood feel like?

1
Existing mixed-use building in West Hollywood.

2
Two-story mixed-use building with ground floor commercial and upper floor residential.

3
Four-story mixed-use building with ground floor commercial and upper floors residential.

4
Five-story mixed-use with ground floor commercial, three floors or street facing residential, and one setback floor.

5
High density mixed-use building with ground floor commercial and upper floors residential.

6
High density mixed-use building with ground floor commercial and upper floors residential.

West Hollywood General Plan Community Fair

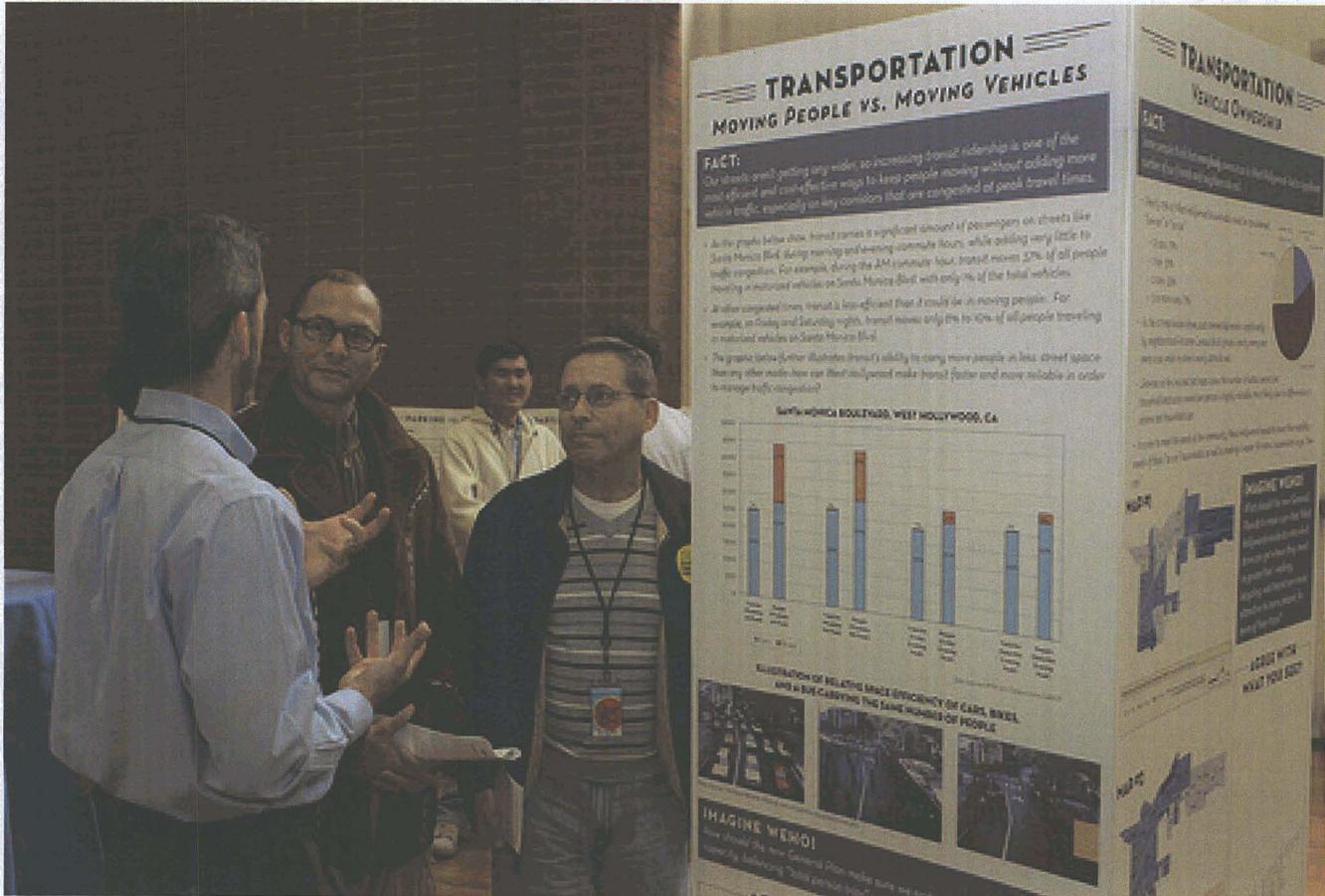
West Hollywood General Plan Community Fair

FACTS

Informational displays provided facts about housing, transportation, social services, City finance, and more. Please visit www.weho.org to view all of the boards that were on display during the Fair.

Fact: Climate Change

West Hollywood residents can continue to be leaders on climate change by reducing the amount of driving we do.



Comments:

- ≡ No!! I don't buy into this panic!
- ≡ West Hollywood is green because it is dense and walkable. It seems that the city should be proud of this; however, this is as much a reflection of the city's location and history as to what it is actively managing.

Fact: Mode Split

Some may say that “nobody walks in LA,” but we certainly do walk in West Hollywood (and we take transit, bike, and carpool too).

Nearly 25% of West Hollywood residents get to work by some other mode than driving themselves: 6% take transit, 6% walk or bike, 6% carpool, and 7% have a “zero commute” because they work at home!

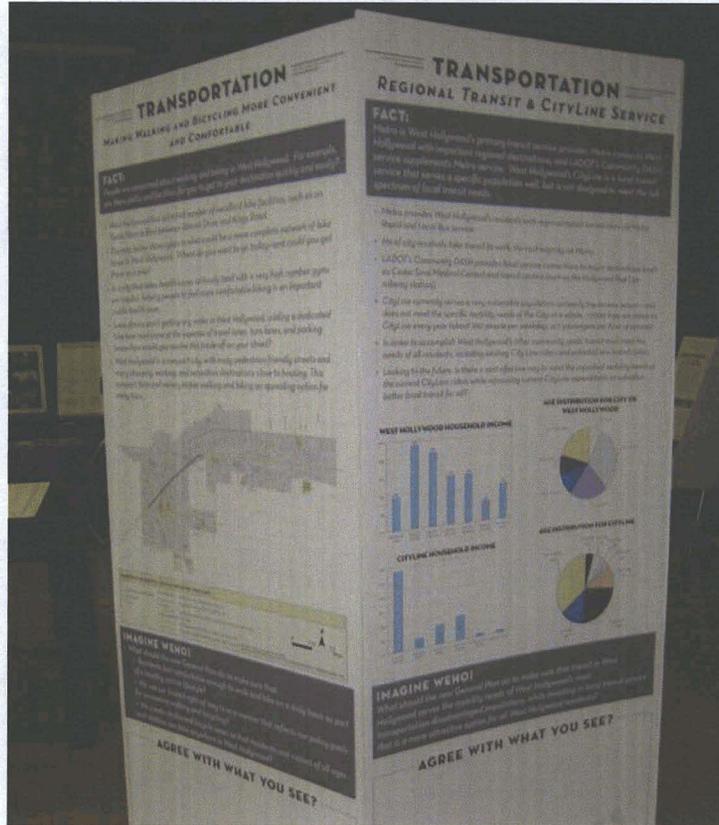


Comments:

- ≡ Trans-mode split.
- ≡ Increase density and encourage multifamily living along commercial corridors. Increased density will encourage people to walk or bike to places for living, working, and playing.
- ≡ The information you show here should be made available to everyone. Publicize this, educate.
- ≡ If you use your bike for exercise put a bike rack on your car and go to the beach or the bike trails in the Santa Monica Mountains.

Fact: Walking and Biking

People are concerned about walking and biking in West Hollywood. For example, are there paths and facilities for you to get to your destination quickly and easily?



Comments:

- ≡ Bike lanes-make a path on SMB from La Brea to Kings Road to connect to existing bike path
- ≡ Trans-walking/cycling
- ≡ More bike lanes!!! Install a light system east of Fairfax on Orange Grove where pedestrian walk is. I almost got run over 5 times trying to walk on that pedestrian walk.
- ≡ West Hollywood really needs to make crosswalks more safe, especially the crosswalks on Orange Grove and Santa Monica, which most people use to go to Whole Foods. I have personally almost been run over there, and I have seen an elderly woman been hit there by a car. Cars just do not stop. Can you install some sort of crosswalk device where the crosswalk lights up when pedestrians are on the crosswalk? I have seen many progressive cities, such as Glendale, Santa Monica that have this. West Hollywood needs it.
- ≡ More bike lanes protection. Santa Monica and Sunset -ride is extremely unsafe currently because the bike lanes just end. Also, more bike "parking" is needed.
- ≡ More bike lanes are needed in West Hollywood. A lot of West Hollywood residents want to be friendly to the environment and reduce the use of cars, but riding our bikes is not safe now. I have a bike, but I can rarely uses it because when I have, I have almost been run down by cars.
- ≡ Yes, we need more bike paths. I used to ride my bike to run errands all the time. Since the bike paths have closed and there is no police enforcement of reckless drivers, I ride my bike much less!

Fact: Parking and Affordability

Parking takes up a large amount of space and is expensive to construct.

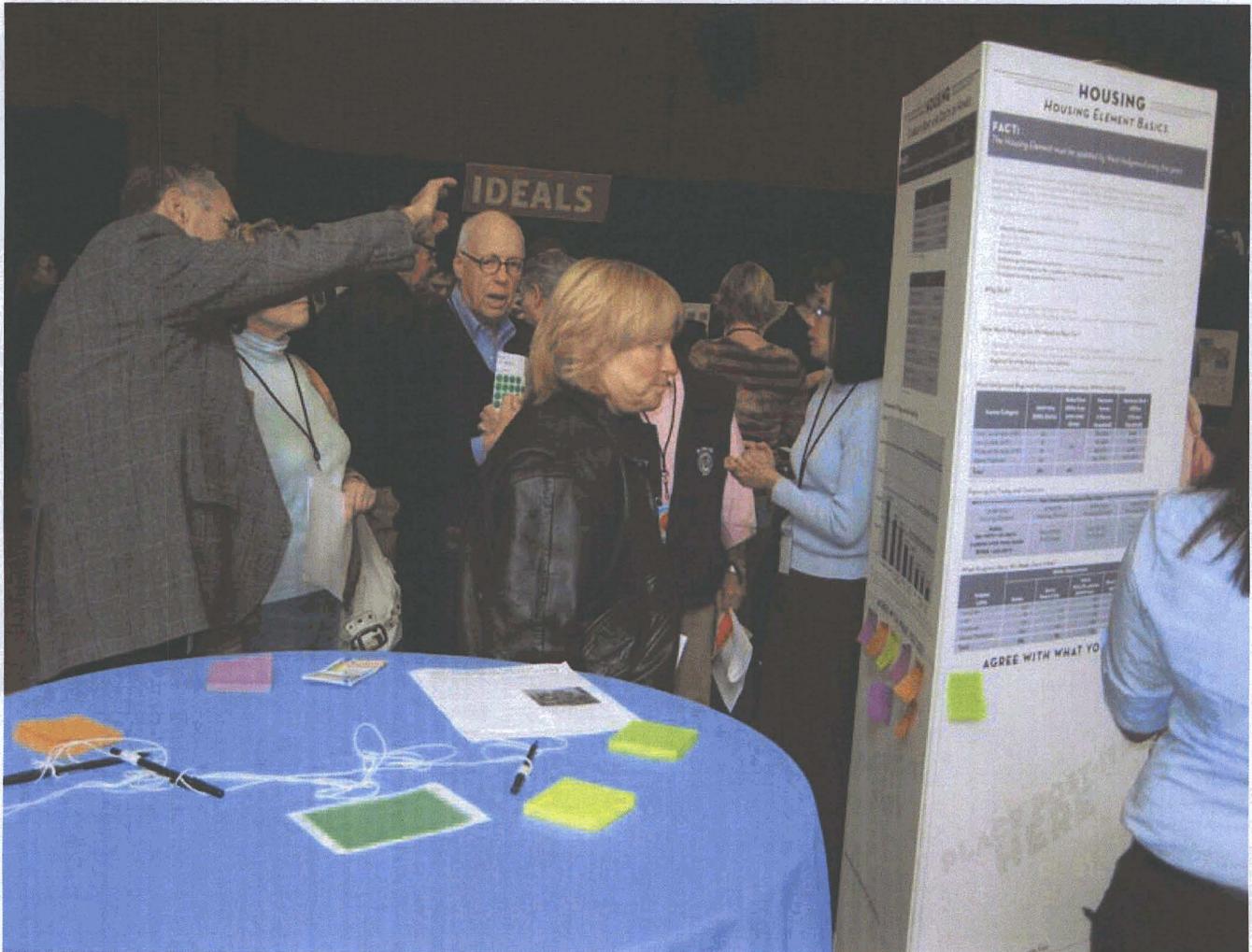


Comments:

- ≡ Streetcar at MTA site and connect to Century City, Beverly Center, and Hollywood.
- ≡ I disagree with fact #1-the restaurants and clubs need more parking-tax them and build more parking structures.
- ≡ Condos suck!
- ≡ Great population growth due to expanded building of large residential properties only exacerbates this problem. Each new residence needs at least one spot per bedroom.
- ≡ Below ground parking garages are better for multi-use expansion. They're also better for the environment than above ground because they limit non-porous surfaces that lead to run-off.
- ≡ Consider the neighborhoods when discussing development. Don't turn our neighborhoods into congested parking lots for all the new businesses and apartments/condos that are going in.
- ≡ It doesn't make sense that 2 and 3 bedroom apartments/condos are required to have less square feet of parking. More should be required of them.
- ≡ Offices should be required more parking same as hotels. The employees of these facilities use up more parking spaces than is reflected here. The offices use up visitors parking to their offices so they need more parking.
- ≡ We need to strive to maintain the "village" aspect of WeHo. Namely, we need to encourage pedestrianism and public transportation. That mitigates problems involving parking, congestion, environmental concerns.
- ≡ Eminent domain to create more parking garages. Lots of landscaping around garages (like Kings Road)

Fact: Housing Element Basics

The Housing Element must be updated by West Hollywood every five years



Comments:

- ≡ We need to stop distributing the current rent control/affordable housing we already have.
- ≡ Let's look at granny flats as a viable option for adding housing opportunities in residential areas.
- ≡ Let's re-look at our 2nd unit law and come up with a policy that will work in more than one zone
- ≡ Affordable housing, more, more, more! Mixed use, yes!
- ≡ Incentives for people with low income who work in WeHo to be able to live here.
- ≡ Rent control is what is driving landlords to develop condos-end rent control.
- ≡ Any rent control unit should be allowed to change a rent to at least cover expenses.
- ≡ More emphasis on 'low' and 'mod' (good programs exist for 'very low' and 'above mod') takes care of itself.
- ≡ More accessory/granny flats.

FACTS

- ≡ Purchase or set aside affordable units in new construction on main thoroughfares in mixed use developments—minimum 15-25% of units built
- ≡ WeHo needs to approach existing multi-family property owners of 8 or more units and acquire these properties and utilize these units to run all affordable housing stock
- ≡ Very low, low, moderate income housing—should be primary Lots of mixed use
- ≡ Control tear downs—mandate design for new construction
- ≡ Provide senior housing on streets and avenues on main streets
- ≡ Senior housing for moderate and high income
- ≡ More middle class “moderate” RHNA units
- ≡ Where is the land coming from to build these units?
- ≡ How can affordable rentals be provided when so many older rental units are being torn down and being replaced by condos?
- ≡ Will there be enough affordable units so people who work more jobs in WeHo to be able to afford to work here?
- ≡ Raise the height limit.
- ≡ More very low and low housing for seniors
- ≡ I support higher density and senior housing one can pay for the other Equity sharing (incl housing) works. One level units and/or good elevators Fairfax to La Brea
- ≡ The City must provide much stronger incentives to build affordable/workforce housing, particularly for small projects because otherwise it is very difficult to make the projects viable.
- ≡ High parking requirements (and also limit the number of low income units provided).
- ≡ The longer and more risky the development process is, the more difficult it is to provide affordable housing
- ≡ Gay and lesbian over 50—affordable housing or a home shelter, like near the (Montabon?) Theater.
- ≡ Housing for “graying HIV” retirement committee
- ≡ Workforce housing, multi-family/lofts along SMB
- ≡ Workforce housing needs to increase. Not enough opportunity for those who are not poor, but are lower middle class Ruins character of a city when there are only extremes of incomes among the residents
- ≡ I love living in WeHo. I live in a rent-controlled apartment and always in the back of my mind is that my landlord may choose to sell his building Please make housing affordable for those of us with low to moderate income.
- ≡ To keep WeHo vibrant, growing, and diversified, we need to develop policies/programs to encourage/support (In the face of rising market rents) building of housing for the moderate (working-class) citizens
- ≡ Mixed income residential housing is needed More affordable housing Less catering to the very wealthy. The character of WeHo will be changed for the worse, otherwise
- ≡ The City is hypocritical They trumpet affordable housing all the time, yet, every time, every two weeks, the planning commission approves the demolition of affordable housing and construction of market rate housing condos (expensive).
- ≡ Protect middle income housing.
- ≡ If the stake requires such expanded residential space, it should not be concentrated only or at all in already congested, highly over-trafficked, over polluted areas, we should cease or slow as much as possible new housing—have them make new cities.

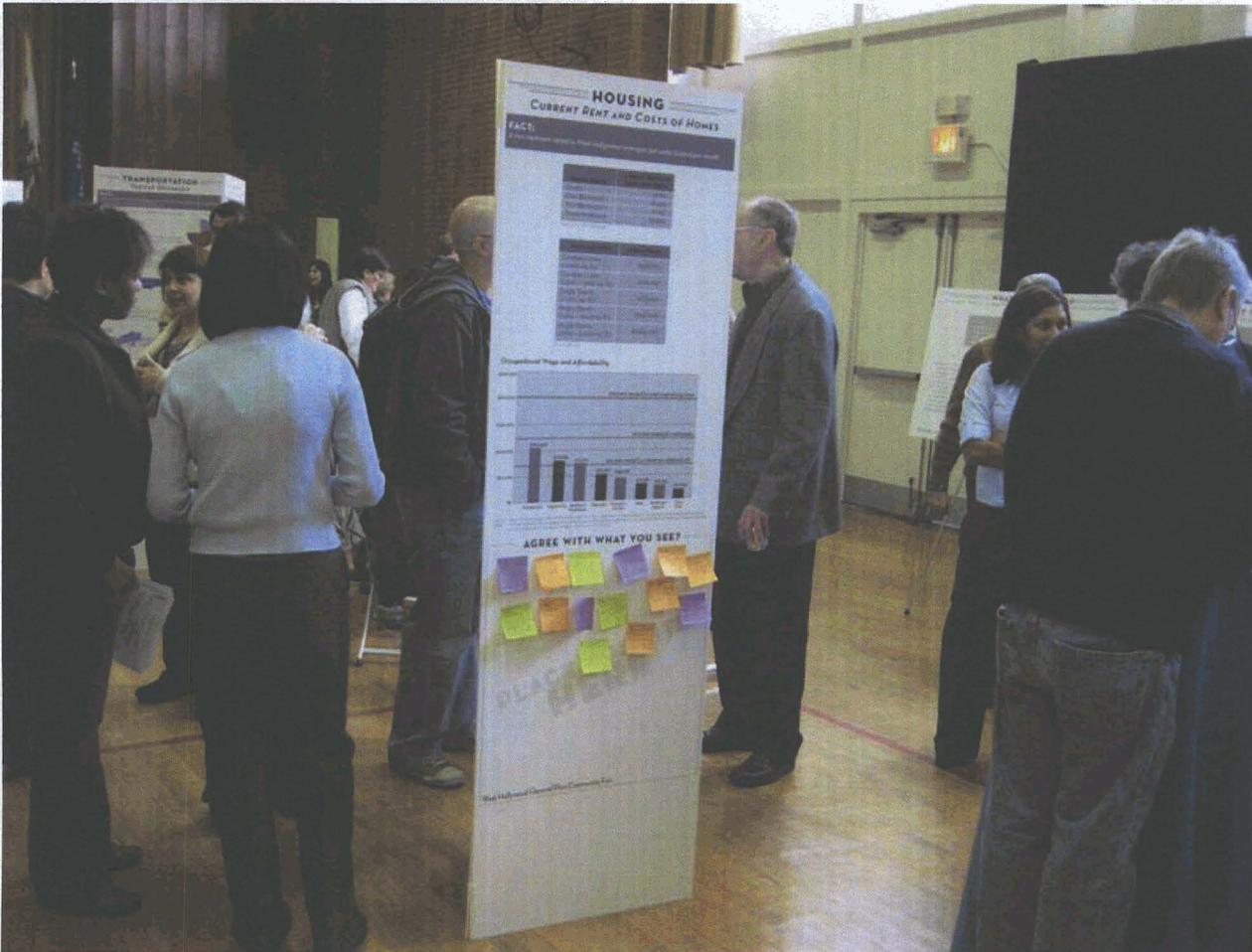
FACTS

This does not mean commercial stagnation—we should be investing in other types of growth, particularly green companies, which are the wave of the future

- ≡ WeHo should administer housing with a public housing authority because we get lost in the Section 8 County system
- ≡ We want local control on Section 8 housing and administration We would get funds via this mechanism We want funds national \$ to be allocated directly to the city.
- ≡ We don't need much more new housing, as that is for outsiders who don't live here yet, and generally displace current residents—or compromises their landscape with big buildings
- ≡ WeHo needs more apartments/single family homes that are affordable for low-income or even “moderate” income young professionals. Currently only wealthy white males can afford to live here comfortably
- ≡ More partnerships between non profits and development community
- ≡ More single family homes
- ≡ Moderate income units are most valuable to our city
- ≡ Protect in place rent controlled housing
- ≡ City employees need consideration in creation of living opportunities with the city

Fact: West Hollywood Housing-Current Rents and Costs

A two-bedroom rental in West Hollywood averages just under \$2,000 per month



Comments:

- ≡ Perhaps WeHo should have a minimum livable wage similar to what the City of LA has. It would make the businesses here more aware of the cost of living.
- ≡ Consider noise factor for future building, especially for putting/installing hard wood floors. Enforce/regulate proper insulation.
- ≡ End rent control
- ≡ More affordable housing for working people with low incomes.
- ≡ Eviction of negative tenants.
- ≡ Relieve parking congestion in commercial area. I.e. circular driveways should be allowed.
- ≡ Eviction bad tenants.
- ≡ No rent control.
- ≡ All price level; senior housing on main streets; Santa Monica Blvd condo and rental.
- ≡ Rent control needed.

FACTS

- ≡ We need more condominiums on the eastside
- ≡ Please remember the importance of the rental market.
- ≡ Middle income condo housing for seniors.
- ≡ More special needs housing—HIV, disability, homeless
- ≡ More affordable housing for ex-homeless people from WeHo
- ≡ Do noise reduction clause for people with hardwood floors I live below hardwood floors-nightmare!
- ≡ Aging population will require more affordable housing. Present 50-60 year olds have over charged their credit card and not plan for future.
- ≡ Focus on creating high paying jobs in WeHo for existing residents so we can afford the \$700K starter home or condo
- ≡ I'm a lawyer making \$150K a year and I can't afford to buy a new condo in WeHo! There should be a program for use folks in the middle, otherwise we will be forced to move.
- ≡ The city is soon going to be facing a housing crisis if affordable housing is not addressed, if nothing else, we will lose our diversity
- ≡ Prices on rentals are higher in WeHo right now
- ≡ Take more care of people with moderate income. Build more inclusionary for low and moderate income Even condos must require to be for lower and moderate Take care of people that work here
- ≡ More housing for low income people So far only promises
- ≡ We believe the city should begin to administer its own public housing authority Currently the HACOLA is administering the section 8 and PHA in total Millions of dollars are being lost as county administers program
- ≡ Maybe modify rent control such that people who benefit from it have to annually prove that they need the reduced rent Too many people who can afford more get subsidized by free rent.
- ≡ Working class must be taken care of.
- ≡ City should come up with some plan to ensure that landlords accept section 8 No seniors can stay in WeHo and not more out.
- ≡ The city should administer its own public housing.
- ≡ I feel it is not fair for someone who pays "full" market value vs "subsidized" housing in the same "complex" In lieu dollars should be "bundled" and a "new building for" all
- ≡ No studio as low as \$1164!! The lowest I found was \$1400 Condos such and the people living in them care nothing for the community.
- ≡ No more condos, especially in which most residents can't afford Make more affordable housing Now a one bedroom is around \$1500
- ≡ The City was founded in large part to protect rent control! I face losing my rent controlled unit so a building can be erected which will supply "affordable housing" to others, particularly from out of town
- ≡ As a small time landlord, the rent control laws are unfair and need to be eased I live in my building. I don't want to kick anyone out, I just need help with costs Increase price in water, new sewer, etc
- ≡ Affordable housing my ass! Low, low, low income is where I'm at! \$19K is what's listed as low-mine is half for that! Get real and give us consideration! Condos suck and screw up the calm, neighborhood association feeling and camaraderie of the peoples!

West Hollywood Facts

In 2007, there were 37,653 persons living in 24,450 dwelling units in West Hollywood



Comments:

- ☰ More affordable housing at all locations
- ☰ Facts from 2000; facts skewed a lot; rents up astronomically since 2000.

MARKETPLACE OF IDEAS

- ≡ After 25 years, we need to make other use of the boulevards I want to see more cultural events For example, in the small country of Israel, there is art everywhere We had an orchestra at one point, but not enough people supported it
- ≡ Save existing green areas, hillsides, trees
- ≡ Central area for homeless.
- ≡ La Cienega and Santa Monica Corner must be fixed Traffic nightmare.
- ≡ Condos suck! No more!
- ≡ Arts center at Tara
- ≡ Would love to see more "nature" walking paths.
- ≡ Plummer Park needs a skateboard park for skateboards and roller blading, not just basketball.
- ≡ No more highrises! Too much overdevelopment means too many more cars on our streets
- ≡ We need a no-paparazzi zone
- ≡ Incorporate public health (built environment, physical activity, air quality, lung disease, nutritional access) in general plan
Strongly consider water usage issues—we're in a drought and water is scarce!
- ≡ ■ N. Clark should be a symbol of what not to do
- ≡ Move MTA facility Put a City Hall in its place! Library, etc.
- ≡ We need a quality public middle school and high school
- ≡ Accessible wide sidewalks
- ≡ A city supported forum and channel for tenants to have recourse!
- ≡ Increase accessibility on sidewalks and crossing (i.e. Sunset and Laurel—very unsafe)
- ≡ Implement a city-sponsored audit program of landlord leasing practices to ensure rent stabilization is occurring Note this could be a scorecard "Green light/red light" report showing compliance with financial requirements—make it voluntary!
- ≡ Continue with the great mixed use projects. Green, green, green!
- ≡ Families with older children are leaving We have more families with newborns.
- ≡ Solar panels on City Hall!!!!
- ≡ Questions asked at plan fair planted towards development
- ≡ It's exciting that WeHo has so many clubs, restaurants, etc. but an awful lot of DWI's come with it
- ≡ Preserve Tara
- ≡ Code Compliance has stopped taking our calls on Clark St
- ≡ Please find ways to plant mature trees.
- ≡ Better parks
- ≡ I'd like to see West Hollywood retain its urban village feel I don't want us to get so big that we lose touch with the community
- ≡ I'd like to suggest improving seniors' safety in our city
- ≡ More lighting on side streets just south of Plummer Park
- ≡ Camera not always working at Santa Monica Blvd at Fairfax

MARKETPLACE OF IDEAS

- ☰ Cash key meter system needs to be addressed. There is no recourse if key becomes defective before all balance is used up.
- ☰ Pedestrian Safety, especially Santa Monica Blvd, crosswalks, more signage
- ☰ Traffic, parking, no more highrises!
- ☰ More neighborhood markets
- ☰ With all the expansion planned for Plummer and West Hollywood Park, why are you abandoning the service currently provided of affordable dog training, to promote responsible dog ownership?
- ☰ I'd love to see more mom and pop restaurants/stores/businesses, neighborhoody
- ☰ I would love to see mandatory solar on all city projects
- ☰ I have noticed that although West Hollywood has spent money on installing dog waste depositing systems on most streets people are still not picking up after their dogs. On my street, Orange Grove, people let their dogs defecate next to the waste depositing unit and they just leave it there. I think that there should be more citations given to people like this. Maybe there should be something like a parking enforcer that make sure people pick up after their dogs or else give them a citation. All the citations would pay for it.
- ☰ Increase the fine for dog owners who don't pick up after their dogs. It is disgusting to see so much dog poop on the sidewalks. Really fine them please.
- ☰ More shade is needed-plant bigger trees
- ☰ Keep WeHo livable.
- ☰ Improve facilities for children's programs (tiny tots)
- ☰ Video street surveillance like in London, England
- ☰ Develop an annual policy review process specific to the transgendered community, support a committee/advisory board to do this, implement city to business info awareness programs re legal issues
- ☰ I know where I want to be—here in West Hollywood. I could live in an affordable unit in LA-not safe. I want to be here
- ☰ Projects for seniors, veterans, and low-income. We need a veteran administration here or at least a local office
- ☰ More high construction
- ☰ Why should dogs be allowed to poop in the grass where our children play and eat?
- ☰ We don't need a bigger library. Modern students research online. We have an LA library on the boundary of Sunset—we can get library cards there and piggyback on their books
- ☰ "Broken Windows" approach to law enforcement could be considered—DUIs, D&Ds, bikes on sidewalks, uncleaned dog waste, and extreme homelessness all contribute to a "nobody cares" atmosphere.
- ☰ Hedges and parkways obstructing sidewalks
- ☰ Dog training is what I do in WeHo. Plummer Park and WeHo Park will eliminate this service. Why?
- ☰ Bar 4-6 story buildings—they are boring. Beautiful architecture is only found in 1-2 and over 8
- ☰ We need to eliminate the division between east and west West Hollywood
- ☰ Barking Dogs, maybe an informative/educational meeting/presentation for dog owners on dog behavior/inherent canine characteristics
- ☰ Progress is slow to help people with disabilities and low-income. We need more development.
- ☰ Plummer Park needs a skate park for younger kids, it is very necessary

MARKETPLACE OF IDEAS

- ≡ Yes for business, yes for library, yes for tourism.
- ≡ Garbage being put out too early for pick up.
- ≡ Business incubators for small/newer businesses
- ≡ Mixed-use buildings of residential with commercial, such as market rate, increases pedestrian use and makes it feel more neighborly
- ≡ The population is about 45% women and 55% men—shouldn't we be more evenly distributed?
- ≡ Promote lesbian visibility more! Like lesbian visibility committee
- ≡ Cameras at stop signs to stop cars from running through them
- ≡ Trans issues
- ≡ The city is a 24 hour city! Code enforcement should be 24 hours too!
- ≡ Bring the flagpoles back to the Santa Monica corridor
- ≡ Reduce alcohol
- ≡ New pool for children Bigger shallow end.
- ≡ Please make the charts that were displayed at this event available to the public to raise awareness about issues related to WeHo
- ≡ Reduce zoning from R4 to R3 in residential areas above Sunset
- ≡ Historic overlay zones
- ≡ Rent control needs to be more progressive than regressive for small landlords who live in their rental property, cost of new sewers and general up keep to maintain safety and quality should be shared by all who use
- ≡ There is a major problem with patrons entering and leaving bars, nightclubs, and restaurants, and making noise, disrupting and threatening residents, throwing trash, bottles, and food on the street and in yards. The parking enforcement does not do a good job and the police either do not show up in time or do not deal with the problems. We do not feel safe in our city. There needs to be more restricted parking on Huntley Drive from 7pm to 7am.
- ≡ Subsidize solar power
- ≡ Keep supporting the Mazer Lesbian Archives and WeHo Gay Identity
- ≡ More public transportation, less new buildings, keep the character of the neighborhoods, make business growth in other ways.
- ≡ Old rail system down SMB
- ≡ More non-profit space
- ≡ Protected rent area for craft businesses
- ≡ Make Planning and Building departments more user friendly to discourage rampant illegal construction
- ≡ Dog owners need to keep dogs on leashes and clean up after their dogs
- ≡ Relaxing the city's rent control laws is essential to maintaining the city's existing, often beautiful housing stock.
- ≡ Do not change or downzone residences in R4 zones. Permit long term residents who do not want to sell to live in WeHo.
- ≡ Buy abandoned lots or houses and make small neighborhood parks throughout the neighborhood areas.
- ≡ Bus benches with backs

MARKETPLACE OF IDEAS

- ≡ Start thinking more about schools! Lots of families live here.
- ≡ Provide certainty in the entitlement process
- ≡ Affordable housing for SSI only renters
- ≡ Return to height averaging
- ≡ Don't kill trees
- ≡ CityLine shuttle on Santa Monica Blvd. 7pm to 3am so locals don't have to drive to bars and restaurants
- ≡ Reduce traffic.
- ≡ Take over Poinsettia Playground
- ≡ Need Costco and McDonalds
- ≡ We need to preserve our potentially historic buildings and finish the current cultural resources survey
- ≡ More protections for neighbors when approving new developments
- ≡ Cameras to reduce crime
- ≡ Put the flags back on median Love rainbows at Pride and stars and stripes on national holidays
- ≡ A dog receptacle on every other block
- ≡ Save remaining old buildings
- ≡ Restore and preserve classic mid-century apartments
- ≡ Limit future height of all city development to 35 feet
- ≡ Recycling center off Spaulding and Santa Monica allows intoxicated homeless person to continue recycling; therefore making more money to continue drinking.
- ≡ Sunset strip historic overlay zone
- ≡ As landlords' costs go up, we can't raise rent to make up for it
- ≡ Less development
- ≡ Enforce litter law
- ≡ Real protection for green space
- ≡ Pay more attention to issues impacting family/children (schools, library, parks, programs)
- ≡ Rent control is why development is rampant.
- ≡ More pocket parks.
- ≡ Lesser density.
- ≡ No 6-9 story buildings
- ≡ Senior safety and education-identity theft (need shredders), environmental services
- ≡ Planning commission needs to be more humane in its decision. it is not only land use
- ≡ High rise 20-30 stories with commercial mixed use
- ≡ Historic preservation not overdevelopment
- ≡ Charter school!

MARKETPLACE OF IDEAS

- ≡ I was told we had to make this increase in housing because of a state requirement, and when I asked if we could appeal it since we're already overcrowded, overdeveloped, I was told we had, but I'd like to question it as I think the city council has its contributors (developers) more than residents' life quality at heart, so I doubt its sincerity I'd like to work to help them obtain campaign funds with green companies.
- ≡ Neighborhood identifying signs—i.e. West Hollywood Heights
- ≡ Vacant lot on Doheny between Hardland and Keith—black tarp should not be allowed to surround property It is put up during the holidays from October.
- ≡ I really resent that so much emphasis in development serve the future rather than the existing tenants and business owners
- ≡ Get rid of all the utility poles! What century are we in?!
- ≡ More cultural and performance spaces, more public art
- ≡ Term limits for city council and commissioners—you can't realistically trust anyone who's been in power that long
- ≡ Need a great public school

Letter from the Royal Court of West Hollywood:

"We are the Royal Court of West Hollywood and we are committed to giving back through Community Development, Economic Empowerment, and Artistic Development. We are glad to boast the name West Hollywood, a city committed to progressive, visionary, and effective planning and we appreciate this opportunity to provide feedback to the City regarding its evolving General Plan.

We are asking that the City incorporate the following activities into an annual process as a part of this General Plan review.

An annual review process that reviews existing policies, identifies gaps, provides actionable data relevant to Transgender issues in the West Hollywood. Relevant portions of this study should map to relevant annual City background studies including

Economic Conditions and Demographics

☐ Mobility

☐ Housing

☐ Education and Cultural services

Establish a city-governed committee responsible to prepare and execute activities associated with this annual review process. This committee should consist of residents, City staff, appropriate officials and constituents charged with developing and executing surveys and reports based on committee mandate. This committee should be available to address ad hoc issues as requested by the City.

Develop an awareness program designed to inform local merchants and businesses about transgendered issues such as fair employment and housing practices, public restroom use, and survival sex work issues that impact the City's economy.

We believe that this process is necessary to ensure the City remains effectively aligned with its vision and changing legal regulatory and social issues specific to the Transgender community. At this time, the lack of a formal reporting mechanism based on sound metrics regarding the transgender community detracts from the City's commitment to serve its residents.

More importantly, the Royal Court of West Hollywood believes a commitment from the City to develop and maintain this type of view into the Transgendered community will help to ensure the survival and quality of life for this historically marginalized segment of society. Such a process will serve to help the Transgendered community help itself.

Lastly, we would like to say that we understand that effective policy is a living, evolving process. The Royal Court of West Hollywood especially appreciates and values the opportunity to have a participatory voice in local government and hopes to work with the City to create outcomes."

MARKETPLACE OF IDEAS

Community Fair Comment Cards

What did you like about what you saw today?	What are you concerned with?
Fun to be part of activity, cuts down on those groups of agitators who are disruptive and rude	Not enough reference to children I do not want to see corporate America take over West Hollywood the American dream is not to work at Wal-Mart. No higher education in WeHo and English classes, acting classes and career building
Great - keep up the good work	Keeping smog and crystal meth users away from our kids!
Everything - very thoughtful and thought provoking	People with single agendas wanting things to stay the same
	After 25 years the city has a responsibility to its citizens to find housing This can't be accomplished when housing is not being prioritized to West Hollywood because run still by the County
	No copy of current plan available at fair
Community participation	Mostly environmental/pedestrian issues
Great, as usual	Keep up good work 😊
The willingness of the city to get input from the people.	Parking
Great job!	Will be looking forward to the results.
Best community input meeting ever - well presented and prepared	
	Did not know about event in advance - not publicized
Slowly starving	People with aids live longer just to die a slow death from malnutrition
Seeing Council members here!	Preserve open space!
I liked that you showed data to inform us of the issues that we were going to vote or comment on It is great that you put together this event Congratulations I wish more people had showed up Please send updated about the findings elicited by this event I want to stay informed.	I think that dots (stickers) won't be very indicative because I saw more than five people express their opinion multiple times This will skew the results It would have been better to monitor this
Well organized! Not the same 150 people that show up to West Hollywood events	More about the arts - more about diversity or population
Community involvement!! Great ideas and great energy!	None!! keep up the good work WeHo!
Great set-up of the event - Employees were knowledgeable and helpful	More info on increasing the subway
Very well organized!	Housing and parking
Good attempt to reach out	Out of town hosts (knew little about WeHo) everything is focused on development not slow growth!
	The City should administer its own public Housing Authority Millions of dollars are being inefficiently spent with the County running the Section 8 and other programs
The part where I got my own Metro	Nothing

Focus Groups – Residential and Business/Non-Profits

A Summary of Findings

Attachment B

Overview

Lucy & Company, a public outreach and market research firm, conducted three focus groups on behalf of the City of West Hollywood to solicit feedback from residents and community leaders on multiple issues related to community quality of life, change, and development issue. The discussion included ideas about West Hollywood's future. Specifically, the City desired feedback on and input into its General Plan Update, a process for which a solid understanding of community values and ideals is considered especially important.

The focus groups were conducted on March 17 and 18 at Le Parc Hotel in West Hollywood. Two focus groups were comprised of city residents, while the third was comprised of community and business leaders (nonelected). Resident participants were randomly contacted by telephone and selected to ensure a fair representation of the City's demographics. This included long-term and short-term residents, seniors, LGBT, Russian-speaking and persons with children. Participants in the business and community leader group were selected with input from the city and project team to represent a broad cross-section of business, non-profit and service organizations. In total, 26 stakeholders participated in the three focus group sessions. The findings from these sessions are advisory, and the opinions of focus group participants can't be generalized to the greater population because of the small sample size. However, they can provide valuable insight into the beliefs that drive public opinion and the development of perceptions.

General Findings – Residential Focus Groups

Through the focus groups, some trends emerged with regard to key beliefs and impressions. Interestingly a number of statements made reflect an impression of the City which is incongruous with the realities of living in a city that inhabits only 1.9 square miles in the center of a major metropolis. West Hollywood has one of the most concentrated population densities in the United States; this has reportedly been the case for some time and is not widely viewed as a new or emerging characteristic. As the population increases, there is a fear among most focus group participants that the City will lose its small-town, village feel.

Focus group participants relayed mostly positive feelings about local government. A smaller - town environment reportedly affords them a more personal relationship with elected officials and City administrators. Focus group members were overwhelmingly complimentary of recent improvements to Santa Monica Boulevard and also to Melrose, to some degree. Comments made about development-related actions show that they are viewed both positively and negatively.

In addition to discussing values and ideals to inform the General Plan, the focus group moderator also was looking for evidence of a perceived shift in community core values from those on which the City was founded. With regard to the shift in values, no definitive assessments can be established. However, many focus group participants expressed their belief that West

Hollywood was different than surrounding communities, and this was seemingly a source of pride for these individuals. Some of the characteristics cited by focus group participants as having made the City unique can be found in other metropolitan cities. Along those lines, one focus group participant suggested that West Hollywood is homogenizing itself to the point of obscurity.

“Our identity was that this was an area that had a lot of interesting housing. It was a densely treed area with a community of people who were in the entertainment and arts industry. In growing and expanding, it has gotten the corporate blahs.”

Many focus group participants who settled in West Hollywood as youth have reached middle age; in the process, their thinking has evolved along with their years. Some of these individuals no longer see the Sunset Strip as a place to party; rather, it now represents a source of noise and light pollution. For this group, the bright lights that once attracted them may now interfere with the quieter pace they desire as more mature, settled adults. As such, any shift in core values is more likely driven by age than by other factors. While several suggested that cultural and social differences contributed to the City's "eclectic mix," those differences are somewhat minimized as common ground is found in aging-related issues.

For the most part, residential focus group participants concede that the City's population is aging. It was also the general consensus of participants that an aging population can't support a vibrant, dynamic city – not without some influence from the “younger set.” A prevailing opinion was that while West Hollywood remains a cool place to visit, dine and shop, many young adults can't afford to call it home. As a solution, each group suggested that the City should provide affordable or subsidized housing for young, creative types and those with technical skills.

“Affordable housing is traditionally meant for poor, disabled and elderly – we could incorporate other groups to broaden its base. Are we building for a community that won't be alive in 50 years?”

Most notably, focus group participants seemed unanimous in their belief that the city should engage in an effort to attract young up-and-comers in the arts and entertainment industries. In this way, according to some group members, the city could be rejuvenated through an influx of creative, idealistic young thinkers. Overall, arts and entertainment was a thematic area around which focus group participants seemed to unite.

Some focus group participants suggested the City should increase options for elementary and postsecondary education, including improvements to the quality of the City's only elementary school. Two parents in the group indicated that their children used “school choice” to attend schools outside West Hollywood, in some cases riding buses for up to three hours each day to do so. Making community more family friendly was seen as another way to infuse age-related diversity into the community. One focus group participant suggested that the City's current housing configurations weren't well-suited to accommodate growing families. The participant wasn't fond of “Tuscany-style” condos, but did find merit in well-designed housing alternatives that would accommodate residents with changing needs.

“Children are important for any community – we need to start building a city that

**welcomes that. What happens if you fall in love, adopt a baby, have a baby?
You have to leave West Hollywood."**

The concept of urban village-style living – meaning that one can walk to retail outlets, food establishments and venues for art and entertainment - was seemingly appealing to the majority of focus group participants, enhancing their appreciation of the city, from most perspectives. They also were aware that their boutique-like neighborhoods have generated interest from developers and "big money." Not all focus group members voiced opposition to development and redevelopment. Instead, most relayed distaste for building facades that do not complement the look and feel of pre-existing neighborhoods and structures. Design standards were highlighted as an opportunity for the City to better manage its growth and preserve the old-Hollywood, bungalow-style look valued by participants.

With regard to attitudes toward future planning, the following themes emerged:

- Preserving treed neighborhoods and avenues
- Maintaining a small-town feel ("more boutique, less shopping mall")
- Reducing traffic congestion
- Providing better connected transportation systems
- Increasing availability of parking
- Reviving eclectic identity that once defined West Hollywood
- Enhancing focus on the arts
- Creating international destination for shopping and entertainment
- Identifying and developing more open/green space
- Attracting a good mix of demographics, particularly with regard to age groups
- Respecting styles of existing architecture when developing/redeveloping properties

From a very general perspective, a shift in community attitudes may not be tied to a systemic change in core values. Rather, it may be related to a perceived identity crisis of sorts for a City, which in the opinion one participant is "becoming less Bohemian and more Beverly Hills." It was the moderator's observation that the City must also attempt to address the changing needs associated with the gentrification of its population, but that for the most part, the City is limited to the resources it can generate within its boundaries.

Detailed Findings – Residential Focus Groups

This section of the report provides additional details on the topics discussed above in the General Finding section. The description below generally follows discussion tracks that were outlined in the moderator's guide.

A. Residents' Visions

At the start of each session, focus group participants were asked to spend up to 10 minutes thinking about and recording their visions for the future of West Hollywood. Although they had been encouraged to be future-focused, the written responses featured a mix of optimism toward the future and concerns about present conditions.

In sum, focus group participants indicated their ideal West Hollywood would be one that featured affordable living, population diversity (age, ethnicity and sexual orientation), manageable traffic, increased capacity for parking and reliable public transportation. It would be known for its unique, old-Hollywood architecture and mature shade trees. Residents would live near and walk to small, thriving businesses, as well as to world-class venues for arts, entertainment and dining. The community would serve as a model for urban village living and "smart" development. The much valued old-Hollywood architectural "look" of the community would be protected through the City's development and redevelopment design standards.

Sampling of Written Comments:

- *Would like to see West Hollywood be a small town again. Much too much development already.*
- *Stores I'd like to see that small industry shops can remain and not be taken on by corporate leaders.*
- *Would like to see more presentation of historic architecture and less overdevelopment/loss of individuality.*
- *Continuance of programs and events that bring identity to West Hollywood. Noise control.*
- *A small town village friendly feel!*
- *Encourage more small businesses at West end of the city.*
- *Continue to be an eclectic city that attracts all walks of life.*
- *We should be an international destination for shopping, dining and entertainment and the arts.*
- *Think "boutique" instead of "shopping mall."*
- *West Hollywood should be a place that sets an example for all communities – embracing all to live here and presenting cutting edge experiences in living, culture, design, food, shopping and nightlife.*
- *Melrose, Sunset and Santa Monica Boulevards must be utilized to help drive the economic engine that is so vital to the city.*
- *We should offer more affordable housing for all generations, youth, adults (working) and seniors.*
- *The city should stop allowing so many apartment complexes to be turned into condominiums.*
- *We could remove the bus depot in the middle of the city – I'd love to see a plaza with small shops, movie theater, theater or a fountain.*

- *West Hollywood itself is a creative community – that said, there needs to be a explicit and resource-based commitment to the arts in one community, making West Hollywood artistfriendly and not prohibitive with regard to housing, cost of living, etc. On a conceptive level, West Hollywood has the "lip service" to creativity and innovation. In the future, this intention must be backed up by civic resources.*
- *Always has places you can walk to – grocery stores, cafes, dry cleaners, etc.*
- *Physically, development must occur that is harmonious with the needs and hearts of WH.*
- *Excellent public schools.*
- *A place where business thrives within the urban village setting to provide the economic stability for the West Hollywood community as well as the economic stability to provide community services for its citizens.*
- *More pedestrian-friendly places, continue greenscaping, shade trees, etc.*
- *City bus line should run, not just for senior housing, later from end to end. It would be nice to be able to get to the subway so we don't have to use cars.*
- *Making West Hollywood artist friendly should be a priority.*
- *More opportunities for families could be a focus for the future.*
- *I would like to see more options for a healthy lifestyle.*
- *We need to celebrate our own art and the people here.*

Characteristics of West Hollywood

Participants were asked to describe, in a few words or less, the characteristics, features or attributes that make West Hollywood unique.

- *I enjoy the support given to seniors and AIDS victims.*
- *I receive a friendly response from council members and feel that we have a responsive government.*
- *There is a sense of security felt while walking through West Hollywood.*
- *City government is very personal, committed and caring.*
- *We have a sense of a real community.*
- *We're centrally located. You can go any direction from here.*
- *We are beyond sensitive to demographics – 1/3 gay, 1/3 Russian and 1/3 professional.*
- *I feel like the city is watching out for me and want to make it a better place.*
- *I'm thankful to know the city notifies us when we need to do something.*
- *City council is accessible; there's a connection with city hall.*
- *You can walk many places, so you don't need a car.*

B. Opportunities, Challenges and Perceived Changes

Upon completion of the written visioning exercise, group members were led through a discussion of their thoughts, ideas and perceptions based upon perceived opportunities and challenges related to the planning process. They were also asked to describe, in their opinions, what had changed in West Hollywood since 2000.

Opportunities

Some residents felt West Hollywood's small government and success in generating revenues would allow the City to make "something happen." In addition, they felt the City was in good position to maintain control over planning and development. After one individual suggested the City should build a cultural center, another suggested the City should expand use of existing facilities that are typically closed in the evenings, such as the Design Center. This idea seemed to gain traction, and others expressed a desire for more events on the weekdays and evenings. The location of the Metro bus facility (intersection of Santa Monica & San Vicente Boulevards) generated significant discussion, with most believing that it should be relocated and replaced with a central plaza that might include shops, a movie theater or a fountain.

- *We have an opportunity to focus on arts and education.*
- *City government is very personal – committed and caring.*
- *Government is fairly small, so they can tailor this to what they really want. We aren't LA County or the federal government, so something could actually happen here.*
- *Build a cultural center, like Orange County Center for Arts.*
- *Children are important for any community – we need to start building a city that welcomes that. What happens if you fall in love, adopt a baby, have a baby? You have to leave West Hollywood.*
- *There's not even a movie theater in West Hollywood!*
- *We could link to Beverly Hills school district, instead of Los Angeles school district. It would be better for our children.*
- *West Hollywood is not a city for young people, and the population here is pretty old. To survive, we need more young people.*
- *For a very small city, what they generate is quite remarkable.*
- *The Design Center dies at sunset and could be better used. There are lots of places that die after dark.*
- *We need more day and weeknight events, not just weekend stuff.*
- *If they are forcing people to ride the subway, then they're doing the right thing.*

Challenges

Most of the perceived challenges were related to population density and housing issues: rising costs for rent and a high per square foot cost for purchase; increased traffic and less availability for parking; loss of historical architecture; loss of small businesses; lagging infrastructure; and lack of quality education opportunities within the City's boundaries were all issues raised by participants. Some participants also expressed concern about perceived conflicts between demographic groups, suggesting that more education and cross-cultural events would be helpful in minimizing conflicts.

- *The city needs to provide more educational opportunities to learn about the Russian and gay communities – there are still a lot of crime between the two groups.*
- *Affordable housing is an issue.*
- *Traffic is getting worse and worse every day, not every year.*
- *It changed from a bohemian community, which was affordable because it wasn't a*

desirable part of the county. Previously, residents even planted their own trees. Now it's more expensive per square foot than Beverly Hills. It's become a hot area to live.

- *Infrastructure is not keeping up with development.*
- *There's no location to lock bikes. People ride on the sidewalk because the streets are more dangerous, but then it's difficult for pedestrians to use the sidewalks.*
- *My child rides a bus two hours each day to go to school.*

Changes Since 2000

Overwhelmingly, group members felt a lot had changed in recent years, with some changes seen more favorably than others. Improvements to Santa Monica Boulevard were mentioned by both groups, and all but one individual agreed that these changes were positive. One group member praised the way in which the storefronts were redeveloped; the architectural look of that area had been preserved, in his opinion. Many lamented the loss of historical architecture (Hollywood bungalow, craftsman, colonial and brick façade) in favor of "plastic-looking" condos. Interestingly, many of the issues that were earlier cited as challenges were revisited during this stage of discussions.

- *Santa Monica Boulevard looks much nicer.*
- *They built a new fire station. It makes noise, but I'm so happy it's there.*
- *The Sheriff's Department is more receptive. They'll actually talk to you on the phone.*
- *There's been overdevelopment. High density is hard to change. I saw this shift when we became a city; developers have all the cards in their hands.*
- *We need to be friendlier to those who want to open small businesses. This has changed since I first moved here.*
- *We need to celebrate our own art and the people here.*
- *When I first moved here, there was a flamboyancy to the gayness that I found intimidating, but it seems like there are more diverse people here now.*
- *There is a richness to the community that I appreciate.*
- *Rent control used to be a big deal in West Hollywood, but many can no longer afford to live here.*
- *The post office is good. We had to fight to keep it and the City did great to keep that!*
- *Everything on the east side of West Hollywood is a little worse than the west side.*

C. Specific Areas

Areas that emerged as "hot button" issues in preliminary discussions were explored in greater detail as a means for the moderator to glean deeper insight into participants' concerns, ideas and opinions. Not all topics were covered in each group.

Transportation

Most participants had concerns about increased traffic and limited availability of parking. An enhancement of the City's bus systems and better connections between existing systems seemed to be supported in theory. Only three individuals reported frequent usage of transit systems, but two others suggested they would be more likely to use such systems if they had a better understanding of connectivity and schedules. Almost all focus group members felt the City had an opportunity to become "greener" by encouraging the use of buses, subways and alternative modes of transportation, and by developing areas for increased "walkability."

- *Parking problems are just the tip of the iceberg – the city needs to be "greener."*
- *We should always have places that you can walk to.*
- *Continue intelligent traffic flow measures and better bike friendly streets.*
- *The City seems to make traffic "look" different, but doesn't' make it better or safer.*
- *The 3rd Street pedestrian mall in Santa Monica is wonderful!*
- *The city needs to do more outreach about the possibilities of public transportation!*
- *It would be great to underground all the utilities so more trees could be planted. The city would then be more walkable – distinguishes West Hollywood from L.A. and Beverly Hills.*
- *I enjoy living here because it is a walking community.*

Perceived obstacles to Public Transportation Use

Given that so few reported having used public transportation, they were queried about what kept them from utilizing existing systems. Although drivers on the City's bus line are viewed as being friendly, the system is primarily considered a resource for seniors and those with disabilities. It was suggested that expanding service areas, running the buses into the evening hours and to key local destinations would improve ridership. Convenience, or lack thereof, seemed to be the underlying deterrent to regular usage of existing transit systems.

- *Nothing connects! Everywhere I have to go, there aren't any connections.*
- *The city line is really only for seniors and disabled people. It doesn't run at night and it doesn't reach every area.*
- *The buses are so slow.*
- *It's a little tough to bring too many packages on the buses; they limit what you can bring on – but what if you shop and don't drive your own car?*
- *The city buses are more friendly.*
- *City buses don't always see you, even when you are waving them down. They need to get more pedestrian friendly. They stop in funny places.*
- *Signage is missing from city bus line.*
- *I didn't even know there was a bus in West Hollywood. The City needs to do more outreach about the possibilities.*
- *I don't want to leave my car in the lot when I use the subway.*
- *They don't have consistent schedules, so it's not convenient.*
- *It looks very complicated, so I haven't figured out the system yet. Otherwise, I would use it. I guess the information is there, but it's just about having time to figure it out.*

Parking

Ideas about and concerns with parking availability cropped up in a variety of discussion areas. The groups seemed generally supportive of the need for greater parking capacity, but differed on how that could be accomplished. Some suggested that more above ground parking garages should be constructed, while others suggested the City should go below ground to minimize impacts on space and aesthetics. In both cases, they felt parking rates should be reasonable; the rate structure at the Beverly Center was cited as an example of "reasonable."

The groups were also divided in their opinions on the success of permitted parking in residential neighborhoods. Most indicated the process of securing permits for visitors was problematic, with one member suggesting her neighborhood feels less welcoming as a result. A perceived lack of parking for small businesses also generated some concern. Conversely, several members felt that permitted parking better ensured available spaces for residents. According to one individual, the City was doing the right thing with regard to parking standards if it ultimately forced residents to give up their cars and ride the subway.

Housing Issues

Discussions of the concept of affordable or subsidized housing revealed several new ideas. Overwhelmingly, participants were supportive of affordable housing as an integral part of their community. Their vision for who would inhabit those units, however, strayed from what would be considered traditional target populations. One member stated that subsidized housing should not only cater to the "downtrodden," but could be a way for the City to attract young up-and-coming artists and technical professionals. The ultimate goal would be to broaden the diversity represented in those developments. Someone suggested that "the quality of a city is judged by its variety," and that West Hollywood had much to gain by attracting young, talented individuals to the community.

- *We should be more focused on attracting a particular group of people – like young people who are just starting or artists or technicians.*
- *Affordable housing is traditionally meant for poor, disabled and elderly – we could incorporate other groups to broaden its base.*
- *Affordable housing sounds like a tenement, which I don't want.*
- *Artists, children, everyone needs a room of one's own – they need to be able to work at home. We need to give incentives for the community and lifestyle we desire.*
- *I would like to see affordable housing for young families. My children don't have people to play with on their block because there are no children.*
- *Who pays for the affordable housing? The city is actually wealthy for the number of people that live here.*
- *The burden must be shared by more than the developers – if there are "x" number of affordable homes, the other units must cover those costs.*
- *It would be great to mix populations in a building, it would be wonderful!*
- *The city would be multicultural if people could afford to live here.*
- *The city could subsidize their rent for two years or so, then maybe they could get started somewhere.*
- *The city is much safer than other places, so that would be good for newer residents just starting out.*
- *Maybe making some larger office buildings, etc, into studios for people in the arts or technicians, working at hospitals, etc. – would attract a lot of talent into the city.*

A discussion on the status of rent stabilization programs was balanced by the presence of a property owner/landlord. Although most group members thought the loss of rent "controls" would be devastating for the community and its residents, the landlord asked them to consider the situation from another viewpoint. According to this individual, most West Hollywood properties are owned by single investors. The landlord noted that an inability to raise rental rates beyond three and one half percent per year results in costs in excess of incoming revenues, ultimately leading to deferred maintenance and other issues. In response, several group members indicated that they personally handled maintenance on the properties they rented and that rent stabilization had allowed them to maintain long-term residency in the City. Prevailing opinion was that rent stabilization was an important mechanism in ensuring affordability in housing and diversity in population.

New & Recycled Development

Both groups were asked to consider what future development should look like and where it should be placed. Most concerns with respect to development seemed to be focused more on aesthetics than on the actual act of developing and redeveloping properties. Several sites were discussed as having the potential for redevelopment, to include that of the existing Metro bus facility and an abandoned commercial building. In terms of housing redevelopment, it was suggested that office buildings could be converted into affordable housing, and that existing buildings could be remodeled into multifamily units. Again, there was significant concern with the appearance of any new or recycled buildings; group members seemed to feel very strongly that the City should strive to recreate the architecture that distinguishes West Hollywood from other cities. New condos were perceived to be "ugly," while tall office buildings seemed "unfriendly."

- *We need more open space.*
- *An urban village sounds like the right thing, but I don't really like the phrase.*
- *We need more trees – I'd like to see a commitment to the "growing" of West Hollywood. I live on Sherwood and my trees create great environmental beauty and shade. It also helps my real estate value.*
- *The city should incorporate more water features in green spaces.*
- *I'm not a fan of loft style housing and I wouldn't like to see more of that.*
- *Loft style looks so funny on small streets – no one wants to move in because there are huge windows on small streets so people could see them.*
- *Are we building temporary housing for temporary residents? Or, are we building housing for people who want to stay here? If so, we'll need housing with more than one room!*

D. Land Use and Urban Design Goals

Participants participated in a written exercise to evaluate their feelings about 10 land use and urban design goals that were excerpted from the City's current General Plan. They were asked by the moderator to consider each goal's importance and whether its meaning was clear. Overall, most participants indicated that while they supported the general nature of the goals, the language was nebulous and difficult to understand. In some cases, participants changed their opinions of goals statements during the course of discussion, prompting one member to state, "My concern has to do with how this is written. Much of this could be taken two ways. They just aren't user-friendly words." Given limited time, only those goals that generated the greatest interest from participants were discussed, and some in greater depth than others.

Goal #1: The City of West Hollywood intends to achieve a physical environment which provides for the housing, employment, business, service, recreational, social, cultural, educational and entertainment needs of its residents, and maintains and enhances a high quality of life.

All but three participants considered this goal to be very important. One individual felt strongly that it was a city's responsibility to provide these elements for its residents.

- *I think this means that they're trying to enhance a high quality of life. This is great and the first thing that caught my attention.*
- *All of these things would be really great to do, but I don't know if it would be possible to do this.*
- *I would add health to the list.*
- *It's an expansion of "life, liberty and the pursuit of happiness"*
- *It's about preserving the integrity of the town and not letting it become too diverse and lose its identity.*

Questions directed toward those who did not consider this goal especially important revealed that the goal was too generic, in their opinions; while it sounded nice, they felt that it didn't communicate any clear outcomes and was likely unattainable.

- *How do you create employment and the social/cultural aspect? There just isn't the money for that.*
- *Great fantasy, but realistically it's not possible.*
- *It doesn't address resources issues, like water and power.*
- *I had a problem with the intent of the words – it talks about what city intends....it just address the issues about being in a town – the language is so nebulous. Are they going to take a poll to see what people do on the weekend? This seems very static and doesn't allow for lots of different people to come up with an idea of how they would organize themselves to have a social group. Too nebulous. I don't have a problem with a high quality of life, but what does that mean?*

Goal #2: The City of West Hollywood intends to achieve a physical environment which maintains and enhances the city's role as a regional center for entertainment, art, culture, education, creative thought, design, visitor accommodations, specialty and diverse cultural uses.

All but four participants indicated this goal was very important, with two of those four indicating that the meaning of the goal wasn't entirely clear. Most felt that while the City should strive to be a regional center for arts and entertainment, it was currently falling short of that goal. Again,

support for the arts and entertainment industry was something on which all parties seemed united.

- *The city doesn't have a role for this one. We need some of that, but this is such a broad statement.*
- *There's culture out there and that's why we live here.*
- *A "regional center?" It is a good city, which is fun, but that's not our identity of the city. Being a gay mecca is our regional identity.*
- *Fairy dust is just being thrown around. This doesn't say anything.*
- *There's more available here in West Hollywood than many other places in LA.*
- *We want to draw people into our city so that we have their money to do what we want with.*
- *Yes, the city should enhance and upgrade these aspects. It's where the money is.*
- *Need to "enhance" education – that should be added!*
- *Education may not be one of the things we excel at, but bringing back young people to the city is important.*
- *Regardless of the group you associate with, it's a way to come together.*
- *We're not taking advantage of all of the arts and entertainment that are here!*
- *I got upset when the movie theatres at Target were supposed to go and they didn't. A town this size and the amount of people in the entertainment industry, we should have more movie theatres.*

Goal #3: The City of West Hollywood intends to achieve a physical environment which preserves existing physical, economic and social assets and provides for new development opportunities which complement these.

All but four participants indicated their support for this goal; however, many were unclear as to what was meant by "preserving existing physical, economic and social assets." The word "existing" created problems for many individuals, with one saying he supported the concept only because of the term "complement." In determining what should be preserved, several members indicated that a building's age should not be the primary factor. A design "theme" was considered important, ensuring that the preservation of a neighborhood's look could be accomplished even if buildings were replaced or recycled. Building design standards were suggested by several as a solution to better ensure new development is complementary to existing physical assets.

- *Does that mean working with what's already here instead of building new things?*
- *I'm in favor of working toward improvement. I don't necessarily think we need to preserve existing conditions, but we shouldn't destroy what we have either.*
- *The phrase is not correct. We've lost our original existence of being a safe place for gays, giving people the voice that they didn't have.*
- *Are we going to preserve what we are here – seniors, gays and the immigrants? That was our identity and now we have an identity issue.*
- *If you really explore why this city came together, we'd see that that is being lost.*
- *I didn't like "new" before development because there are marvelous homes here. Why change those? If we're going for new development, that's not what we are looking for.*
- *It has to do with the language and how this is written – much of this could be taken two ways – they aren't user friendly words.*
- *Need to work with what is already here and improving it is important, instead of changing it, like putting up large buildings that take away from the charm of West Hollywood.*

Goal #4: The City of West Hollywood intends to achieve a physical environment which establishes the city as unique in Southern California, characterized by its "urban village" environment wherein social and pedestrian interactions are promoted and residents are located in close proximity to services, employment, recreational/cultural and transportation opportunities.

All focus group participants considered this to be a very important goal, although some suggested that it was "pie in the sky." Several others liked the "village" concept, but weren't comfortable with the term "urban." One individual suggested that the two terms were contradictory and incompatible. However, a review of the preliminary Visioning exercise in the focus group session reveals support for an urban village environment, regardless of the terminology used to characterize the concept. Mixed-use developments were discussed and generally supported, as participants felt it was important that residents could live and work in the same area.

Goal #6: The City of West Hollywood intends to achieve a physical environment which provides a circulation system to serve the internal circulation needs of the city, while also addressing the throughtravel needs, inclusive of pedestrians and bicyclists.

This statement caused some confusion among participants, as the words were reportedly "bureaucratic." Specifically, the meaning of the word "circulation" was unclear for nearly half of all participants. The remaining half considered some or all portions of this goal to be very important. The biking and pedestrian aspects of this goal statement seemed to generate the strongest support.

- *It's great to enhance bicycle capacity in this city. We don't even have bike racks around here.*
- *There's no way to get east or west in this city without cutting through someone's neighborhood.*
- *We want to maintain a city that we want to maintain, but we are in the middle of a much larger city with people driving everywhere.*
- *Some of the traffic circles are ridiculous, but some do work.*
- *The crosswalks on Santa Monica seem to be working.*
- *DASH bus is really great here.*

Goal #7: The City of West Hollywood intends to achieve a physical environment which establishes a system of parking facilities and operations which serve current and future commercial and residential uses.

This statement was generally well regarded. However, participants indicated they were concerned about where additional parking structures would be located and how they would look. Some suggested that several smaller parking garages sprinkled throughout the City would be better received than one or two larger facilities. There was some support for a centrally-located facility that would allow residents and visitors to park and walk to their destinations.

Goal #8: The City of West Hollywood intends to achieve a physical environment which pursues an aggressive posture in the region in advocating a regional transportation solution.

There was very little optimism with regard to this goal, as nearly half the groups' members indicated that achieving cooperation with neighboring cities was difficult at best. Specifically, one member felt the City's transportation goals were in direct conflict with those of Beverly Hills. Several were uncertain about the intent of the "regional" reference: West Hollywood regional or Southern California regional? Another suggested that the City should first address its internal transportation needs before venturing beyond its borders. This discussion tract was interesting to the moderator as earlier exchanges seemed to suggest a strong support for connectivity between the various transit systems.

Goal #10: The City of West Hollywood intends to achieve a physical environment which engages the community in planning, implementing and evaluating the City's programs and activities.

In earlier discussions, the City was praised by some for "looking out for its residents" and notifying them of important issues and events. Yet, this particular goal statement generated some strong reactions with regard to whether or not the City was engaging and involving its residents in meaningful ways.

- *A bunch of money is spent on mailings that don't go anywhere. I don't want to do anything with them.*
- *This focus group is a good thing. It's a way to be heard.*
- *The focus needs to be real and something that really benefits community.*
- *Endless meetings go nowhere.*
- *This just means a lot of printed literature at an expense and creating more trash.*
- *I only get written communication after the fact.*
- *A town hall meeting would be great – is it on cable?*
- *The city council meetings are not very involving or inviting.*

E. Priority Points

To close the sessions, participants were asked to participate in a final written exercise, the purpose of which was to crosscheck findings from the "goals" discussion. Each participant was given 100 points to divide among goal statements as an indication of where he or she felt the City's priorities should be with regard to focus areas.

The following goal and subgoal statements ranked most highly among participants in the residential focus groups. These rankings are purely advisory and due to the small sample size, can't be generalized to represent the opinions of the broader population.

Goal or SubGoal	Priority Points
Provides for the needs of and maintains and enhances a high quality of life for its residents.	310
Maintains and enhances the City's role as a regional center and home for major industries.	170
Establishes the City as unique in Southern California, characterized by its "urban village" environment wherein social and pedestrian interactions are promoted and residents are located in close proximity to services, employment and recreational/cultural opportunities.	165
Protects and preserves the integrity of existing residential neighborhoods and commercial districts.	155
Provides for the social needs of its residents.	120
Respects the environmental setting and constraints and ensures needs are adequately met by public services and infrastructure (utility systems).	115
Provides for the employment needs of its residents.	110
Provides for the service needs for its residents.	95
Provides for the education needs for its residents.	90

General Findings – Business & Non-Profits Focus Group

Participants in the Business/Community Leader focus group included:

Peter Mays, Executive Director, Los Angeles Art Association
Todd Steadman, Executive Director, Sunset Strip Business Association
Elizabeth Carr, Board Chair, Classical Theatre Lab
Hillary Selvin, Executive Director, National Council of Jewish Women (LA)
Brad Burlingame, President/CEO, West Hollywood Convention & Visitors Bureau
Jay Luchs, Senior Vice President, CB Richard Ellis
Ann English, Hollywood Program Center Director, PATH
Simon Costello, Youth Services Program Manager, L.A. Gay & Lesbian Center

It was assumed that participants in the business and community leader session possessed higher than average levels of understanding of local land use and planning issues. As such, the goal for the session was to add depth and breadth to findings from residential focus groups by having participants respond and react to statements made by those participants. The focus group moderators' guide, therefore, was not the primary impetus for discussions.

Business and community leader participants were first asked to record and share their visions for West Hollywood. "Urban village" and "smart planning" concepts seemed generally well supported as bases for future planning. In sum, group members suggested the City:

- embrace and promote its identity as an urban village
- increase financial support for the arts
- facilitate development of affordable, multigenerational housing
- integrate and connect intra-City and regional transportation systems
- provide adequate parking spaces/structures
- decrease traffic by promoting alternate modes of transportation (walking/biking)
- support efforts to recycle old buildings for retail leasing
- maintain flexibility in development codes to foster a vibrant, eclectic business environment
- strive to become an international destination for shopping, arts, entertainment and cuisine
- plan and develop infrastructure necessary to support resident and visitor populations
- bring facilities for social services within its boundaries, creating an inclusive environment
- continue to support tourism as a revenue-generating machine
- recognize the importance of maintaining the aesthetic integrity of neighborhoods
- consider neighborhoods and areas independent of one another and capitalize on the strengths of and value in each.

Although economic development and business interests were at the heart of discussions with participants in this group, their general opinions and perceptions did not markedly differ from those of residential focus group participants.

Summary of Participant Observations

"West Hollywood residents should understand that without growth, the things they want to happen simply can't happen."

Part of the West Hollywood "experience," said one group member, is living in close proximity to others. So while an increasing population density is a source of community friction and concern, it is also an integral part of the City's "genetic composition." Group members generally agreed that growth provides new revenues, stimulates the economy and provides the resources for services that residents expect and demand. According to some, residents need to arrive at some consensus on what development should look like.

"It's great that people want to come here. The flip side is that prices increase."

In order to thrive, the group agreed, the City must become more multigenerational. The imbalance in age diversity was largely credited to the theory that the City is no longer affordable for young people. Young people come to visit or work, but not to establish residency. One member believed that 61 percent of the City's households are comprised of single residents.

Another stated that the City's economic engine isn't kept alive by residents so much as the tourism industry, which reportedly pumps more than \$600 million into the local economy each year. The City, he said, needs to be on the cutting edge of delivering an experience that visitors seek – shopping, restaurants and art galleries that are unique to West Hollywood.

"We market ourselves as a 'Creative Community,' yet that is not supported in a civic way."

According to one participant, West Hollywood bills itself as "The Creative City," yet believes its support for the arts and entertainment industry could be greater. He reported that the City invests \$60,000 per year on the arts, a per capita expenditure of \$.87. Conversely, the City of San Francisco's per capita expenditures in this area amounts to \$35. This individual felt strongly that the City could establish an international reputation as a hub for arts and culture, but its support must "expand beyond a tagline."

"The City should face the music and reinvent itself."

There were several members of the group that held fast to the idea that West Hollywood was unique. One member, however, was firm in his belief that others cities/communities can compete with West Hollywood on a variety of levels. He believed that aspects of the City, like the Sunset Strip, remain distinctive, but should not be counted upon to be the "cornerstone" of the community in future years.

"One pocket that has potential is between Pacific Design Center and La Cienega. But, there's no parking there and people may not want stores in that area."

The City was encouraged to consider redevelopment opportunities on abandoned or little-used sites, such as the Metro Bus facility at Santa Monica and San Vicente Boulevards. A representative of the commercial leasing industry suggested that zoning ordinances be revised to allow for more retail-oriented business development. Additionally, some participants felt that many prime retail areas lacked parking.

"If you can never find parking downtown, you'll stop coming downtown. That kills our economy."

One participant stated his belief that parking was the most important issue in West Hollywood, noting that additional parking structures could relieve parking pressures along residential streets and allow for growth in the economy. There was recognition by the group that the City may not have the land or the opportunity to develop additional parking capacity. According to one, opportunities may be lost in the time it will take the city to overcome parking-related challenges.

"There is another problem. If you're homeless in West Hollywood, we'll 'help' you by taking you to Hollywood. Developing some inclusivity is very important."

According to several members, the City heavily contributes financially to the delivery of social services, but many of those services are physically located outside City boundaries. It was agreed that in order to be truly inclusive, the City should embrace solutions within City limits. The creation of a homeless shelter was given as an example of such an action.

"Bottom line: The City needs to embrace all these things – and I think it should fight like crazy to hold onto this cultural experience. This will continue to be a destination. But, we have to have the infrastructure, and that is where the City's focus should be."

Stakeholder Interviews

A Summary of Comments

Attachment C

Between August 2007 and May 2008 over 140 one-on-one interviews were conducted with the community stakeholders as part of the General Plan Update project. These focused conversations solicited candid feedback from a wide range of community members. Participants were invited to share their thoughts about West Hollywood, and specific issues of concern to them. Interviews were held with:

- Residents and neighborhood watch captains
- Business owners and business improvement district (BID) representatives
- Members of the City's 17 boards and commissions
- Social service providers
- GLBT service providers and representatives
- City elected officials and Department Directors
- Artists and representatives of the arts community
- School principals and teachers
- Religious leaders
- Property owners
- Parents
- Architects and members of the development community

The statements made represent the beliefs and perceptions of the participants and are not presented as facts or absolutes. They do, however, identify real statements and beliefs about the City. These comments complement the other outreach efforts to form a more complete understanding of key issues to be addressed in the plan.

LAND USE

- We should consider a height averaging system to regulate development within the multi-family neighborhoods.
- We need to reevaluate the FAR for the single family neighborhoods.
- Reduce floor area ratio in R1 zones from 0.5 to 0.35-0.40.
- Emphasis has to be on creating functional buffers between residential areas and commercial areas.
- The land use regulations should not distinguish between wholesale and retail.
- Parking areas between commercial and residential could mitigate neighborhood parking issues and create a buffer from the boulevards to the neighborhoods.
- There has been too much growth, too soon, without enough thought.
- Most of the development has only happened within the past 3 to 5 years. Before that, there was very little growth or change.
- The Triangle area is ripe for reinvention as the heart of the city with little impact on nearby residences.
- Melrose triangle should be redeveloped with high-end boutique, restaurants, clubs, bars, hotels, all targeting older gay men.
- Buildings should be maintained and reflect the context around them.
- It is critical that the City Council recognizes the need & cost to maintain buildings before one collapses.

- Annex portions of City of Los Angeles near West Hollywood such as the cul-de-sac on Larrabee.
- The Movietown Plaza is a good example of density.
- There is too much growth, Supervisor Yaroslavsky is right to support limiting it.
- Norma Triangle community is starting to feel trapped by the development that surrounds them.
- Avoid chain retail stores and restaurants.
- There must be a better use of the MTA facility. Rumors are circulating about someone wanting to buy it and redevelop.
- Move the MTA bus service site
- Development is good; it can bring resources.
- La Cienega is a big barrier.
- Real estate market is still strong.
- Without density, the City will have more problems in the future
- The cost of land is one of the biggest constraints for development.
- The focus should be on neighborhood context not just the biggest most financially successful type of product.
- What is the best formula for expanded housing in the R3 and R4 neighborhoods without homes towering over the smaller structures?
- The city must be walkable, diverse, and the home to creative start ups.
- There is more openness to the idea of change and density on the Eastside.
- Religious institutions have consistent issues, many are bunched together at Fairfax and Fountain, all have declining membership, with many members that do not live within West Hollywood. They all have parking issues, and have an opportunity to solve the problem with shared parking solutions. All meet at a different time, so theoretically it would work. However, it is a risk management issue - all intuitions would love to participate but don't have the money to pay for the insurance of a joint solution.
- The recycling centers a destination for homeless people, and the centers are mostly located on the Eastside of the City.

Mixed Use

- Small scale mixed use in specific locations would work best.
- Mixed use developments would be most appropriate at the corners of Santa Monica Blvd (in many spots) and Fairfax.
- The Ramada site is an excellent example of successful mixed use.
- Good places for mixed use include Greenwich Place, the Sherman Triangle.
- Limit mixed-use to key areas, mostly gateways at the edges.
- Mixed use: Support will depend on how much and where.
- Dense mixed use is good, especially La Brea and Santa Monica.
- Anything new over 5 stories will feel like Manhattan.
- Could there be more live/work type of development?

Sunset Boulevard

- The Sunset Plan was too specific. And now with neighborhood pressures it may be dead or not subject to change.
- Sunset Specific Plan is good.
- Development should be required to follow the rules of the Sunset Specific Plan, no amendments.
- Sunset Specific Plan is still relevant, may need some freshening.
- We don't want a big development at the Tower Records site.
- Get rid of nightclubs on Sunset that are disruptive.
- Do not allow any more residential development on Sunset.

- Sunset needs to be more of a destination.
- There is a need to jump start the Sunset Specific Plan. It may have been too specific in some places. It is the critical economic engine that drives the city.
- There should be no new residential along Sunset.
- Do not build housing on Sunset Blvd.

Urban design

- Residential units that surround courtyards are the WeHo type of place.
- As long as the City pretends to be a suburb, it will never succeed. It has to recognize it is an urban place and have urban solutions.
- Emphasis should be placed on gateways.
- The Melrose/Robertson area is good examples of proper urban form.
 - The City should not regulate design.
 - The City really needs to start paying attention to design, kitsch is not good design.
 - Modern design, like the building renovation at Sunset & Clark by Frank Gehry, is not liked by members of the community.
 - Housing project behind Spago is an example of inappropriate in-fill.
 - The City will begin to look more like Santa Monica and Hancock Park.

Historic Preservation

- The City is losing its historic building stock to new development. The character and charm of the neighborhoods is being lost as these Hollywood-style buildings are lost.
- The City has not preserved its historic character adequately.
- The City will never have super restrictive preservation policies (e.g. specifying windows).
- West Hollywood punishes you for redeveloping historic structures.
- West Hollywood West should not be a historic district.
- Virtually all the true historic buildings have been recognized.
- Not all old buildings are historic.
- If there is a rise in properties preserved for historic preservation purposes, it will very difficult to maintain an affordable housing supply.
- There is no process for major reinvestment in historic properties.

CIRCULATION

- There is not understanding of the connections between parking and transit use.
- Traffic and parking are frequently mentioned as issues of concern.
- Many people drive to local destinations because they don't want to be watched by people in cars while they are walking.
- West Hollywood must maintain the regional flow-through traffic, can't cut that back.

Parking

- Parking is the most talked about issue in the City, but it is a perception not reality issue.
- There is actually adequate parking supply. The issues are the location, incentives and penalties, and people's behavior.
- There is an image element to parking in certain locations, for example some people would rather pay to park in front of stores at Sunset Plaza than park for free behind the building.
- The parking lot on Sunset at the old Tower Records site is never full.
- PDC is not a public facility but could provide more public parking.
- In many parts of the City, the parking is underutilized or dispersed improperly. Westside has enough, Eastside really does have a problem.

Transit, Walking, Cycling

- Support for subway is strong with some people, and a few people fear that the City will be required to change land uses in order to get the subway.
- Many feel entitled to park close to their destination and oppose policies that add balance – walking, bicycling, transit.
- Very difficult City to get around in if you are disabled: sidewalk issues, lack of public transportation, lack of civil courtesy (people driving by really fast).
- The Cityline bus services-hours are too limited, headways are too long, doesn't go where it needs to go, and they bought the wrong buses.
- Seniors love the Dial-a-Ride service, and it works really well.

HOUSING

Rent Stabilization

- There is a strong anti-rent control sentiment. The Jarvis Initiative could abolish rent control.
- The State and regional pressures to end rent stabilization are gaining ground.
- Too many rent stabilized buildings are being demolished.
- The facts are that very few rent stabilized units are being torn down.
- Rent stabilization doesn't serve who it is supposed to serve. It is a limited benefit for very few people. How many millionaires live in rent-stabilized units?
- The people who complain the most to the rent stabilization department are those that actually have resources.
- West Hollywood should institute needs testing for rent control.
- The city only has penalties and no incentives to maintain affordable housing.
- Explore ways to maintain rent controlled buildings – incentives for landlords.
- The number of very low rental rate properties is actually fairly small.
- Rent stabilized units are being lost as seniors age and move into assisted housing and rental units go to market rate and lose their basic affordability.
- Rent stabilization for seniors—the 4% per year increase is a burden.
- Provide incentives for land owners to do the right thing with regards to reinvesting in older housing stock. Focus on public health and safety.
- There are no incentives for landlords to improve rental properties.
- Mixed-use developments do not threaten rent controlled housing.

Affordable Housing Projects/Programs

- Involve more non-profit groups to build affordable housing.
- Even though there is a housing trust, they cannot afford to build affordable units.
- Housing Corporation tries hard to build, but only has built 200 units in last 20 years.
- Many of the Housing Corporation's current projects are being built in Hollywood, with West Hollywood money.
- The Housing Corporation does not create enough new units.
- Much of targeted senior housing is not even for West Hollywood residents.
- There is a threat to HUD funding and Section 8.
- The trend among developers is to pay in-lieu fees as opposed to building the inclusionary housing.
- Inclusionary housing has an average of \$100/SF in return, but costs between \$300-\$400/SF to build.

Other Housing

- Providing affordable housing is the #1 issue for the City, and is the City's biggest program. Is the City's organizing principle.
- Affordable housing is a god-given right, and landlords are all evil.
- The real pressures are on those in the middle. Wealthy people have options, poor people have programs.
- There is a strong demand for more "workforce" housing.
- As more condos are built and the change moves to home ownership, there will more pressure to move poorer people out.
- The Ellis Act changed everything. The newcomers are younger and have different values and expectations.
- Housing needs to become more innovative, to truly serve the needy, and stop being an entitlement for the privileged few.
- There is a very high turnover of rental units – in the neighborhood of 40% to 50%.
- What people say about the changes in the housing market and what is really happening are two different things. Very little low income housing has been converted into expensive condos.
- The Eastside PAC is open-minded towards new housing product types.
- Explore opportunities for B&Bs and SROs that target entry level residents.
- We need to attract developers like the ones for the Greenwich Place project to create upscale high density housing.
- Over the life of the plan, many of the rental units will convert to condos.
- Continue aggressive residential code compliance.
- Landlords are treated like the enemy in West Hollywood and are punished.
- WeHo is still cheaper to live than the Westside.
- Cost of land, construction costs, property values are rising and those who cannot afford to live in WeHo are being bumped out.
- Too many high-end luxury condo units for the market

CONSERVATION & SUSTAINABILITY

- We must strive to be the greenest city possible.
- The city's compact size can become a catalyst for policies that make this the greenest city in the region.
- Global warming will have impacts if it begins to limit travel to the City. On the other hand, WeHo will become a strong alternative to Las Vegas for those who want to party.
- The city is criss-crossed with underground streams.

Utilities

- Identify those areas with infrastructure capacity, areas where capacity could be expanded somewhat easy and those areas where the cost would be prohibitive.
- The City should invest in getting a more accurate picture of the existing infrastructure capacity, and areas where improvement is needed.

NOISE

- Noise complaints are not dealt with in a consistent manner. One noise complaint can shut everything down.
- Schools and religious institutions face major challenges because nearby residents complain about noise.

- Noise conflicts in the Sunset area are mixed, some people recognize they moved into an area with noise, some still complain.
- Helicopter noise is frequent and bothersome.
- Noise monitoring for special events is ineffective.

SAFETY

- The Fire Department could use more room for staff and equipment.
- Only 5% of calls to the Fire Department are fire-related, the rest are life safety.
- Sheriff and Fire department are well liked by the community.
- Crime levels on the Eastside are impacted by LAPD activity in areas of LA.
- Current Sheriff's Facility is undersized, but there is not likely to be expansion during the time of this General Plan because of the recent Fire Station project.
- Sheriff is considering a substation on the east side of the City.
- Look at the problems caused by the vacant properties.
- Neighborhood watch tends to have few people, but a number of programs.

OPEN SPACE

- Take a look at reinventing the city's few alleys.
- City should purchase property at Doheny and Keith that has been vacant, and turn it into a pocket park.
- The two pocket parks being developed in conjunction with new development are good models for the future.
- The library/park project is a good thing.

Parks and Recreation

- There has been an increasing demand for family programs.
- The city really could use another community center with flexible space. Current facilities run about 80 hours per week.
- The parks programs are highly regarded, and have lots of participants. Many of the programs have wait lists or are full.
- Community loves the parks and recreation department.

EDUCATION AND CULTURAL

Schools

- Declining enrollment in schools
- Some schools may begin to target mentally disadvantaged children as a way of dealing with declining enrollment.
- Limited opportunity for joint partnership because of LAUSD joint-management programs.
- Moving portables off site, but we can't take advantage of the park space.
- Schools and religious institutions are limited by resident complaints – noise and parking.

Arts/Culture

- The City should take arts more seriously.
- We should recognize that the City has a lot of commercial artists.
- Art may seem to be an important issue, but is completely overlooked within the City.
- There are few working fine artists left within the City, they've all moved
- The City has become more of a consumer of art rather than a producer of art.

- Arts Commission generally prefers in lieu fees verses onsite art.
- Membership of Arts Commission should consist of people with professional training.
- 1% for art contribution should become 1.5%-2%

Special Events

- The General Plan should identify key special events sites and document the sites. For example, San Vicente is often closed for special events, let's build plans for that.
- There is not enough staff to deal with the number of special events held in the City.
- We shouldn't have the Halloween party. It is too big and scary, and doesn't benefit the residents.
- The city works with others to put on more than 50 events per year. This creates tensions due to noise traffic and other safety issues. The city staff is undermanned. Fees are too low for the effort. Noise monitoring is ineffective.

OTHER

VALUES AND LIFESTYLES

- We need more public art (maybe a sculpture garden park like in Seattle).
- The City needs more spaces for community gathering such as 12-step programs.
- Fewer and fewer gays are buying housing in West Hollywood.

Social and Socio-Economic Changes

- The future will mean more families with children and the end of rent control.
- This City will have more traditional families; will be wealthier, and less gay than it is today.
- This City is getting younger. But watch out for aging baby boomers.
- The city will continue to trend more upscale and losing some of its funkiness.
- The changing demographics will mean major changes in service needs.
- Newcomers don't share the same values.
- We need to start recognizing that children live in the city.
- We are seeing more families moving into the City.
- Russian community is diminishing
- Principally three groups of Russians exist in the City: elderly ex-soviets, stay because of cheap rent, groceries, and doctors who speak Russian, Children of the Soviets, there because of cheap housing, people speaking Russian and because they are too poor to go anywhere else.
- To maintain the Russian Speaking community the focus needs to be on creating networking opportunities and social situations for younger residents.
- Changes in demographics will result in a minimal Russian speaking population unless the city is proactive. Many young or upwardly-bound Russian speaking residents would rather live in the valley
- Socio-economic diversity is a core value.
- There is a generational shift. The founders of the city represented a more activist point of view and the newcomers are just there to live and don't care about the earlier struggles. Children of the 60s do not believe that future generations are as committed as they are.
- The city will be more dense, more wealthy, more ethnically diverse. However the core values are still based on Judeo Christian social activism.
- There is concern that an attitude of: "I've got mine, you can't have yours." might be growing.
- The Russian community is looked down upon in the community—perceived as a special interest that gets too many of the resources while representing only 7% of the population. The amount of attention given to the Russian-speaking population generates some anger among other residents.

Human Services

- Human Services are the most important issue in the City.
- The City funds more than \$3 million in social programs with about 75% of organizations getting repeat funding from year to year.
- Priority social funding is Senior Services, Substance abuse, and homelessness.
- The city would never cut social services.
- Although the city provides money for social services, many of the delivery agencies cannot afford to be in WeHo anymore.
- There is a strong link between development and the ability to fund social services.
- Over 1/3 of the population uses one of the City's social service programs.
- Some of the social service delivery is performed outside of the City borders, and does not necessarily serve West Hollywood residents.
- Biggest social services now are moving towards impacts of meth, and the AIDS crisis because of meth.
- As the population ages, we are seeing more social services going towards the elderly.
- The city will grow to become more dense, wealthier, younger, and will not need all of the social services.
- Service providers can maintain a number of family services still within West Hollywood, but have to move many programs outside of the City, and are concerned.
- Human resources division has a large, well-liked staff.
- The homeless population is growing quickly. Many are moving over from Hollywood.
- West Hollywood should have a facility like the Gay and Lesbian Center in Hollywood, combining social services and entertainment services for the LGBT community.

ECONOMIC DEVELOPMENT

Sunset, Hotels, and Entertainment

- The City must continue to maximize its ability to be a regional leader and major destination for hospitality, design and entertainment. The hospitality sector is one of the most important in the city and always has been. Create policies that expedite hotel development on Sunset. More hotels are good, and hotel demand is very strong. Hotels are, in general, concerned about competition in Hollywood and Beverly Hills. Neighborhood complaints about hotel noise restrict business.
- Regional economic pressures and poaching from nearby cities could hurt revenues.
- Look at cultural tourism as an opportunity.
- The City is too dependent on TOT and will be hit hard if a crisis happens.
- WeHo should be very concerned about oil prices and the oil crisis.
- The Sunset Strip is the economic engine for the city and must be carefully managed and remain without residential developments.
- West Hollywood should have a card club.
- The lack of new clubs and restaurants and clubs on Sunset is a concern.
- The west end of Sunset is dying.

Local Retail and Business

- This is a city of creative people. This means they tend to work in small operations and have the need for flexible space.
- Avoid chain retail stores and restaurants. A Wal-Mart would not be acceptable in the community. Chain stores in general are frowned upon.
- The economic diversity of the community will not be there in 15 years.

- Small service business like tailors and shoemakers add texture to the commercial mix, provide necessary services, and allow us to not have to travel for basic needs.
- Prices in West Hollywood have increased very high.
- Although there is a strong demand for more locally-serving businesses, that is not the focus of the City's economic development. Currently the goal seems to be to attract as many highly visible businesses as possible.

Other Economic Development

- Avenue of Arts and Design is very successful, and is attracting the right kinds of businesses. However, parking is a big concern.
- The lack of parking is becoming an impediment to economic growth. We need more capacity.
- We need more art galleries.
- San Vicente could become another entertainment district.
- The city thrives on having a number of strong industries that generate revenues during the day and an entertainment zone that is second to none in the region.
- There is a need for convention/meeting space, approximately 25,000 SF or more. Currently, the largest meeting space in the City is 10,000 SF. The PDC is not a convention center.
- West Hollywood is a tough City to do business in. Inspectors focus on odd things, and inspections are uneven.
- The Meth epidemic may have an impact on the financial feasibility of an all-gay club.
- The Chamber of Commerce is composed primarily of developers and expeditors, and it represents an exclusive group of people.

GOVERNANCE AND DEVELOPMENT PROCESS

- There is a perception that government lacks open transparency, and that a different leadership is needed in City Hall.
- Some people feel we would have been better off if we had stayed with the County of Los Angeles.

Development Process

- Entitlement process is broken. Too much burden placed on the developer. If only one person has a problem with a project they can kill it no matter how many people that decision impacts.
- People do not want any change and fear that they have no power. Even if a project is a good idea, the fact that it represents change means it must not happen.
- Reduce the number of loopholes to help the city avoid lawsuits.
- There is a lack of certainty and clarity in all land use decisions.
- Developers really dislike the discretionary review process, unless they are politically connected.
- Expeditors don't want to make the project review system more certain and clear because they will lose work.
- Developers are discouraged from developing in West Hollywood because the project review process asks for a high level of detail. There is no guarantee that if the investment and detail is done that the project will get approved.
- The City's zoning and development codes are too complex. Everything in the city seems discretionary.
- Projects that meet all development standards should be allowed by right.

- Too many owners are selling entitled land, and it leads to more vacant properties. The City should require owner to post a bond that is not returned if the property is sold to another developer.
- The City of LA often comments about WeHo projects, but WeHo rarely gets involved in development outside its borders.
- The city does have some strong no-growth/slow-growth community groups.
- Development must provide some direct benefit to the community at large or is not in keeping with the WeHo style.
- City hall is perceived to be in the pocket of developers.
- The City is into development fads, the flavor of the moment matters.
- The City was better run when it was in the County.
- The City is overly involved and prescriptive about what should happen.
- Renters vote and have been the political base of the city.
- The impression one gets is that those who donate money to campaigns and charities get the attention.
- Sometimes you make decisions because they are the right decisions, sometimes because it's political. Everything is politics, there is a social dividend, and the trend is to move away heavy development into more slow growth. That is where the political winds are blowing.

General Plan Update and Vision

- The vision for the city should be an eclectic, safe, clean, well maintained destination place.
- Guiding principles should be created.
- The guiding principles should be in a priority list/hierarchy to avoid conflicts.
- We need a chapter in the GP to document the policy history of the city and to establish guiding principles.
- The current plan is too specific and too complex.
- The best plan will come from an inclusive process. A good example was the Santa Monica Blvd process.
- Many of the city's toughest problems are actually regional issues.
- We need to create a sphere of influence that shows outside influences
- People do not take the long view anymore. They only want to protect what they have and newcomers are not welcome.
- The city is going through a transition and it has created a lot of tension because people don't know where this is heading.
- Freeze the city in time and don't let anything change.

Visioneering Comment Card Responses Attachment D

Visioneering was designed to reach portions of the West Hollywood community which might not have been accessible via other outreach methods. Volunteer Visioneers contacted their friends, neighbors, and activity groups, and asked them to fill out three cards which posed questions about the City. The comments in this report represent 1,400 cards collected from 542 residents by 50 Visioneers. The cards were filled out between October 2007 and March 2008 by residents, businesspeople, property owners, members of Boards and Commissions, Chamber of Commerce members and CTE Academy participants.

Note: Numbers in parentheses reflect multiple identical comments.

Where do you live?	What makes where you live unique?
Spaulding Square – 1 block outside of Witt. In Los Angeles	Charming single-family homes from the 1910's – 1920's just off busy Sunset Blvd.
In West Hollywood!	I am proud to live in this city, one of the best cities in the entire country. This city is concerned about the elderly people, and _____ for the Veterans.
Vista Street – East side	My neighbors!
Hacienda Place	Everything within walking distance
Detroit/Fermosa/Lexington	Mix of commercial & residential. Semi-unique parking solution
N. Kings Road	Tree-lined street with close "neighborhood" atmosphere, even though nearly all condos, rather than single-family homes
Eastside – Formosa Avenue (La Brea & Fountain)	Great mix of demographics, races, incomes, sexual orientation, renter & owners, long-time residents & new residents, very active neighborhood watch.
Sweetzer & Santa Monica Blvd.	Convenient area (shopping, transportation)
Santa Monica/La Cienega	Walkability to services
Hancock Avenue – Northwest West Hollywood	I walk to almost everything I need

Where do you live?**What makes where you live unique?**

Rugby Drive	Part of a walking district of gyms, stores, shops, services, and entertainment. Only block of W.H. south of Santa Monica Blvd. parallel to the street
West Hollywood	Narrow streets, great people, cleanliness
West Hollywood – West	Mostly single-family homes
West Hollywood – Fuller Avenue	Different people, many cultures, and many languages
West Hollywood – East	Diverse population/walkable
West Hollywood Apartment	Diversity of people, places, friendliness
Havenhurst & Fountain	<ul style="list-style-type: none"> - Access to main streets - Walking distance to coffee, stores, etc. - Beautiful street
723 Westmount, West Hollywood – Condo neighborhood – Residential street	Quiet, friendly, pretty landscaping, sense of neighborhood central – Can walk or ride most places
8400 DeLongpre, West Hollywood, CA 90069	Quiet, most of the time. Park across the street as well as 2 hotels – Sunset blvd. is one street over. Good for visiting out of town friends
Off the Sunset strip – Palm Avenue	Nightclubs – Music and comedy – Legendary showcases for the lively arts!
On Hayworth, between Fountain and Sunset	Adjacency to LA border; a mix of old and new development; quiet residential street between two very busy streets; walking distance to convenient businesses
Westmount south of Melrose – West Hollywood – West	Individual homes, safe, easy walking to many points of interest
Hollywood	Value of owned property
Corner of Larraber & Betty Way – Westside	Convenient to walk to most elements I require including hospital
Harper south of SMB	Transition area between westside and east side
Romaine @ Fairfax	Low rent

Where do you live?**What makes where you live unique?**

Kings Road (between Santa Monica & Melrose)	Oak trees – Wide/broad avenue – aut___ homes (Schindler house, R____-Markhen Ave.) – Distinguished new architecture (_____) – Super convenient location - Pedestrian friendly
North Sweetzer Avenue	In the City of West Hollywood
West Hollywood – Fountain/Hayworth – Central to all the action, fun, public transportation	Respect of human sight and willing to fight for West Hollywood. Has a sense of humor. We are small enough to care for each other. Leaders in the world for LGBT right. Love our diversity LGBT, straight, Russian Elder, young. We are the artists of LA
In an apartment building	My neighbors
Gramville Towers on Crescent Heights @ Sunset	Historical property, central location, walking distance to services, views, tree street
Apartment – East side	It's my home!
Apartment City Center	Pool, patio, quiet neighbors
1215 N. Hayworth Avenue 201	We live close to everything – Can walk everywhere – Bus lines
West Hollywood – Westside on Hancock – On a hill – According to rents, upper economic class	I live in firehouse converted to 3 units – A lot of pedestrians – “Boys Town” young.
Kings Road – 1015 – Condo	Transportation – Close
Kings Road – Apartment	There is a park on my block – It is a very “neighborhood type” block
North east side - 7200 Fountain Avenue, West Hollywood	Safe, easy access to resources
West Hollywood – 1203 N. Kings	Safe – Jacaranda Trees – Hills
West ___ near Holloway	Walk to Santa Monica & Sunset – Near shopping and restaurants
Boys Town	Heart of So. California GLBT community. A nationally known neighborhood.
On La Cienega in a condo	Large building in between Santa Monica & Sunset. Unit has extensive views – Interesting mix of people.

Where do you live?

What makes where you live unique?

909 N. Sierra Bonita Avenue	You have little bit of something for everybody!!! I love this city.
Sunset Doheny	Sunset strip, traffic congestion, historical area
N. of Santa Monica Blvd. on West Knoll	Pretty street – Low density compared to Kings Road – Development of larger buildings has been slow compared to other areas. Lots of trees.
West Hollywood	Urban Village relatively quiet with each access to all the convenience and stimulation of city living.
SOFO – South of Fountain	More affordable part of West Hollywood – Diverse population – Fabulous economic – Redevelopment in process
In West Hollywood in the north tria_____ in a 32 year old condominium building	My street and area is protected from the east/west commercial strips and accompanying noise, clutter, crime, late hour activity, drunk driving, and speeding cars
North Vista Street – Apartment	Plummer park/activities, immigrant community, women's safe community
City of Encino – Townhouse complex	Privacy
_____. La Cienega Blvd.	The view is spectacular
3 story apartment building – _____ Sweetzer	Neighbors that are "regular people" who aren't high-end earners
House – Business – Westside	Historic – Spaulding _____
Sierra Bonita Avenue – Condominium at Willoughby	Residential area near the city limits – Condominium area
West Hollywood west	Senses of neighborhood – All low density single family homes
West Hollywood – In a condo on Kings Road near Kings Road Park	West Hollywood – It's truly a village where things are close by and you know lots of people. Condo – It's highly dysfunctional – lots of hostility among neighbors facing lots of expensive renovation.
West Hollywood apartment near heart of city.	Center of city – Neighborhood feline – walk to shops for most errands.

Where do you live?**What makes where you live unique?**

West Hollywood – Single family eastside home.	Close by to everything – Gay friendly
A multi-unit condo owner on Olive Drive	It is very close to the middle of the city so I am able to walk to most locations within the city.
Formosa Avenue – Gateway neighborhood	Physically isolated from west
In a condo in West Hollywood north of Sunset.	Architecture – Quiet – I was able to afford it – Safe
Apartment complex – Sweetzer Avenue – Sweetzer/Santa Monica	16 apartments – most of us are long term residents of the same complex – Small community feeling
Palm Avenue in West Hollywood	Quiet neighborhood, close to everything (restaurants, night clubs, grocery)
West Hollywood apartment	Easy access to everything I need
Palm Avenue – Studio apartment	Pedestrian friendly can walk everywhere
Flores Street	Safety – Green area – Close to shops/clubs/restaurants – Gay friendly
West Hollywood – Small condo complex – The Shoreham	Diversity – Open commercial living – Beautiful structure – Quiet – Walk to restaurants
East-side bungalow	Single-family house – Quiet – Walking distance to services – Historic building – Safe – Cute – Green space – Family connections far away from a freeway
West Hollywood west (Westbourne)	It's a neighborhood – Everyone knows everyone – Feels like you're living in a small town yet you're in the middle of a big city – Everything is within walking distance
Above sunset – High Rise	Proximity to Sunset strip
Los Angeles - Westside	Trees – Walkable neighborhood – Quiet at night
Eastside – [REDACTED] Lexington Avenue between Gardner and Carson	Quiet – Friendly – Deplorable parking – Clean (relatively) – Trees (unattended) – Close to shopping and transportation – Low crime

Where do you live?**What makes where you live unique?**

East end	Quiet – Residential area – Pedestrian friendly – Shopping – Urban – Village neighborhood
N. Kings Road – West Hollywood – Westside	It's a beautiful and green area – A lot of condominium buildings and HUD buildings (for low income people, seniors, and disabled people) – Safety
	Senior citizen center – Plummer Park
Westside – Rou_____ Street/Laurel	It's central – Close to stores and parks
West Hollywood –East	Safe, convenient, central
Westside – La Cienega Blvd.	Sunset strip (Walking distance)
In a diverse neighborhood with people that care about each other – Near Santa Monica and Crescent Heights - La Jolla neighborhood	It is a small neighborhood within a walking distance to many neighborhood shops, City Hall, and restaurants
Lexington/Curson	Diversity – Blending of “old and new” – Innovative new projects – Pedestrian friendly – Public park close
Harper & Fountain	Historic building in historic district –Character
La Cienega & Fountain	Central – Walkable
West Hollywood	Small neighborhood feel – Great social/human services – Walking to shops
Eastside duplex	Children live on my block
West Hollywood – Border of City of LA – South central West Hollywood	Urban – Pedestrian friendly
West Hollywood – Kings	Truly tree house
Ogden & Fairfax – Eastside of West Hollywood	Centrally located – Opportunities to be involved and affect change – We contract with the Sheriff's Department and do not have to rely on LAPD
Condo	Walkable
Cynthia Street	The mix of small streets and large condo buildings

Where do you live?**What makes where you live unique?**

Beverly Hills on the west border of West Hollywood	Pedestrian friendly walking streets activated by retail and café's
Norton @ Harper – Norton Ave.	It's walkability to daytime uses such as offices, as well as nighttime uses like restaurants and nightclubs. In addition, the neighborhood is conveniently located, 20 min to the airport, valley, beach, downtown, etc.
West Hollywood – also working in West Hollywood	Great local community – close restaurant; cafes____ - Improving residential area – Culture, etc.
Valley Village, work in WeHo & Beverly Hills	I like the house, valley urban – becoming more diversified and seeing a lot of interesting mixed use
I live in Los Angeles (Laurel Canyon) – I work in West Hollywood	It is very close to West Hollywood
Wilshire Center – Hancock Park	Beautiful old historic homes – centrally located, close to Downtown and West Side
West Hollywood	Architecture – set-back from street – green areas
Los Angeles (Park La Brea)	Open park space – S___ structures – historical value – "landmark"
Classic 50's courtyard building in themed-area of the City on Laurel between fountain & Sunset	Convenient to it all
	Mostly multi-family units, near major thoroughfare, single, adults, few children
Hancock Avenue, West Hollywood	Very close to a busy major artery & social activity – Bungalow style
East side of the WeHo Cursor Avenue @ Hampton Avenue	Green, friendly, quiet and so Russian!
Very large multi-unit apartment building. Los Angeles, Beverly Hills adjacent. Mixed community of homeowners, renters.	It's a safe community with families
Havenhurst & Fountain	- Political climate - Walking distance to work, gym and grocery store

Where do you live?**What makes where you live unique?**

Sweetler & Cuman (South Central West Hollywood)	LA City border – sometimes forgotten- away from West Hollywood
East – West Hollywood East side	We still have homes, compared to more apt than homes. Neighbors know each other – can walk to many things
Hacienda Place	It's the center of West Hollywood and I can walk to anything I need. Gelson's, CVS, 24 hr. Fitness, Trader Joes, Etc.
East West Hollywood	It always feels urban offering what a metropolis can but it also feels manageable, not alienating. Also, I can hold hands with my girlfriend in public without fear.
Formosa Avenue, West Hollywood	Many neighbors know each other and have functions together such as bbq's
Eagle Rock (Near Pasadena)	The small-town atmosphere despite being part of Los Angeles
Havenhurst – South of Santa Monica Blvd.	Trees, Quiet, Oasis, Near the action but far
West Hollywood/West Side	Beautiful and safe residential area within walking distance of all
Sierra Bonita & Santa Monica	It's the one part of West Hollywood that the City doesn't care about improving
Hollywood and La Brea	I can walk to the Metro
█ Larrabee Street – Mid Village	The Beautiful surroundings/complex, and sense of community
█ Norton Avenue	The building was built in 1925 and there is a huge fig tree outside
Westwood Apartment Building	1950's building – college areas but many professionals
DeLongpre and Flores	Best of Sunset Blvd. – Santa Monica Blvd.
Formosa/Fountain	Most central part of WeHo, most diverse, most up and coming

Where do you live?

What makes where you live unique?

■ N. Genesee Avenue, WeHo – ½ block south of Santa Monica Blvd. in east WeHo	In the 1980's the building was designed as a condo
Above the Sunset Strip	Sunset Strip, Sunset Plaza
Hayworth & Romaine	Gateway to Russian community
■ Havenhurst Drive	Streets are wide
West Hollywood – Norma Triangle	Charming 1920's Spanish cottage fairly quiet and parking available due to permits
Larrabee	Walking distance to everything
West Hollywood	Center of urban environment
Olive	Street goes only from Sunset to Santa Monica – there is a large hill on my street – all the straight people from Barneys throw up on my street!
■ Huntley block	My building is 1920's - mostly it is a quiet residential area
■ Hammond	Clean, good neighbors, 3 floors, 18 units and penthouse
In the northwest sections of WeHo in the 9000 block of Cynthia Street – 39 unit condominium 32 years old	I live in one of the few areas of WeHo (Norma Triangle and WeHo west residents Assoc.) Which is not impacted by businesses, except on their borders, since WeHo is a horizontal (east/west) City with major arterials and commercial properties right up against residential.
■ Fountain Avenue	Housing is available with gardening area to grow tomatoes and peppers
In West Hollywood	It's a small town feeling, yet urban. Easily accessible to City government. Great social services.
Los Angeles (Laurel Canyon) or work: Luckman Plaza/Sunset & Covy	Lots of green space/very quiet work: Great building/near Beverly Hills.
Van Nuys – Live, Hollywood-work	It is way too far from WeHo and without the community feel by WeHo.

Where do you live?

What makes where you live unique?

█ N Palm Avenue, L.A. County Authority for elderly and disabled

I live in Housing Authority of Los Angeles. Our building is elderly and disabled our resident council is a forum for visioneering. 126 units will offer opinions and suggestions.

WeHo Heights – █ Horn/above Sunset

Our hillside homes have fabulous views going all the way to Catalina. We are _____ few feet above the most exciting part of the night life of WeHo.

█ Larrabee Street, Mediterranean Village Apartments

Med Village is the largest apartment complex in WeHo. The village-like, walkable, friendly atmosphere.

Santa Monica and La Cienega

Centrally located – walkable location – quiet area

20 unit apartment building North Harper

Pool patio quiet area friendly neighbors

Above Sunset Blvd.

Relatively quiet residential street. Yet near urban center of Sunset Strip, with restaurants, book store, retail, etc.

█ Fountain Avenue

I love ____ the street is Los Angeles. We are more _____ make building compared with Los Angeles across the street which is High rise apartment building

█ N. Laurel Avenue, between Fountain and Sunset

It's a historic enclave in the midst of a sprawling metropolis with a lively mix of neighbors. Sadly development is killing the area.

Near Fairfax and Santa Monica Blvd. intersection – (90046-6107)

In relation to what? It is smaller in scale than Where I used to live (Boston and Manhattan) with smaller, mostly 2-story buildings.

Santa Monica – I work on Robertson and Beverly

Great shops, close to all the furniture, fixture showrooms and the Pacific Design Center. Really great restaurants for lunch and dinner. Of course, Robertson is always a circus for celebrity spotting.

Formosa @ Fountain – East side

Central location in LA region – walkable to business and entertainment venues – mix of people; diverse – area of renters/working class/middle class – up and coming area for development.

Plummer Park Side of town – █ N. Garden Street 90046

Russian population – quiet neighborhood – let's keep it quiet, but shine it up.

Where do you live?

What makes where you live unique?

Vista Street/Plummer Park	Historic building – small town
█ North Flores Street, Unit 05	Roll up the sidewalks quiet – the forgotten district – 1/2/ block from Los Angeles border
Harper and Sunset/Sunset Strip	The Sunset Strip – Harper Historic Area/ _____ view! Commercial venues – dog walker.
Beverly Hills	It is "West Hollywood adjacent!"
Fountain/Fairfax	My neighborhood is at the center of West Hollywood. We represent the full diversity of our City. Gay, lesbian, straight, senior, Russian, families, small businesses, can walk to restaurants and shopping. Easy access to public transportation. Fear that this is being lost because of becoming _____.
█ Westbourne Drive, West Hollywood North	Great mixed residential neighborhood only ½ block from Santa Monica Blvd – where we can actually walk to restaurants, bars, services, buses, etc.
Havenhurst Drive, mid city, north of Fountain	Very wide residential street with poor lighting - dwindling street parking with each new development – contains a choker and speed bumps marginally effective against cut-through traffic – Quarter of street is in Los Angeles – Large number of traffic accidents on residential street
█ N. Croft -1 block south of Santa Monica	"Location" – easy access to S.A. Blvd. – Easy access to parking transport – walking distance to shops, restaurants, Post Office, _____ – Diversity of neighborhoods – feel safe – dry cleaners
Center city – █ Flores between Santa Monica and Fountain – rental apartment	I can walk to many services I use – My street is tree shaded – variety.
Hayworth Street	Close to shops, people and tourists activity
█ Havenhurst Drive, 90046	Historical building – national register of historic buildings – Generally love the neighborhood – people, arts & culture are in sync with my family and career.
█ Havenhurst, L.A.. W.H. CA 90046 – "Thematic Courtyard District" – 1928 Mi casa/La Ranch	1928 nationwide historic – Register of Historic Places – w/h many historic residences of o/d Hollywood documented - _____

Where do you live?

What makes where you live unique?

█ Corsela Drive – Western most area of City – Sunset Strip adjacent	Quiet residential street – close to Sunset Strip – ability to walk in neighborhood.
South Central West Hollywood	Urban – Culturally diverse residents – Small business – some walkers – know the owners – small town feel there – Too many generic apartments – Only people walking dogs are visible.
East-side, Fountain Avenue, east of Fairfax, west of La Brea – 7600 block of Fountain	Walkability within WeHo & LA to common destinations (shopping, entertainment, Target, Trader Joes) – large Russian population/mix of cultures – historic nature – rent control – on the city line to LA – economic redev. Zone.
West Hollywood	It's the one area that really is an urban village
Plum Avenue █	Simple to get everywhere
Dorrington Ave- 8900 block Bought house in 1977	Markets, art galleries, great mix of basic and high level restaurants, easy access to Beverly Center and to small shops. Quiet at night!!! Great mix of age groups- genders- racial heritages.
8800 block of Rangely Avenue in West Hollywood West	We purchased our home in WeHo West 21 years ago and have loved living in this neighborhood. It has the feel of a small community, yet we are in the middle of the city. We can walk to restaurants, shops, parks, the library, the swimming pool, theatres and businesses. It is dog-friendly. I know all my neighbors. As WeHo is such a small community we can have a voice in what happens in our city.
Midtown Weho	Diversity of residents, lifestyles, building types, street types, historic styles that mark each era, and an engaged community.

Where do you live?

What makes where you live unique?

Valentino Court ([REDACTED] Hayworth Ave)	The building- Med. Revival 1924-broken L shaped. The courtyard-45 mature trees including a Deodar Cedar (72 ft) and 27 Italian Cypress along N property line, that are original landscaping. Open Space-the street-untouched since 1950s-it has Hayworth Towers (Leland Bryaw). Hayworth Chateau (Fr Normandy-Scott Fitzgerald died there) Hayworth Gardens at 1345, Chateau Brittany – Hollywood Riviera (Ed Ficket) – 1411 (Jack Chernof) Alas 3 bungalow courts – a Mowery Revival – also see 1313 & 1350 and others. This street should be a district in itself- If Valentino Court is demolished, that will only be the beginning -1350, 1316 and another are already threatened and more will go down so SAVE HAYWORTH!!! PLEASE!
8700 block of Dorrington	Well kept homes, good services, convenience to either areas
[REDACTED] Larrabee Street, #3	Just above the lively, boisterous Sunset Strip, but fairly quiet (live far enough up the hill)... lots of light, birds, trees.
[REDACTED] Horn Avenue, West Hollywood	I love the 50's and 60's retro vibe to my building. It's very much the New York style large penthouse with red interior walls and natural brick walls, gold leaf wallpaper & chandeliers. Just a cool place with excellent Fung Shei. Close access to the strip is why I move here 30 years ago from Santa Monica.
[REDACTED] N. Larrabee Street	Living in the hills above Sunset is quiet and beautiful. I have amazing views of the city and can still walk to many great retail outlets.
[REDACTED] Horn Avenue #402	Nicest view in the building
WeHo Heights, [REDACTED] Horn/Horn Plaza	I live just above the Sunset Strip – one of the most interesting entertainment zones in the world. We have a strong sense of community in this little pocket of the City. It is always something going on.
Horn Avenue, West Hollywood – 22 years	The people and the community.
Sunset and Horn	The view and proximity to restaurants/ shopping/nightlife.

Where do you live?

What makes where you live unique?

■■■■ Horn Avenue, West Hollywood	I live north of the Sunset Strip, north of the Old Spago Restaurant/ Tower Records locations.
Horn Avenue in WeHo Heights	I enjoy the unique qualities of the Sunset Plaza and the Sunset Strip with its historic significance as an entertainment center.
West Hollywood – ■■■■ Fountain Avenue	Diversity of businesses – great restaurants and entertainment venues – large LGBT and Russian communities
Santa Clarita	When you get up in the morning the air and sky are always blue. When driving 7 miles towards work (WeHo) overcast comes thru.
Cheriot Hills	Good clean neighborhood good schools
Manhattan Beach	Small community environment
Hollywood	The intersection of re-gentrification and Hollywood's historic/seedy past
Work here	
Beverly Hills	Upscale, high end clientele, and new restaurants
Park La Brea (Los Angeles) – office is in West Hollywood – ■■■■ W. Sunset Blvd.	Open spaces, gated, proximity to work, conveniences, shopping.
Studio City – Work design district Almont & Melrose	Studios/design
Los Angeles – Beverlywood	Part of a homeowners assn. – Orthodox Jewish Neighborhood – Quiet Saturdays
West Hollywood – West Hollywood Heights neighborhood	Urban, on hill, above Sunset, yet isolated from Sunset
Van Nuys	Affordable rent – 3 bdrm, 2 baths, \$2250/mo. House
West Hollywood – “mid city”	Fountain Freeway, of course! Where else can you live with such high traffic counts in area zoned residential? With so many cars, so much noise and soot, and so little pedestrian activity what possibly could be more unique? The unique quality of the building I live in is the reason I remain.

Where do you live?

What makes where you live unique?

████████ Norton Avenue	I live in a 1925 Spanish Townhome with courtyards and lush gardens.
West Hollywood West	Quiet yet <i>primary</i> location. Convenient, diverse, safe and clean.
West Hollywood	It had been a very safe area. It is an artistic, clean growing area. I enjoy City Hall being close to the people. Shops, doctors, markets, police, fire department. "Pets" friendly city.
I lived in West Hollywood for many years about 1978. Because of a horrible ██████████, I had to move to LA's edge of West Hollywood.	Where I want to move into again, the beauty, trees, art décor, markets, hospitals, City Hall. It is a convenient place to reside with all access to everything. City has excitement! Glamour.
A house on Formosa	Having a front porch and enclosed yard to look out on.
Crescent Heights	Vintage historic building; trees; street pedestrian friendly; close to services
On the eastside; Formosa Ave.	Our street is mostly apartment buildings, but private homes and tri-plexes and four-plexes exist. Formosa Café and Jones and Gateway walking distance.
West Hollywood; Hollywood Boulevard and Poinsettia Pl.	Hills, cheap rent (\$650 per month for a single), fresh air, close to my parents.
East side of West Hollywood, on Formosa Ave.	We have the largest population of Latino/as (I believe) residing on my street. When city items are sent out in our area, it's usually in English and Russian, rarely ever Spanish.
East side of West Hollywood; ██████████ N. Fuller Ave.	I live in a historic property preserved in all its 1908 splendor. A quiet grandma's house in the middle of the big city.
West Hollywood	Lots of gays.
██████████ N. Gardner Street ██████████	The neighborhood as a small town vibe. It is rich in diversity-comprised of Russians, other immigrants, young, straight artists, families, and members of the GLBT community.

Where do you live?**What makes where you live unique?**

West Hollywood, Ogden Drive between Fountain and Santa Monica	I don't know that this is necessarily unique, but I haven't come across this in very many places—I like the walkability of this area. On any given day, I can walk to the grocery store, to a mall and movie theater, many restaurants and bars. It's nice to not have my activities confined to a car. I'm a short drive away from a canyon where I can go to leave the city behind, and equally close to the beach.
West Hollywood-near Fountain and Fairfax	Walking access to markets, Laundromat, convenience stores, restaurants, and an array of other essential services.
West Hollywood	Nice balance of land uses and types of businesses.
█ Cynthia	Community—bank, library, market, fire department, police station all within walking distance.
San Vicente Blvd.	Rent control; proximity to LA freeways/central location.
Cynthia Street	Everything is within walking distance; good mix of people-love the diversity; feels like a neighborhood-mix of houses and apartments/condos. Not too heavily developed.
Fountain and Crescent Heights	Lovely old buildings; low density; trees and greenery; ready access to shops and Beverly Hills; relative quiet.
█ N. Wetherly Drive	Single family home.
Huntley Drive	I can walk to the market and galleria and restaurants and parks and coffee shops. Neighbors have lived here for years. One gets to know his neighbor. Good community feeling on Huntley Drive.
Sunset and Doheny	Location, location, location. As urban as you can get for LA. Sunset and Santa Monica Blvd. is in walking distance.
West Hollywood	Proximity of shops and restaurants; tolerance of lifestyles.
West Hollywood	Small, eccentric town feel.

Where do you live?**What makes where you live unique?**

Eastside of city	Diversity; pedestrian friendly; close to businesses-grocery, bank, transportation and eatery (restaurants).
█ N. Sierra Bonita, Los Angeles	There are so many different cultures and lifestyles around us! There's never a dull "moment." The area is comfortable and friendly.
█ N. Fairfax, █	A city unto ourselves.
West Hollywood	City in its own near everything.
600 Block of Westbourne	Accessibility to restaurants, markets, library, post office, and small town ambiance.
300/400 block of Westbourne	It's a neighborhood where you can walk to everything. The neighborhood is very "small town" in the middle of a big city.
500 block of Huntley Drive	Intact low density residential neighborhood close to cultural and gay oriented recreation
█ Dorrington Ave	Neighborly environment in midst of urban city
8900 block of Ashcroft	20 minutes from anywhere; good sheriff's department response; everyone keeps their homes nice
8900 block of Ashcroft	Close to everything-very quiet—nice neighbors
9000 block of Ashcroft Ave.	Low density housing, space to park...because traffic is so bad, it's nice to walk to shops and restaurants
Norwich Drive	It feels like a small town in a big city
Area bordered by Melrose, Beverly, La Cienega, and San Vicente	The entire neighborhood has retained one or two story structures that are primarily single family homes
█ Dorrington Ave	Quiet, walkable neighborhood close to shopping and restaurants
█ Norwich	Walk to everything, neighborliness, quiet (so far)
█ Norwich Dr.	A great sense of community, friendliness all around
Norton at Crescent Heights	Living within walking distance to the bank, restaurants, cleaners, grocery stores and family owned businesses that I like to frequent

Where do you live?

What makes where you live unique?

400-500 block Norwich Dr.	We can walk to restaurants, stores, and entertainment
Plummer Park area	Our unique city is known for the best relationship between completely different societies
West Hollywood	I live in a building owned and managed by the Community Development Commission/Housing Authority County of LA—functioning for West Hollywood. Fiscally unique
Eastside business	Was quiet, not too much traffic
█ De Longpre Ave	It's a special street, block south of Sunset, Hart Park across the street, the backs of famous hotels and a view of north hills.
Near Cedar Sinai and Beverly Center	It accepts people who are different. It feels social with all the events with the community and it feels humbly and peaceful compared with Beverly Hills.
Westside West Hollywood	Residential street, permit parking, many one story single family homes
Near the Beverly Center	It has lots of unique, walkable neighborhoods close by—from arty shops to new age yoga cafes to movie star clubs to beautiful, historic residential bungalows and small, thriving parks, with lots of community activity.
Eastside West Hollywood	Pedestrian friendly, close to businesses and activities
West of La Cienega and north of Santa Monica Boulevard	Convenient location, within 4 miles of major freeways and on top of them, pretty city
Westside West Hollywood	I live in the "Old Fire House" on a hill, upper middle class, high priced real estate
█ N. Sweetzer Ave.	A smaller building with affordable rents
█ N. Laurel Ave	My place in LA is walking distance to so much—Melrose, Fairfax, La Cienega. My weekends are quiet time—no driving, just time to enjoy the neighborhood.
Studio City	Location/studios/market

Where do you live?**What makes where you live unique?**

Doheny Drive between Santa Monica and Sunset	Closely situated to restaurants, parks, vital services and hospitals
West Hollywood/Westmont	Village feeling of homes and businesses
Los Angeles, 90036	Orthodox community
Sunset Beach	It is a small community with lovely beaches nearby
Hollywood Hills	It is just above the Sunset Strip above Doheny and Sunset. Old charming houses.
West Hollywood	Unique blend of business (high end), culture, lifestyle, ages, ethnicities of area. And the village feeling that you'll know the businesses personally.
West Hollywood	Open community
Sherman Oaks	Quiet and relaxed
Beverly Hills (hilltop)	Quiet, feels remote, but close to everything I do, my work and children's schools (all in West Hollywood)
Los Angeles 90036	Small neighborhood
Doheny at Beverly Hills border	A nice neighborhood feel
Willoughby & Laurel	The block is like most of the City but we have the school as our neighbor and it's lively
Sweetzer and Santa Monica	Central location and good bus access
Cynthia Street @ San Vicente	I can walk to almost all the services I need – Bank, hardware, grocery, pharmacy, restaurants, bars, car wash...
Huntley Drive – 800 block	Relatively low density block – only two 4 unit buildings on block rest is 2 units and single homes
West Hollywood near Harper Avenue	It used to be a beautiful neighborhood but now it's overcrowded & noisy!
West Hollywood north – near Sunset	The incessant traffic and the noise
Formosa & Santa Monica	Small, safe, walking distance, gay & different cultures and ethnicities
North side West Hollywood	Noise & traffic

Where do you live?**What makes where you live unique?**

Palm Avenue	Walking distance to everything
Weho or West Hollywood Westbourne	I can walk everywhere – know my neighbors
Curson Avenue	No traffic (except on Willoughby)
I live in LA but go to school in West Hollywood	Everybody is nice and is peaceful. They all are different.
West Hollywood – Flores and Fountain area	Small city; access to City Hall, Council staff. Progressive politically
West Hollywood, CA	(1) Family/animal friendly (2) Pedestrian access to everywhere – parks, mall, Beverly Hills (3) City Hall accessible – small town feeling – very responsive and emails, calls (4) Friendly people-very courteous (5) 3 (three) parks for children and elderly; maintained safe and clean
I work in West Hollywood	The school where I teach is wonderful. Support is good from the City of West Hollywood.
West Hollywood	There are a lot of different people
Hollywood	I live next to a park
Central part of City	(1) Wide residential streets with lots of pass thru traffic speeding up and down neighborhoods. (2) Litter and bottle from Sunset party goers
Sunset Strip area	Eclectic people and places
Near Santa Monica blvd. and Fairfax	I live on a flag lot with 8 cottages and it is very quaint, private and really cool
West Hollywood	Everything is located in my neighborhood (i.e. stores, cleaners, movies, etc.)
West Hollywood	It used to be unique. Now, it is a unique example of a city with so much promise going downhill due to corruption and catering to big development and Russian immigrants
Norton	French Market, nice neighbors, rude Russians, old nice gay men evicted next door, boarded up empty buildings

Where do you live?**What makes where you live unique?**

West Hollywood – S. M. Bl. And Laurel Blvd. for over 10 years	Transportation - _____ - restaurants – accessible for ones needs
The 1000 block of Hayworth Avenue	The Strassbery Acting Academy, Liberal people and a very competent Sherriff's Dept.
Fairfax District at Norton Avenue and Crescent Heights	The beauty of smaller buildings, non-subterranean dangerous parking, greenery, birds, rent control
West Hollywood	30 plus years
█ N. Laurel	Neighbors – contact with them when I walk outside
Sunset Strip	Access to clubs, bars, restaurants
	Neighbors – nice walking neighborhoods
Huntley Drive	Mix of homes and small apartments – close to Santa Monica and Melrose
Westbourne Drive	Walking down Santa Monica – Not needing a car
Havenhurst between Crescent Heights & Fountain	Beautiful 1930's Spanish Building I live in. A great deal of character that is being lost with all of the big condo projects going on
Havenhurst	Being able to walk to stores
Kilkea Drive	Small town mom & pop businesses great place to walk
█ N. Kilkea Drive, LA, CA 90046-6906	It's classic architecture, it's human-sized neighborhood, the mature trees, it's "old Hollywood" feel. The birds, squirrels, flowers. The low building so you can see the sky
North Flores	The trees convenient walk to businesses
Havenhurst	Walking area
█ N. Sweetzer	The good neighbors out walking a lot! The bad cars running stop signs and speeding down Sweetzer!
█ N. Harper Avenue, W. Hollywood, CA90016	Its rustic charm, culture, and identity. An no Walgreens. Walking area.
West Hollywood near La Jolla and Santa Monica	Single unit residential units, green, safe neighborhood, small business

Where do you live?**What makes where you live unique?**

█ N. La Jolla Avenue, West Hollywood	Great neighbors, lovely street, very convenient location. Too much traffic since a traffic light installed years (5?) ago! Awful traffic!
Havenhurst Drive	The charm, scale, the quiet street. The buildings remain small making the scale pleasant and inviting
█ N. Harper Avenue	Quiet, safe
█ Havenhurst	There is a small town feel. It is easy to leave my car in the garage all weekend & walk to all kinds of places.
█ Havenhurst	The mom & pop shops
█ Havenhurst, CA Weho	The mom & pop shops! All the various restaurants
█ Havenhurst Drive, W. Hollywood, CA 90046	When I walk with my grandchildren toward Santa Monica Blvd., It is still a small and friendly environment
In Laurel Canyon – off of Kirkwood	It is a natural oasis, perched above a major metropolis
Havenhurst Drive	Quiet residential area, tree-lined streets, being able to walk to stores
Santa Monica	Walkable community as east to get around by bike as by car
Norwich Drive off Melrose	I can walk to work and walk to 40 restaurants
Los Angeles	Historical landmark – Village green trees in LA!
Venice blvd. @ Fairfax, Los Angeles	It is a multicultural neighborhood with many local merchants, shops and restaurants. Varied housing types and commercial developments offer room for long term growth, change and opportunity.
Santa Clarita, CA	Hmm... it's a picture "perfect" place with kids flying kites with their parents and dogs running around. Also, the many paseos to ride bike around on
Work in West Hollywood on N. Robertson Blvd.	This is really a unique working environment, one could argue that it is one of LA's most successful pedestrian friendly neighborhoods.

Where do you live?

What makes where you live unique?

█ N. Olive Drive, W. Hollywood	Very friendly and strong sense of community. That has not been the case in other places I have lived in the greater LA area
I live in Culver City. Work in West Hollywood	Location between beach cities and mid cities. Near useful bike path. Near bus terminal, near airport. Mix of industrial and residential.
Downtown LA	Having the Staples Center, Nokia, and convention center in my backyard
Westbourne Drive between Melrose and Santa Monica	Affordable rent and good location – walkable to many things
LA Hills	Wilderness in the City
Downtown LA but work in West Hollywood	A lot of new developments! (Mostly residential [loft conversions & condo/apts] & commercial [LA live]). It is exciting to watch Downtown LA change!
Robertson Blvd @ Beverly Blvd	Able to walk to most destinations
Los Angeles 90035 – Carthy Circle area. Work in West Hollywood 90048	Great neighborhood and very quiet
Hancock Park, but frequently go to West Hollywood as I live so close	I have a great community where I have coffee shops, a farmers market, yoga, shops, and restaurants all in walking distance –hard to find in Los Angeles
1300 block Miller Drive, Los Angeles 90069	I live in a 1929 Spanish Colonial Courtyard apartment building that is typical of the West Hollywood Courtyard district, although technically, my address is on the border of West Hollywood and Los Angeles. I am adjacent to the Sunset Strip and Sunset Plaza neighborhood. It is central, urban, pedestrian oriented, mass transit oriented, yet private and exotic feeling.
Pacific Palisades	Near the ocean, facing the mountains, we hear coyotes at night and have deer in front of our condo in the daytime
Los Angeles, Korea Town Neighborhood	Architecture, urban density, subway, walkable

Where do you live?

What makes where you live unique?

Echo Park	The ethnicity/terrain/community activity/crime
Edinburgh Avenue, WeHo	Lot of dogs
Palm Avenue – North of Cynthia	Incredible diversity and openness and progressive
████ North Martel Avenue, West Hollywood, CA 90046	The environment that surrounds my area. The people, the business around
████ N. Hayworth Avenue, #3, WeHo, CA 90046	Very close community, 2 schools near each other, friendly neighborhood, central location to other parts of L.A.
East of Robertson, south of Melrose	Living in the shadow of Cedars Sinai and the Beverly Center
████ Hancock Avenue, West Hollywood	Diversity – The entertainment – restaurants and clubs
████ N. Harper Avenue	Can walk to restaurants and almost everywhere. Feel relatively safe affordable rent
On Sweetzer between Santa Monica and Fountain	A quiet neighborhood, tree-lined street, many long-term residents in the neighborhood, equally close to businesses on Santa Monica Blvd. and those on the Sunset Strip
Cynthia at Palm, West Hollywood	Gary and lesbian friendly, progressive area, people oriented, animal friendly
Genesee -1 block below Santa Monica Blvd.	It is an e blend of the Russian community, various minorities, families, elderly, gay, lesbian, transgendered all living together in a productive society

Where do you live?

What makes where you live unique?

█ Hacienda Place, # 107,
West Hollywood

There are several reasons that make West Hollywood unique:

- There is a very diverse population – gay, straight, single, married, and a variety of cultures
- Residents are within walking distance to grocery stores, cleaners, restaurants, and bars
- City Hall is very accessible and the employees are customer service oriented
- The City gives the opportunity to residents to become involved in the community
- There is a sense of community ... I know my neighbors, I know the gentleman who runs the cleaners, I know the grocers at Trader Joe's, Gelson's and Pavillions, and unfortunately they know my name at I-Hop!
- the response time of the Sheriff's department is great!

Weho – eastend – N. Gardner
Street & Santa Monica Blvd.

Close to shops (Gateway center [Target, etc.])
Melrose, Grove – Farmers Market, Fairfax

North Hollywood, work in West
Hollywood

WeHo: Access to transit, community "feel"

Long Beach, CA

The diversity of cultures and community members

█ Norton Avenue

The gardens that surround the property and the fact that it was built in the 1920's

Hollywood, but am a former
WeHo resident and work in West
Hollywood

Celebrity sitings, paparazzi, tourists, general affluence of residents, range of workers (economically) – All together in a "walking" neighborhood.

Miracle mile-ish/I work in W.
Hollywood

Central in the City, younger residents, old homes, lots of trees

Where do you live?

What makes where you live unique?

Huntington Beach. But I work @ [redacted] Santa Monica Blvd. (at Santa Monica and Crescent Heights.)	Huntington Beach (home) – Great downtown main street area with community events and farmer's market. Plus many clean and very-well maintained public recreation areas (parks and beaches). West Hollywood (work) – Very friendly, inclusive community. Many good restaurants, a bank and a grocery store all within walking distance.
West Hollywood	A lot of Russians; many friends; good place to live
West Hollywood	Gay theaters and people; lots of people dating
West Hollywood	The park and the Grove
Venice Beach	There's better air than in West Hollywood
North Hollywood and West Hollywood	The neighborhoods I live in are nice and quiet and there are many things to do
Next to Westside Pavilion	I live next to the mall
West Hollywood	Nothing
Sunset	A lot of clubs; sometimes gunshots; and gay people
I live in what is known as the Pico-Union District. A diverse place that is predominantly Hispanic...A historical place...history sites that nobody knows about and that city is just beginning to reveal	The new and old are coming together...cultures and generations are constantly being influenced by each other. Potential for great things exists.
West Hollywood	The park
Hollywood	The park
Next to West Hollywood City Hall	It's safe
Valley	Clean
West Hollywood	Strip clubs
West Hollywood	It's all gay people
Harper and Fountain	People of different races and sexualities
Next to a big Home Depot	Everything is close

Where do you live?

What makes where you live unique?

West Hollywood	Homosexuals
Beverly Hills	Maybe because it's clean there and people there are clean I think
West Hollywood	Clean, nice weather
West Hollywood	People of different races and sexualities
West Hollywood	The teen center and parks
Across the street from Plummer Park	ME
█ Fountain Ave.	I love my house. I live around trees and I don't want them to get cut down.
█ Fuller Ave.	I live around a beautiful place with trees and cool plants
█ Hampton Ave, #214	I live around plants and trees
█ Fountain/Curson	The people and the society overall
Hayworth	Clubs, Russian places, and happy people
West Hollywood	Because it is safe
Fernwood Ave.	I live in the ghetto
West Hollywood	There is a lot of gay people and transsexuals
West Hollywood	Lots of areas to skateboard
Weho	The diversity
Los Angeles	I meet a lot of stars and there's lots of things to do
Near Beverly Center, West Hollywood	I live in the center of West Hollywood, where gay people live and many famous people live
South Bay – Manhattan Beach – Work in West Hollywood	It's an older residential neighborhood, separated from retail and business parks. Stores and grocery shopping is just a block away. What I particularly like about my living is the trees along the streets and closeness to great parks.
█ Larrabee	Central – Safe – Not ____ from everything

What are the two most important issues currently facing the City of West Hollywood?

LAND USE

- Ongoing relationship of business & residents careful management of that interface
- Have residents and business people to live harmoniously
- Competing interests and non-compatible policies with respect to land use, development goals and objectives.
- Balance business interests and residential interests. – Preserving unique diverse flavor of West Hollywood community. Ensuring WeHo remains a place all people can feel comfortable living in/visiting. Preserving neighborhood feel!
- Balance between businesses and residents (4)
- Balance of real estate development and residential harmony
- Balance: development/residential
- Balance between commercial and residential development – livability
- How to grow and maintain the balance between quality neighborhoods, burgeoning businesses, while obtaining optimum diversity
- Land Use Issues – business & residential mix, density, transportation.
- Commercial/residential development
- Continued stresses tension between commercial and residential
- Developing a balance between work and neighbor issues
- Livability/quality of neighborhoods and continuing to be culturally relevant
- Continue balanced development to benefit business and yet keep affordable rents – housing so that we can keep a diverse vibrant West Hollywood
- Recognizing the need of the City to continue growing by developing businesses and residential opportunities that complement existing business and residence.
- Residential areas becoming rezoned for business. Parking/zoning changes – squeezing out residents for business – we are losing our parking spaces
- Rationalize land use regulations and parking standards – now too restrictive
- Traffic and housing – traffic movement and flow -housing affordable and on main thoroughfares.
- Land use- how to allocate 1.9 square miles between commercial and residential. Low income getting proper share.
- Space
- Division of east & west – operates as 2 cities
- Developing the eastside effectively
- Continued redevelopment of the Eastside
- Recent development on Melrose Avenue between San Vicente and La Cienega.
- Construction/development (how to handle population growth)
- Construction
- Planning and zoning
- Responsible development
- This city should not become a high rise area
- Density and height of buildings
- Stop the homogenization of the growth—keeping its unique character so it continues to attract the quality of residents and businesses to work and live together.
- Growth in and around us – how to manage our city – ness.
- Development – maintaining the “urban village” image. – Finding quality in-fill projects like the old athletic club site or the Doheny Gateway hideous building. – Traffic & public transit. – Library/public parks & recreation
- The risk of anti-growth sentiment choking off smart growth and healthy business development.

What are the two most important issues currently facing the City of West Hollywood?

- New construction – commercial mixed use
- Developing a mixed use ordinance

DENSITY AND URBAN DESIGN

- Growing population density (replacement of smaller dwellings – incl. single-family with much larger)
- Balance development with the small town feel
- Fear of over development strangling plans for a vibrant future
- Density (6)
- Density – I am a fan of density but feel I need to stay in the closet about it.
- More densification needed
- Density – parking, resources, traffic
- Controlling density and preserving way of living here
- Accommodating increased density, maximizing the benefits it can bring, and addressing community concerns about negative impacts
- Overcrowding (density=more sirens, dogs barking, etc.)
- Smart growth (2)
- Smart and responsible development (2)
- Responsible development Urban sprawl
- How to preserve essentials, plan creatively and proactively and grow smart (with the same diversity of projects that match the diversity of lifestyles)
- Development (7)
- Development of new housing and mixed use projects
- Development (including preserving neighborhoods, aesthetics, density)... preserve aesthetic values, historic structures. Keep development smaller & lower aesthetic integration. – Transportation, subway – I'm for it
- Finding a balance for growth and development
- Encouraging development/density
- Controlling development/density
- Development – where? How much? Its impact on transportation problems & on availability of affordable housing
- Development – how to balance housing needs and growth with livability
- New construction/development (residential and commercial)
- Appropriate development growth while preserving historic and cultural identity.
- Overdevelopment (21)
- Overdevelopment causing a loss of quality of life, and leading to increased congestion
- Over development (residential & major streets) – Preservation of residents and neighborhoods and historic buildings
- Overdevelopment – loss of identity as a smaller urban village where things get accomplished and people listen – affordable housing
- Overdevelopment—losing a sense of community, overcrowding breeds anonymity
- Over-development. I am very discouraged by the rapid pace of development over the past five years, both in the residential areas and the commercial zones. It has totally changed the character of the City – and not for the better. The City is being uglified very quickly.
- Definition of development under/over
- Over building of commercial and residential properties
- Overbuilding (2)
- The City insists on growing and growing until it bursts
- Destruction of the City's history and future with overdevelopment - Overcrowding
- To maintain the charm of West Hollywood without overbuilding!

What are the two most important issues currently facing the City of West Hollywood?

- Demolition – destruction of beautiful buildings and often, their magnificent landscaping – mature & elegant trees and garden shrubbery and building of expensive condominiums.
- Tearing down beautiful homes and building overcrowded multi-unit dwellings
- Tear downs and inserting construction without integration into the historic nature of many of the neighborhoods with much disruption to neighborhood parking issues and traffic.
- Too much traffic and too much overbuilding (knocking down older structures to build big, indistinct, multi-unit luxury condos) on older established streets.
- The loss of early to mid 20th century buildings – 23 are threatened in the historic core of Fountain Corridor- others have already been lost- we are destroying a vital history that has worldwide appeal – Why?
- Whether the city will face up to the responsibility of preserving what it has in formulating a new general plan; and how it can when it approves enormous projects like the Melrose Triangle (30,000 sq. ft. of self storage), the townhouse project on the old Cedar's parking lot, and so forth.
- Too much tearing down of existing buildings.
- Figuring out a way to encourage owners of older housing stock to improve units to make it economically practical to do so.
- Maintaining & rehabilitating old buildings
- Ugly uncared for buildings and landscaping – maintenance
- I would say the erasing of a historic urban fabric. I do not consider myself a preservationist or anti-development, and I am familiar with the moratorium on R-4 construction, and am not sure how it should be resolved. But I feel that change in the city is happening very quickly and is driven so much by economics, and I don't think economics always create the right precedent for change. I am afraid that in a few years, you will drive down Sunset Blvd., or Santa Monica Blvd., and be driving down a canyon of tall ugly buildings, without views of the city below, or of the hills above, which is a unique quality to West Hollywood for most of its stretch.
- Loss of character – Over population
- Neighborhood livability and quality of life
- Oversized developments (10 story buildings)
- Development of buildings over 5 stories high
- Large/multi level housing
- 2x growth – tearing down of some of the smaller buildings
- large buildings being built—too many stories
- Managing multi-family residential development
- High-rise/high density development
- Condo conversion and traffic gridlock. With a reported 75% of the city's residents renters, West Hollywood is a developer's dream. Down come the charming apartment buildings and up with the huge million dollar condo boxes.
- Loss of old residential properties being replaced with big, generic condo projects – Loss of affordable housing
- Too much commercial and apartment development
- Too much new construction of ugly condos. They're tearing down the quaint old buildings and putting up monstrosities.
- Over development i.e. evictions. New condo units, loss of parking spaces etc. – Property rental prices
- City is already the 2nd densest west of Chicago (San Francisco is #1). The density is increasing. It should be managed to keep existing green & open space. There is too much demand for this land. There needs to be room for moderate-income people & family units.
- Over construction
- Growth of facilities without affecting the West Hollywood small city feel

What are the two most important issues currently facing the City of West Hollywood?

- Knee-jerk anti-development sentiment among primarily small group of vocal residents and neighbors
- No growth advocates
- Community in-fighting
- Conflict between local residents and development (mixed-use, etc)
- Encouraging mingling/public spaces/interchanges/"promenades" for community – get people out of cars, out of interior focused businesses, out of private space
- Creating well planned transitions
- Architectural design (good design)
- Social economic – Housing and business development affordable including diversity with architectural relevance and creativity – use of space –use of land
- Controlled sensible growth balancing business and residential interest
- Not many opportunities for development
- Lack of redevelopment on the eastside
- Big division between east and west sides
- I am greatly concerned about the growth in West Hollywood. There are major projects pending in my neighborhood that will impact the area. For example, The Melrose Triangle (which would be located about one block from my home), would bring in too many people and too many cars in an area that is already crowded and lacks parking spaces. Another example - Soho House - (located 1/2 block from my home) and their wish to expand the club and have outdoor areas. These projects would bring many more people, more parking problems, more noise, more congestion to an area that already is dealing with not enough parking and too many visitors to our neighborhood. We want to maintain the quality of life that we have experienced for many years in WeHo West.
- Proposed building at the former tower records site. I think that it is absolutely crazy to have the commercial complex that is apparently going to be built. The traffic and parking are challenging enough, particularly on this block. Maybe we need to create, like Santa Monica, plenty of parking that guests of residents can use.
- A steamroller of intense development and unbridled growth
- Coping with new building, increased, diverse population
- Overcrowding
- Over population (3)
- Growing density of our population (4)
- Over-population – 20,000/sq. mi > 2 sq. mi. total.
- Sheer congestion – Population growth, traffic, affordable housing
- I would say expansion and growth is one of the biggest issues facing any City within LA County. Accommodation of live/work, business and residential interests are issues that must be considered the most important issue for me would be affordable (no low income) housing.
- Over planning – Transportation oriented development
- Over-growth – too many tall buildings. No infrastructure to support growth.
- Being prepared for population growth in the City
- Gentrification
- The look of "Creative City" – I would suggest the Planning Commission go to Culver city review their dynamics
- Signage on the sidewalk
- Signage of business - codes enforcement too harsh on a new business
- Development projects that exceed current zoning limitations

HOUSING

- Housing (15)

What are the two most important issues currently facing the City of West Hollywood?

- Affordable Housing (22)
- Affordability (5)
- Affordable rental housing (6)
- Affordable housing (19)
- Low cost housing (2)
- Cost of housing
- Cost of living (2)
- Affordable rents, housing, so that the people who work here, the seniors, the low middle income people can have affordable rents. Make sure renters are secure and cannot be forced or harassed out of their homes.
- Affordable housing – we face our current population not being able to afford to live here
- Maintaining affordable housing for a variety of people – Maintaining the unique flavor of the city
- Protecting the ability of renters/middle class/newly arrived residents to live in West Hollywood. Lack of affordable rentable units and affordable real estate.
- Housing that is affordable to middle class families needs to increase.
- Affordable workforce housing
- Lack of affordable rental units
- Affordable housing available
- Affordable housing, not just for seniors and low-income but typical middle class workforce
- West Holly has a shortage of affordable housing for people with middle range income. Single people need more quality options. Comfortable 1 and 2 bedroom apartments are hard to find at any affordable price. Part or why I live in Culver City.
- Affordable housing for working class people – not just low-income/disabled. Transportation/parking.
- Affordable housing, i.e. employee housing – lower income – middle income.
- Affordable housing for lower & mid income individuals and families
- Middle class tenants forced out
- Unaffordable rents. We don't need just "designated low income housing units," we need a cap on how much a landlord can charge per square footage.
- The loss of affordable RENTAL housing to expensive condominium developments.
- The housing problem for the poor and sick people!
- High rents!!! Lack of affordable rent for GLBT elderly – we are pushed away
- Senior, affordable housing for current citizens in appropriate areas – Build no more lofts and condos to attract yuppies and tearing down good affordable housing for current citizens and thereby helping parking and traffic flow deficiencies
- Affordable senior housing
- The shortage of affordable housing for low income seniors. Most of the people in the room are relatively well off. There are a large # of people in the community who are in desperate situations.
- Affordable housing for low income/homeownership
- Housing & especially housing for seniors and keeping our city of neighborhood.
- For people with low to low middle incomes. That is why we are losing the great people who created what West Hollywood is now. Neither do we want to be put in ghettos labeling us as low income
- Building new & rehabbing existing apartments for affordable housing for residents.
- Lack of adequate housing stock (2)
- Housing availability
- High demand, low supply means higher rents housing costs, loss of residential
- Loss of low & moderate income housing
- Decreasing housing stock

What are the two most important issues currently facing the City of West Hollywood?

- Decrease in housing affordable for people who make around 30K/yr.
- Take over of condo's which results in loss of apartment/affordable housing
- Maintaining affordable housing
- Loss of moderate income housing – employees cannot live where they work
- Destruction low & moderate – income rentals for expensive condos
- Loss of rent controlled buildings
- Shortage of low cost, updated rental units
- Gentrification of older housing and retail stock
- Loss of charming single family homes (2)
- High-rise over priced condos swallowing up residential streets – Pricing long-term residents out.
- I think it's terrible that apartment buildings are being torn down to make way for million dollar plus condos. I cannot afford to buy, therefore I rent. Another huge problem is the destruction of small to medium size buildings along Sunset and making huge developments. I like to see the blue skies and the houses in the hills when I'm cruising on Sunset Blvd. I think there should be a moratorium on all new projects to give the residents a break in construction traffic, the extra noise and dust pollution it brings, etc., etc.
- Affordability: New housing is too often directed at upper class condo/home market. Lack of affordable options for middle income/small families are pricing out diversity.
- Large apartment buildings going up – Therefore, traffic problems – Renters being forced out
- Preservation of/creation of more affordable housing for current residents
- Preservation of affordable rents for small business owners
- Aging of the housing stock
- Housing becoming a "City" with no regard to families or existing tenants – demolishing existing homes for small luxury condos – losing small town inclusive feeling – affordable housing is depleting –elderly lost.
- Increase of housing costs (lack of moderate/work force housing)
- Housing of all types and levels
- Keeping economics within residents' means
- Trend: more affluent SES citizens moving in, pushing residents out
- Rent control (2)
- Rent control – housing issues and traffic problems on Fountain Avenue between Fairfax & Gardner.
- The City officials talk all the time about affordable housing yet they are systematically destroying affordable housing by allowing demolition and replacing them with very expensive housing and allow intense height and great impact hovering over low rise residential. Too much commercial and residential development is not taking into account the cumulative impact on parking and traffic circulation which is already at traffic service level.
- How to maintain rent control
- I'd say revising the rent ordinance to make possible private agreements for sharing which permit the primary tenant the freedom of contract to be able, at least, to have a notice provision which is fair and mutual. I have a roommate who moved in with an agreement that I could give him two months notice, and vice versa. Now I find that this may be invalid, at least without meeting certain bureaucratic rules and/or paying him thousands of dollars. I'd have more to say about this, but anyway, it's an issue.
- McMansions. Houses are being built from one edge of lots to another, more than 2 stories high. As well, Melrose Triangle is way higher and bigger than originally agreed to.
- Overbuilding in our most beautiful residential areas-"mac-apartment"
- Neat updated affordable apartments
- Housing maintenance

What are the two most important issues currently facing the City of West Hollywood?

- We need the city to really protect the renters from landlord abuse.
- Affordable housing, including affordable rents and the ability for moderate and low-income individuals to not only rent, but own homes in WeHo.
- Increasing and improving the housing stock
- Maintaining the affordability of current housing stock
- Historic properties affordable housing (not low income housing)
- Housing affordability: "Affordable" is not synonymous with low income. However, affordable housing cannot be achieved until the city begins to control its own "Public Housing Authority" rather than farm it out to LA County.
- Ellis Act
- Too much gentrification, fear of being run out of West Hollywood because of modest income
- Housing that can be resolved by building 5-10 story buildings
- Development access of more housing stock for first time home buyer
- Homeless people

TRAFFIC, PARKING AND CIRCULATION

- Traffic/Density (3)
- Congestion/smart growth
- Traffic (70)
- Traffic circulation (3)
- Traffic congestion (13)
- Traffic – night time crowds on the street
- Traffic congestion, lack of parking
- Traffic, parking (3)
- Parking & congestion, traffic
- Congestion/traffic, I'm not sure if the City can take anymore cars!
- Traffic – density will increase that traffic
- Traffic and other quality of life issues
- Traffic – more big business means more crazy gridlock
- Traffic on cut through streets
- Traffic – motorists using thoroughfares to get to final destinations clogging streets
- Traffic! Especially Santa Monica Blvd.
- Traffic slowing to a crawl
- Traffic – Housing costs
- Parking (69)
- Lack of parking (7)
- Parking facilities (3)
- Surface parking
- Parking problems
- Parking permits
- Parking – not enough for tenants or commercial users
- Parking: Both to support residents and business
- Parking – not enough to adequately serve community and visitors.
- Parking and condo development
- parking – metro center
- Parking problems
- Parking to support lifestyles, eating, guests.
- Parking spaces
- Off street parking
- Lack of parking spaces and structures

What are the two most important issues currently facing the City of West Hollywood?

- Parking impacts
- In the business community, parking is a large concern and it may only get worse
- Parking for businesses/residents
- Lack of parking and difficult/impossible licensing and permitting environment determining new business development
- Barriers for small business parking
- Lack of street parking i.e. especially when inviting family/friends
- No parking on side streets
- Re-examine parking lots of red striped curbs where not absolutely necessary. I am told parking car standards are archaic and not in live with other cities.
- Parking – (as always) I'm concerned about mixed use without adequate parking and traffic congestion
- There are so many nightclubs and parking is still ridiculous. The library/park parking lots have become valet, I'm not even sure they have permission to do this.
- Utilizing existing parking more efficiently. Encouraging City to make utilization easier. (city approvals)
- Transportation (parking-structures & traffic flow & parking spaces) need more parking structures and public transportation
- How to manage development/urban growth. Circulation/parking issues. How to most efficiently use existing parking/manage existing parking. How do we use traffic congestion as an opportunity? Can we take advantage of it?
- Parking or lack of public non-permit parking – noise, graffiti and/or pollution
- Access to transit
- Transportation as a thru-transit city/traffic (metro stops a must)
- Public transportation
- Mass transit route not in City
- Don't let metro rail take away from bus service.
- Santa Monica Subway line (opposed!)
- Coordination of traffic and public transit with Metro and LA City to bring light rail to SMB and take drivers out of their cars
- Lack of usable public transportation
- The transportation (making it green) and making it easier, more accessible, and more organized. We can't trust it. It's either too late or too early.
- Building mass transit
- Transit – volume, parking, public vs. private transport.
- Extension of Santa Monica subway line
- I think it is very important for West Hollywood to get a subway station. I just do not understand how the blue line won over the red line to the sea.
- Transportation (8)
- Transportation corridors
- Transportation—subway access, light rail, etc.
- Traffic – both circulation and better public transportation
- Although we have an excellent transportation department the circulation (traffic) system becomes more, almost impossibly congested (traffic level D) constantly.
- Speeding, rolling stops (rolling trough stop signs)
- Pedestrian friendly access
- Making the city more pedestrian friendly
- How do we get people out of their cars and create a true pedestrian friendly urban environment through targeted density, mixed use and good design.
- Encourage bus, walking, biking etc. as opposed to driving. Use diagonal crossing where all cars stop (have bike locks all over as in Beverly Hills.

What are the two most important issues currently facing the City of West Hollywood?

- Encourage local businesses to promote discounts for local residents who walk to patronize
- Overcrowding and traffic safety (crosswalks are unsafe and speeders on our street go unchecked)
- Melrose and Santa Monica Blvd need flashing lights in crosswalks
- Put more stop signs on minor streets so people don't run into kids.
- Large scale developments' traffic
- Coping with the increased traffic that new building/increased population causes
- Traffic – this must be addressed before additional developments that make the City more dense are approved. Over development – see above. The city is losing its pedestrian-friendly atmosphere by building up. Do not want to see the City getting higher.
- Traffic and over development, particularly the building of "Mc Mansions"
- How to grow without losing the neighborhood feel; lack of parking.
- Traffic congestion and overdevelopment
- Housing – traffic –parking – Public safety – etc. – In general, we have to design a City plan that allows for continuous expansion in a finite space. I believe it can be done, through a toll lane through the City for passers through
- Commercial Development - Growth/increase of traffic that will follow
- How to monitor and mitigate traffic and congestion in a drive-thru city that is filled with destination venues.
- Increased parking for increasing commercial and retail densities. Growth is good!!
- Overdeveloping – increasing density therefore = increasing traffic to beyond gridlock. – Approving blds/housing incld. Commercial to have gridlock for traffic and parking. Its beyond Level 5!
- Traffic impact – Environmental impact form large scale developments. These are too large for the area and unnecessary!
- Traffic and building construction
- Congestion on Santa Monica Blvd. increasing
- Road block on Sunset
- Traffic congestion on Santa Monica Blvd. (3)
- Congestion on main streets (Santa Monica Blvd./La Cienega)
- Create humps on Robertson Blvd.
- Willoughby Avenue is like a freeway with so much traffic – Loss of special "small town" feeling
- Bumper to bumper traffic increasing
- Stop gridlock
- Traffic—gridlock (2)
- Unbearable traffic at peek hours, which are starting earlier and ending later
- Traffic—speeding on our small streets is hazardous to everyone. Does not feel safe. There is absolutely no traffic enforcement.
- Dealing with increasing traffic. Our major streets are pass-throughs for people working and living in surrounding cities.
- Traffic and parking in a "pedestrian friendly city"
- Traffic moving through town (not people going within but going through)
- Traffic from LA moving through all the time
- Since I commute to WH my main concern is driving. Which takes time, and main streets are many times congested with lots of traffic. It takes time to get around within the city, as much as just getting to it. Going from Pico to Beverly in the mornings can take up to 30 minutes.
- Cars running stop signs/accidents, cars speeding down residential streets/especially Sweetzer. – Parking

What are the two most important issues currently facing the City of West Hollywood?

- Horrible parking/congestion problems.
- Transportation – Integration with adjacent cities, particularly for bicycle routes
- Over zealous traffic enforcement!
- congestion and traffic/parking
- Transportation/parking
- Transportation including parking and traffic
- Traffic congestion, and the need to address through better public transportation access and services
- Traffic: Flows & patterns
- Density of traffic as areas develop
- Synchronization of traffic signals
- Too many potholes

LIFESTYLE

- Maintaining character as gay haven/mecca
- Loss of identity (GLBT and tolerance/diversity)
- Keeping/maintaining our diversity of economic/incomes from low-income thru working class
- Equal rights
- Diversity in art
- Gentrification, too swift growth small shops forced out with new high rents; tenants forced out due to too high rents & prices; loss of identity, parking; traffic clogs
- Gentrification
- The shrinking middle class ARA the creative class artists with "day jobs."
- Changing demographics
 - higher incomes
 - aging Russian population
 - more children (compared to history of almost none)
- Changing demographics – From a uniquely diverse community loss of the people who are the "makeup" of the City
- Crystal Meth/HIV
- Polarization – the "cranky" city rather than the creative city.
- Loss of edgy character of the city
- Changing demographics of our community – younger couples with children
- Identity – how do we prevent ourselves from building into LA?
- Loss of Bohemian/edgy character of the City
- Gentrification
- The fact that the gay/lesbian population is decreasing
- Losing our edge
- Shifting identity – Moving away from "EDGEY," ARSTY," "Bohemian"
- Flight of artists and gays to less expensive rental areas
- Cultural identity – 1) are we going to remain one of the worlds "gay capitals." 2) Can we retain our Russian community as housing prices go up? 3) Seniors
- Staying on the cutting edge and not become old and not flexible
- The local government becoming "out of touch" with the actual residents as opposed to the perception of who live here.
- Socio – economic change in population
- Strife between different groups
- Lack diversity
- Polarization in the community and need to continue to foster new diverse housing and business development

What are the two most important issues currently facing the City of West Hollywood?

- Polarization – Maintaining diversity of population young, gay, elder, married, ethnic
- Manage/control growth of population - "balance incomes"
- Polarization of community
- Gay and lesbian community and energy
- Party town
- Maintaining its unique identity as a City
- Make the city more kid friendly
- Tolerance for all lifestyles
- Losing its gay and lesbian identity
- Keep the quality of life where it encompassed all groups. Discourage gentrification. Keep it unique. – Failing the needs of the aging population
- Loss of community sense due to small local businesses going under and huge amount of catering to immigrants (Russian) at expense of former residents
- Paparazzi
- Changing demographic to higher income housing and development
- Welcoming families into the fabric of West Hollywood life.
- Loss of identity as a gay community
- Retaining the uniqueness of the City
- Cost to live in the city and lack of a credible school district

SOCIAL SERVICES

- The tremendous growing social service needs of the aging, persons with disabilities and special needs children
- Elder care (2)
- Human interest/services (protecting human rights) especially younger residents
- Loss of service organizations
- Lack of cultural facilities
- The General Plan – Homeless population
- Homeless population (assistance)
- Homeless (4)
- Drugs abuse
- Social Services – homelessness, alcohol & drug addiction, services for persons with disabilities.
- The better understanding of the gay community
- Nightlife
- Housing – childcare
- How best to manage the growth we need to stay competitive – Keeping enrollment in our schools even though we don't have that many families in WeHo
- Social services are very important. I think is time for the City to manage its own center of services, stead of giving contracts out to other community agencies.
- To build more teen centers

ECONOMIC DEVELOPMENT

- Over control of business (over regulated)
- Maintaining businesses and development friendly environment (2)
- Keeping business community strong
- Improve business services
- Over regulation of Sunset Strip businesses – Lack of implementation of Sunset Specific Plan

What are the two most important issues currently facing the City of West Hollywood?

- Encourage growth of small businesses with incentives and tax breaks over large corporate changes.
- Help small business thrive in the city—cost of waste disposal, large developments displace mom and pops, encourage more mixed use with small shops and live/work options
- Insuring that voice of businesses is heard.
- Business environment (growth) (support)
- Over-regulation of restaurants and nightclubs
- Inhibitive business climate
- Small business owners who cannot put sidewalk signage out to promote business
- Keeping businesses environment vigorous
- Retaining independent businesses – unique businesses
- Useful businesses
- Continue to develop and expand our important hospitality industry - hotels, restaurant, hair, lounges
- We need a Costco
- Big business killing the small town feel
- Small businesses are having difficulty – Discourage large, generic franchisers – promote smaller, local businesses and jobs for local residents. – Encourage people to walk to work with P.R. campaign and small business incentives.
- Retail growth
- Type of shops on the street. West Hollywood needs its odd shops and boutiques, but could use a balance of more useful stores that serve the residents
- I think we need a Wal-mart.
- Chain stores are big problems to me
- Foster diverse business growth
- Escalating of rents (2)
- Business diversification – my service/craftsmen business had to move after 18 years, because of high rent and lack of convenient parking – where there was lower rent – there was no parking and visa-versa
- Loss of business due to high rents
- Commercial viability – rents – being in LA County (big population center)
- Ensuring neighborhood serving business
- Pricing out long time neighborhood business because newer buyers snap up properties
- Staying competitive in the face of regional challenges
- Competition from adjacent areas – Hollywood & Beverly Hills
- Economic Development – Need to ensure that business community thrives to be able to fund the City.
- Staying economically viable
- Sustainable economic growth through business and property development
- How do we continue to develop and be competitive while addressing concerns of logistics?
- Uniting businesses/residents for common good and evolution of the City.
- Enough taxes to support the city
- Success of local businesses
- Dealing with the changing face of businesses and keeping up with the growth
- The many businesses entering the district, the changing focus of the city, construction issues come along with this
- Business community development efforts to strengthen WeHo reputation to drive visitors
- Diversity: As the people moving into the community are charming, so is the commercial businesses and opportunities for local merchants

What are the two most important issues currently facing the City of West Hollywood?

- Active participation from each sector of residential/ business community in affairs that affect everyone
- People are not wanting to come to the strip anymore due to lack of entertainment
- Stagnation of the Sunset Strip, parts of Santa Monica Boulevard east of Crescent Heights
- Protecting WeHo as a dynamic city to do business in i.e. Sunset Strip
- Residents need to know qualitatively & quantitatively what the West Hollywood business community adds to the City in terms of value

OPEN SPACE

- Green space/open spaces (4)
- Needs more greenspace/pocket parks
- Lack of green zone
- 2 parks (lack of parks)
- Lack of green space and destruction by City of any which is available
- New parks – creation
- Conforming parkway trees that are routinely groomed – no sub-tropicals!
- Plummer Park issues were discussed for years. There were a lot of changes in rebuilding. It was decided that the building in center of it would be demolished instead there would be other buildings around this area. What building will we have instead?
- Plummer Park rebuilt for making a place for entertainment and cultural center
- How to find more park space or at the least some smaller areas to socialize along the streets and boulevards. – Small local business should be encouraged. No franchises!
- Smarter types of development with greater emphasis on green space
- More money for recreational park

SUSTAINABILITY

- Sustainability
- Environmental consciousness
- Conservation of energy, water, recycling
- Sustainability or lack of
- Making the city greener with new laws and new benefits for restricting and rewarding people for their use or misuse of the environment. That should be the main focus because of global warming.
- Watching the ecological health, and keeping the role of leadership in progressive, long-term ideas for the city and nation's health.
- Water Quality
- Push local environmental programs to make City healthier and more green
- Urban planning that takes sustainability into account – Need more environmental/green initiatives
- Green space preservation
- Controlling carbon footprint
- Global warming (2)
- Pollution (3)
- Litter
- There is a lot of pollution from cars and littering
- There is pollution and dirt everywhere

What are the two most important issues currently facing the City of West Hollywood?

SAFETY

- Safety on streets – crime increasing
- Safety in the community
- Crime (5)
- Homeless (5)
- Robberies (2)
- Too many drugs and homeless
- Drugs (2)
- Over development, grid lock/new buildings that are 5 to 7 to 10 stories high that is too big threatens our city with no emergency vehicle access for police cars, fire engines and ambulances because of gridlock on Santa Monica Blvd. and Sunset Blvd.
- We've had an increase in crime and poor police responses.
- Public safety and abandoned buildings
- Crime rate is up
- We need more sheriffs
- Inadequacy of sheriff's personnel
- Expand sheriff department
- Lots of cops
- Safe streets—traffic safety, traffic laws enforced, speedy on residential streets
- Crime—since living here, I've had my mail stolen resulting in identity theft of my brother and our garage storage broken into multiple times. Many of the residents in our building have also had their storage tampered with or cars burglarized. And I would consider our neighborhood a fairly decent area.
- There are a lot of scary homeless people running the streets and sleeping in doorways. I don't feel safe anymore. In fact, I've had to stop my morning walks due to this problem.
- Safety for everyone
- Too much violence in the streets of W. Hollywood
- Crime seems to be increasing, and cops need to focus on big things, not petty things like j-walking
- Protection
- Not enough protection
- Loitering
- Security isn't good enough
- Too many kids aren't sober

NOISE

- Noise (3)
- Noise pollution

GOVERNMENT

- Fear and lack of trust being associated with the government (i.e. drawing of "party lines," compartmentalization, disenfranchisement)
- Moderated development of land use – some sort of a "clean politics" reform where we monitor campaign contributions and City Council/commission voting... many faceted..... should include term limits for sitting on council and commissions
- Entrenched City Government bordering on a regime and squelching dialog.
- Term limits for elected public officials
- Too much regulation

What are the two most important issues currently facing the City of West Hollywood?

- Too much red tape
- Over-development and unresponsive City government
- City council emphasize more effective communication between staff department and coordinated land use policies. – How can W. Hollywood maintain leadership in public policy with so many diverse interests competing?
- How do we have "buy in" from all agencies for cohesive and collective message?
- Grooming new leaders to guide the City in the coming years
- Lack of follow up of implemented City programs
- Inconsistent values and goals (2)

DEVELOPMENT PROCESS

- Long time frame for development process
- Permitting process in City

OTHER

- Clean and litter
- Littering (5)
- Cleanliness like trash items on curbs and pet responsibilities – poop and pet noise.
- Not enough trash cans
- District Attorney office/filing cases
- Sheriffs LOA rate
- How come we don't have local Fire Dept. representation in W. Hollywood? Always have to drive to Alhambra. – Allow competition for local cable service
- Residents' negative view of the city development process, and development and redevelopment in general
- Extensive/thoughtful planning – Eastside Project Area
- Building a stronger sense of community and understanding
- Obstructionist, NIMBY activists who are hurting morale, progress
- NIMBYism
- Community integration
- Lack of community participation and communication
- Taxes!! Need to be lower
- code enforcement
- Code enforcement
- We have an issue with cheaper priced vets, for people who own or want pets
- Education
- Healthcare
- Maintaining the look (and update an the same time)
- Stop cheap renovations
- Economic forces hurting Seniors and people living on fixed income – Housing crisis
- Economic shift to greater affluence to result any strain on the less affluent
- Evictions for condos, Why? – City leaders don't care.
- Creative signage control on Sunset. Those glaring LED signs are awful and dangerous for traffic.
- Paparazzi infestation – Horrible drivers
- Construction
- Refusal of landlords to participate in alternative dispute resolution
- Staying on the forefront as the creative city
- Fighting the forces of stagnation

What are the two most important issues currently facing the City of West Hollywood?

- Sustaining our diversity
- Unique qualities
- Cohesive brand development
- Preservation of the "Creative Village"

When I think about West Hollywood's Future, I am most pessimistic about...

LAND USE

- Keeping everything in balance between commercial and residential needs
- That the final plan is not balanced between commercial and residential needs of community.
- The traffic and parking in residential neighborhoods is terrible and there doesn't seem to be a real plan about the types of construction in neighborhoods. Too many different types of home styles ruin the look.
- Development and diversity
- Too many liquor licenses

DENSITY AND URBAN DESIGN

- Anti development sentiment driving politics
- Good high density projects getting watered down to medium density that bring the negatives of development but not the positive
- Residential density
- Losing the density of the community
- Housing density/commercial development
- Over height & density standards leading to overcrowding and worse
- Manhattanization – Density, noise, and high cost housing
- Resources keeping up with density
- Density
- Increase in people
- Getting too crowded, less safe
- Growth
- Rapid growth
- Overcrowding/overbuilding (2)
- Overcrowding (5)
- Too many people living in West Hollywood
- Overdevelopment (11)
- Overbuilding, crowding
- Overbuilding
- Commercial over-building
- Overdevelopment—soon apartments and condos will be on every street. It's greedy.
- Over development – too many, too large projects. Loosing the unique feel of West Hollywood.
- Over-building completely jamming streets and lives
- The amount of overdevelopment; cronyism in the local government
- Over development – ugly condos that don't represent the California lifestyle of openness with sunlight replacing affordable housing for tenants who have created clean, caring neighborhoods.
- Overdeveloped – large project – loss of independent businesses. Generic development and loss of old residential properties

When I think about West Hollywood's Future, I am most pessimistic about...

- Too much development, , loss of residential units, lack of green space
- Their ability to step back and think about how development will affect the future of community livability
- The over development lock
- The City will have lost of small community streets
- There's no room for anybody to breathe and the people that will live here can't afford it.
- Out of town developers. Knocking down buildings.
- Environmental degeneration due to over population and general wear-and-tear.
- Smart development being blocked by naysayers who oppose everything without a vision for the future.
- Restricting growth too much. Enlightened management of development growth.
- Mediocre development and destruction of the City's history.
- Over populating residential areas with condos – New library... Finally
- The traffic keeps getting worse, the demolition of single family and small duplex homes, especially the character ones from the 1920's-50's, being torn down in favor of boxy high-rise luxury condos, and the same on the commercial streets – the tearing down of pre-war architecture in favor of glass/steel personality-less cold styles. The low key character and old-fashioned charm of the city is being decimated. At this point, it is almost totally gone. So quickly, picking off the buildings one by one, before anyone even realized what was happening.
- The rampant over-building and losing sight of the charm of the city. The developers have taken over!
- Being evicted to make way for a condo. I will become homeless as I cannot afford a current market rate as a single senior. The traffic and building density is a major problem too.
- The over development, the threat of new buildings over 3 stories high.
- Overdevelopment and the loss of our village-like feel.
- Livability, density, traffic, and the demise of our way of life and our historic buildings
- The temptation to overdevelop to grow tax revenues, rather than reduce growth to preserve a unique community
- Decline of our valuable older buildings because of limited income and increasing cost of maintenance.
- Look of Santa Monica Blvd. east of La Cienega Blvd.
- If it's going to be less open. Now it seems so natural and open to change or the absence of that when old things should be kept for historical scene. All the building and new modern things are nice, but not too cluttered West Hollywood.
- The question of quality affordable housing for middle and lower-income current residents (as opposed to bringing in even more people to our already dense city)
- The vested interests of the potential money to be made here. I think the increase in housing mandated by the state should be appealed—we're already saturated beyond capacity. I think the appeal that was denied needs to be remade by citizens who don't have business/developer interests in their background.
- Solving housing problems because of densifying 5-10 story buildings
- The ability to control the increase in population
- Suffering from over development in adjacent communities (traffic from projects in Beverly Hills and Hollywood) but not getting good new projects in town.
- The transformation of "urban village" to overly dense city
- The loss of charm and character
- It becoming too "cookie cutter" of a community losing its individuality
- Keeping our small town feeling
- Loss of historic past, gentrification, becoming too upscale
- Unrestricted building without regard for the "culture" of the neighborhood

When I think about West Hollywood's Future, I am most pessimistic about...

- Keeping a neighborhood feeling and a nice place just to live in
- A community that is unaffordable, segregation from the communities around it and lacking diversity
- Too much bad taste "Nouveau riche" (ie McMansion with columns galore)
- All the mixed use and over development
- Big development Walgreens... Home Depot next?
- The congestion! Loss of small community feeling overdevelopment/apt's, etc.
- Most pessimistic about how the area will deal with or find solutions to population growth and densities.
- Over building – zoning issues/population growth
- The congestion and affordable housing.
- Large condo and apartment developments
- Billboard ugliness which doesn't match luxury goods/shops/galleries in personality

HOUSING

- Housing (4)
- Affordable Housing (6)
- Loss of affordable housing (2)
- Affordability (5)
- Affordable housing for renters (3)
- Housing affordability to rent or buy
- fair household rent
- Rent price
- Not being able to live here – affordability
- The ability for people to be able to afford to live here...
- Rising cost of housing (3)
- Skyrocketing cost of housing
- Cost of housing (3)
- Cost of living (4)
- Rent control – affordable
- Adapting rent control
- I probably won't be here after 35 years because I may be evicted
- Lack of housing
- Building of affordable housing
- Housing needs
- Seniors dying off and new seniors not coming into the City because of high rent
- Disabled/senior/lower income housing
- The economic ability for seniors & disabled to live here
- The ability for a diverse population to continue to afford to live here
- Low and moderate income people will be shut out
- Rising cost of housing/lack of affordable housing (drive out unique qualities)
- Affordability of City and ability of most residents to afford rent/real estate. Uniqueness of City will disappear along with its interesting residents.
- Keeping neighborhoods unique. By keeping housing affordable. The City can prevent turning into an exclusive City.
- Rent cost – pushing people to move to other communities, especially Russian. We're losing our diversity
- Changing demographics within the city due to end of rent control
- The high rents have pushed out the truly creative people.
- Overcrowding housing
- The ability to retain economic affordability

When I think about West Hollywood's Future, I am most pessimistic about...

- Not being able to live here due to lack of affordable – working class housing
- Tear downs of rental housing in favor of luxury housing.
- People being forced to move because of the rising cost of housing
- The middle/moderate income people being forced out of the city.
- Just how lack of apartment for low income people
- Inability of low/middle class and status to live here.
- So many resources being earmarked for the sickly and elderly and low and moderate income – What is being done for those that want to live here but may not be able to come up with down payment
- Cost of housing and rentals
- Cost of living in West Hollywood
- Keeping our rents low
- Rents and available apartments and crime. We need available cost-effective priced condos.
- Not having enough housing (affordable) for low income, seniors, etc. on West Side and East. As a teacher and no driver, we need housing and shuttle.
- Being able to afford living here long term and possibly buying a home.
- Renters being forced out
- Losing my apartment
- Being forced to move from a place that I call home... a lot of visitors don't respect the city I live in and feel it will change because of this
- The cost of living keeps getting higher. If it gets too much higher, families will have to move.
- Fair household rent
- Housing crisis
- High rents, high rents, high rents
- Losing my apartment – the embarrassment of living in a low income building
- That I will be able to keep my rental unit
- Being able to afford housing
- Affordability – it is clear that rent and living costs in West Hollywood are increasing at a rate faster than the surrounding are – parking as well
- I rent in WeHo & I don't see myself ever owning a home despite a good household income
- Middle class sustainability
- Rents are going high every year. The City of West Hollywood is becoming a place for people that make good money to come in and live in the City not the poor people.
- The rising costs of real estate and worsening traffic conditions
- Housing stock – "Elitism" due to housing prices
- A solution for affordable housing so more than just those who make six figure incomes can actually purchase a home
- Being able to afford to live here
- Housing costs and citywide togetherness
- Our ability to satisfactorily address the housing demands given the market place and economic factors and state and other laws.

TRAFFIC, PARKING AND CIRCULATION

- Traffic (32)
- The traffic situation which is reaching gridlock.
- Increasing traffic problems
- Congestion/livability

When I think about West Hollywood's Future, I am most pessimistic about...

- Too many cars and getting around. What should be a 10-15 minute travel Traffic and overdevelopment
- Traffic congestion/management
- Increased traffic
- Chocking traffic
- All the plans for massive projects that will further add to the congestion. Too much worry about traffic & parking
- Traffic mitigation as a thoroughfare for rejoining Westside communities
- Traffic and parking (4)
- Overcrowding/traffic
- The congestion and traffic
- Traffic flow & parking structures - public transport
- Traffic –what can be done to improve parking
- Transportation/circulation – parking
- Providing adequate transportation and parking
- More people/traffic and less parking
- Parking and traffic impacts
- Solving parking & housing issues because it puts residents and consumers against landlords and commercial interests
- Parking (4)
- Finding a parking space
- Parking. It is getting worse all the time. It would be nice to see more bike lanes and paths that connect to important parts of the City.
- Parking—especially when I have friends visit. It's getting increasingly Not providing enough parking for existing commercial, and not efficiently managing our parking crowded on the streets.
- Cars—too many
- Gridlock—harder to get into this city and harder to get out
- Traffic & parking gridlock
- gridlock
- Grid lock, traffic jams, no access to help people for fires, strokes, heart attacks, etc.
- Traffic flow/congestion/public transportation
- Horrible circulation and parking problems
- Traffic –no control over those driving through West Hollywood
- Circulation
- Parking spaces
- Congestion
- Parking and traffic improving
- If WH is going to be a destination, I hope traffic flow and parking can improve. As an avid shopper it would be nice to have a shopping district with restaurants and PARKS, but parking is encouraged to be outside of it
- Not being alive to see the day that the subway finally comes to West Hollywood.
- A subway stop (badly needed)
- lack of public transit (traffic problems)
- Public transportation
- The ability to do anything about traffic without a major change in public transport.
- Cut thru traffic (very dangerous)
- The tremendous daily traffic that commutes through our City – People live in Silver Lake and work in Santa Monica
- Traffic along the major streets (Sunset, Santa Monica, Melrose)
- It's ability to incorporated a traffic model specific to West Hollywood that encourages more pedestrian activity

When I think about West Hollywood's Future, I am most pessimistic about...

- the increase in traffic
- Too many new buildings with not enough parking
- Traffic congestion and parking
- It outgrowing the ways it can support its businesses' needs, particularly parking
- Traffic is increasing parking is bad accidents!
- Traffic safety
- When the police and fire trucks can't get through, then what?
- Angry drivers who ignore bike riders
- Traffic, affordability, parking, bad public art

LIFESTYLE

- Russian community will no longer make WeHo its home
- Seniors
- The loss of distinct elements of the community (Russian community) to continued development
- Gentrification
- Gentrification that could destroy its special social identity
- Gentrification of the city and less LGBT community
- It's continuing to be a magnet for gay people
- Loss of LGBT community
- Straight people taking over and kicking gays out
- Losing our young gays and artists – I fear losing the social value of being valued as a gay man.
- Loss of cohesive gay community
- It is becoming more heterosexual. I fear gays will soon not be welcome.
- WeHo described in wiki, "the most gay city" attracts many gay visitors from all over world. On east-end I'm seeing homes being purchased by young straight couples, neighborhood is changing.
- The fact that it will remain a "gay" city. It's so much more, to so many other people than gays. Many people live in the city, families who aren't same sex, and all kinds of couples.
- Becoming a city for single, wealthy, party people and pushing out seniors and families.
- Appealing to the baby boomers for future living conditions
- Maintaining our diversity i.e. economic, age, culture
- Lack of economic diversity
- Homogenization of City's population
- Becoming Beverly Hills
- The City's ability to remain a vibrant, unique creative city by attracting new-blood in younger people. I'm afraid WeHo is going to gentrify into a bedroom community where older, affluent people are able to live.
- Diversity of living in West Hollywood
- Losing our current identity... Selling out
- Will we balance our City so that lots of different people can live here
- Loss of the art community
- Artists being forced out
- Flight of artists to more affordable areas
- Loss of bohemian/edgy character
- Loss of creativity
- Caliber of population declining
- The passion some people feel for shutting out new people and new business from the city
- Loss of the small town sensibility
- Selling its soul and losing its uniqueness in the name of progress and development.

When I think about West Hollywood's Future, I am most pessimistic about...

- Losing the uniqueness and charm that West Hollywood is/was known for
- Crystal meth
- Quality of life for families as opposed to singles
- It's inability to change and think bigger than itself. It's reaching out to the community.
- Clash of cultures
- Small mindedness
- Increased aging demographic.
- The Russian immigrant community becoming more involved as well as friendly and more neighborly to us
- Loss of community, spirit, unique, appreciation of assets
- Ability to maintain the City's individuality
- Our uniqueness- in architecture, in walkable streets, in security.
- The ability of the current residents to compromise regarding growth, development.
- It's ability to respond to the needs of the community in terms of social services, affordable housing and retain its cultural diversity
- The city's uniqueness—we're losing it
- Balance between quality of life and economic growth
- The possible loss of personal connections as increases of commercial concerns occurs
- Lack of charm
- The Hollywood industry contamination

SOCIAL SERVICES

- Funding for the arts
- Mentally ill homeless people
- We need to do something to help the homeless. We need to provide a safe place for them to sleep and shower, as well as ensuring there are enough food banks
- Teen club

ECONOMIC DEVELOPMENT

- Competition from neighboring towns/cities
- Big corporate chains.
- Chain stores are big problems to me
- Small businesses are driven out of the City by big developments
- Small/local business
- Over commercialism
- Affordability of services/businesses/housing
- Reasonable rentals for small business
- Extent of affordable commercial space for small businesses and non-profits.
- Everyone is in fear that West Hollywood West will turn into next Robertson Boutique area. Many of my beloved small businesses are now gone as the rents have been doubled.
- WeHo income-stream has far exceeded local agency formation commission expectations in 1976 when we voted to become a City. Because of good financial decisions, but in its effort to compete with other cities, we are becoming a City catering too much to the "pleasure principle" with alcohol establishments far exceeding convenience and necessity.
- Existing tenants of small business because these are being squeezed out by new zoning, replacing homes with elite condos they can't afford and by big businesses who don't encompass their vision with the current residents and city size.
- Providing a business friendly environment.

When I think about West Hollywood's Future, I am most pessimistic about...

- City's involvement with business
- Concerned about how pro-business the city has become, to the detriment of the residents. There seems to be very little concern about the residents' quality of life these days. Business concerns trump all.
- The city's willingness to embrace new businesses
- The proliferation of vacuous "lifestyle" retail stores over community amenities and family owned businesses
- Lack of entertainment from restaurants

OPEN SPACE

- Trees being cut/plant life
- Creating public (interaction) space
- Green space
- Preserving green space and quality of life

SUSTAINABILITY

- Sustainability, water, sewage issues
- The city is going to be polluted
- I don't like when trees die from pollution
- The trees getting cut down
- Global warming (2)

SAFETY

- Safety in the community
- Keeping the City vital, healthy and safe
- Terrorism
- Homeless
- Homeless people living here
- Traffic and gangs and earthquakes
- Crime (3)
- Drugs (2)
- Gangs
- Cops take too long to respond to the scene of a crime

GOVERNMENT

- Current leadership
- Future leaders of the city will not be as caring as the present ones
- Civil dialogue, transparent decision making in Government
- The city council
- Lack of new blood on the City Council
- The City Council and its politics regarding development
- Our city government does not seem to listen to residents-playing to developers instead and violating its own building codes and regulations.
- That our City council will never substantially change – that unnecessary profit will continue to be valued over the realistic needs of current residents.
- The City Council – No real public process – The General Plan being "run" by them

When I think about West Hollywood's Future, I am most pessimistic about...

- That the City Council is more interested in generating revenues for the City from new businesses and developers than what the needs are of the people who live in this area and our quality of life.
- Residents with minimum voting have a maximum voice at City Council on Policy
- The lack of concern by the City Planners – i.e. over building, noise, and traffic
- I have faith that West Hollywood will make the right decisions for the future of the city and the environment.

DEVELOPMENT PROCESS

- Political entrenchment & how long it takes to get responsive action from the City
- Cynical developers
- Too much use of EIR over-riding consideration.
- Getting anything sensible done, given the political process
- Lack of long-term vision/planning
- The residents are not informed on the details of the development in the area (i.e., what type of retailers, etc.).
- Developers planning increasing projects with high rise. The bigger the project, the more problems for them.
- The fact that the real not bussed in citizens state what they want or need and you do what planned to do anyway

OTHER

- More accessibility for people with disability
- Terrible proliferation of alcoholic licenses, causing loss of control and crime.
- Cities ability to control marijuana clinics. Too much negative override positive
- Future of elected officials – need more involvement
- Integration of ideas, people, acceptance
- Superficial misperceptions about how cities are made
- Political stronghold, integrity
- Lack of financial resources and allocation
- Ability to draft a cohesive, complementary well-tested series of implementable policies and plans for the future. (Euphemisms tend to be mixed with fact.)
- Blindly and brutally WH is destroying a fascinating history, and a sense of neighborly community
- Its "reality." It attracts a very superficial crowd
- Billboard blight
- How it will show its age
- Increasing number of people not clearing up after their dogs and allowing them to run off the leash, particularly on my block.
- NIMBYism
- Loss of control of city
- Developers getting the upper hand
- Open space (including air) being swallowed by development. Panoramic views/vistas will become available only to the uber-rich living in hills north of Sunset.
- State and national issues impacting us.
- Changes in the economy which will impact people's incomes, benefits
- The ability of the community & city government to effectively reach out to the at-risk population while maintaining our culture and nightlife. Much of the city's livelihood is based on young people getting wild and frisky (and intoxicated); these same attractions are often precursors to alcohol and drug addiction and risk sexual behavior.

When I think about West Hollywood's Future, I am most pessimistic about...

- It would be a shame if Proposition 98 passes! We need affordable housing and we also need protections against those who would come in to our community not to make it better, but just to make a quick buck! This goes for new businesses as well as new landlords.
- Our schools. The budget cuts are not too promising. We need more teachers—better paid teachers with a genuine interest in teaching, not just there because it's plan B.
- Unleashed dogs, dogs on 50 foot leashes, dog crap on lawns, backyards, and parkways
- Trash pickup
- The city being dirty
- Paris Hilton living here!
- Republicans (2)
- National security (2)
- I'm not pessimistic about WeHo (2)
- Nothing (2)

When I think about West Hollywood's Future, I am most optimistic about...

LAND USE

- Everything! The upgrading of Santa Monica Blvd. and the Eastside – development on La Brea Avenue
- Land-use issues, density legislation progressiveness
- WeHo become a model urban village – pedestrian friendly, with mixed use development serving people with local businesses and having a wonderful array of boutique arts, culture and park locations
- Rich, eclectic concentration of unique and interesting merchants, hotels, restaurants, night clubs, galleries, businesses and the fascinating Bohemian residents.
- We will have a beautiful plan that unites the western and eastern communities for unified, esthetic whole.

DENSITY AND URBAN DESIGN

- Urban design
- Planning
- More density, urbanization
- Exciting planning
- Smart development
- The potential for smart development, growth and change.
- Creative new mixed use development
- New development (3)
- Growth (4)
- All development – a city to set the example for all of Los Angeles and other cities to mirror.
- People like us who are active and may have some control of overdevelopment
- The City Council not being greedy and truly trying to keep the charm of our village
- The quality of infill development
- Exceptional quality architecture
- The look of our city
- Beautiful new residential and mixed use buildings
- Updating and advancing the urban look of the city. WeHo is the coolest small town within a big city. It should and will look that way.

When I think about West Hollywood's Future, I am most optimistic about...

- Development of an urban life style
- New housing developments that are vertical and give the city a more urban feel.
- How quickly it seems to be growing. More and more apartments are being erected. Maybe focusing on some permanent housing, other than condos
- Bigger buildings, less of a village feel, more and more traffic and construction. I literally cannot think of anything positive about this City except that it fights for rent control. I was born here and I've seen the quality of living in this City go downhill for the last 20 years. Too much construction which causes excessive traffic.
- The City will continue to modernize and update
- The city will remain artistic and will keep it a child, pet friendly environment. We don't need high rise buildings.
- Making a more pedestrian urban environment.
- That the city will stop the rush to tear down everything, especially the original buildings from the 1920s and 1930s
- Creating public (interaction) space – Changes and new policies that will continue to diversify the community and lead other communities by example – The experts that are available and active in West Hollywood
- Historic preservation but only if we can change the City Government
- Not much. Great sadness at loss of charm and feeling of community in the cause of commerce. Big retail, big housing developments.
- The hope that the economic downturn the nation is experiencing will bring a halt to the out of control development here in West Hollywood. And those living in rent controlled apartments will wake up to what is happening and turn out and vote.
- Freshening up all neighborhoods, beyond "boystown"
- Development of east side
- Overall improvement of the eastside
- La Brea/Santa Monica as a gateway
- The new PDC red building; new Pavilions – Progressive social values
- Becoming a beautiful City and strengthening the commercial strips on Santa Monica Blvd., Sunset and Melrose Avenue
- Santa Monica Blvd. as a spine that connects the City, and also serves as a forum for gathering. Santa Monica Blvd. between La Cienega and Robertson is a very important space with potential.
- Property value, but new owners are coming in and overbuilding lots. There should be some restrictions about how much building is allowed in relation to lot size! Mini-mansions bring down the property value and stick out like a sore thumb.
- The recession stopping the building frenzy
- That somehow it will keep its charm, beauty and character
- The city's beauty, closeness to all of activity

HOUSING

- Housing
- Abolition of rent control, finally
- Affordable housing (2)
- Housing for low income and the human services that is most helpful to seniors
- To build (construct) apartment buildings for low income and senior citizen people
- That West Hollywood will continue to be somewhere I can afford to live
- Ability to attract residential and commercial development
- Mixed use and retention of truly affordable units
- Too many rights to landlords
- Rent control, rent control, rent control!

When I think about West Hollywood's Future, I am most optimistic about...

- That we keep rent control. The hope the new plan will include affordable rents and housing for all incomes. Hope we do not cluster low income people in ghetto apartments. We need people to be safe in their homes.
- Gentrification or older neighborhood by single family housing dwellers – Affordable housing projects.
- The spirit of tenants' rights in combating overdevelopment and electing fair-minded candidates to city positions.

TRAFFIC, PARKING AND CIRCULATION

- Vibrant city streets – walkability of community
- Walkable streets
- The idea of being able to walk to your destinations if need be. Unlike in LA, I would like to see more of a focus on making sure this is the utmost agenda.
- Nice neighbors, keeping a walking neighborhood
- Destination areas with ample parking.
- Parking
- Diverse mixed use with a potential of public transportation easing the traffic congestion.
- Public transportation subway
- Concerning about transportation problems
- The red-line coming to town will make it a walkable paradise convenient to everything
- Great transit
- Rosewood School planted trees, easily accessible to Metro lines
- Norwich Drive recently underwent "traffic calming"—big failure. We got some nice landscaping (which has been trampled by all the construction workers at Norwich and Melrose), but we weren't asking for a prettier street. We need speed bumps.
- Better roads
- The streets are in fairly good condition compared to LA, except for Romaine and Poinsettia Park

LIFESTYLE

- Continues to be a "small town" feeling within a huge metropolis
- Small town ethics?
- The progressive social policies of the city and a continued commitment to keeping the city diverse & social conscious
- We have enough caring people in our community that we can make the necessary adaptations to the changes that happen every day
- We are family and we act like it.
- Sense of community, people of the right mind wanting to keep WeHo special. The "loveliness" of it – character – to keep that.
- Equal rights
- Maintaining its soul as a creative, cutting edge leader as a socially conscious city
- Progressive thinking, vision
- Human rights issues
- West Hollywood has been a progressive city must continue
- Protecting human rights/services
- Freedom of city
- To remain vital, happy creative, free spirited, urban. We have a sense of humor small enough to know each other to care. We can be who we are. We are love in action
- Diversity of population
- Diversity

When I think about West Hollywood's Future, I am most optimistic about...

- Village
- West Hollywood as a unique city, attracting business, entertainment and socially conscious people in policy and politics
- Progressive ideas
- Safe haven for liberal/inclusive lifestyles
- Continuation of its history as a non-conformist, artistic, creative, dynamic city
- Progressive decisions
- Culture
- Growth in understanding and tolerances support of unique cultural heritage
- Seniors
- The growing number of families
- Cohesive neighborhood and friendliness
- Creative city
- Creative potential
- The creativity of its citizens
- It is always going to be as desirable place to live, work and play
- Maintaining our village atmosphere
- It will turn into little island of European-like city
- People seem to self-select to live in this community, as such I am optimistic that what keeps us unique, edgy and forward thinking will continue
- Community activism
- Community involvement
- Community process and creativity
- The intelligence and integrity of its residents and their resolve to take part in this process, all ages, even at great inconvenience with no visible results (very patient, persistent activists).
- Sense of community and involvement
- Good leadership and citizenship
- The fact that my neighborhood group is vocal – active, hopeful
- Staying abreast of community and social awareness
- Potential for community building
- Great people. The City becoming more ethnically diverse
- The people
- The ability of the unique, talented, creative people to continue to draw on all resources available to sustain itself.
- Making West Hollywood more of a community. Fostering a greater sense of community.
- Fun place – finding solutions – accessibility
- Maintaining the quality of life. The interesting intelligent and intellectual life available.
- Opportunity for continued diversity – Opportunity for a successful outcome in our General Plan – Continued growth of our creativity within our community
- City's ability to beautify and improve itself given its care - Business and residential communities – We've accomplished so much in 25 years - Great creative resources here.
- West Hollywood will always be a beautiful well tended City with fun shops and restaurants.
- The City of West Hollywood has tremendous creative and intellectual resources and a diverse population from which to draw upon. These resources extend to both people and places/businesses in the City.
- Finding common ground with (many of...) "the other side."
- Safety, education, arts. Support to families and their needs.
- Concerns will be heard and positive action taken
- Quality of life, neighborhoods/city services

When I think about West Hollywood's Future, I am most optimistic about...

- The "doers" who care and are determined to keep the good and the not so good separated and under control
- Diversity, events, more cultural diversity
- The friendly people of West Hollywood
- It being a community where citizens are committed to making WeHo a livable, sustainable, intelligently planned neighborhood!
- The caring nature of its citizens – in wanting to maintain the charm and scale of West Hollywood
- A community that is walkable, sustainable, diverse in cultures, colors, people and architecture.
- That it will continue to be a place of personal freedom and forward thinking people
- Optimism about how this area will continue to be a converging point for various cultures. Arts and people.
- Advantages for residents – seniors in particular
- I think it is a destination area
- Location + accessibility, amenities, the new pool and library if it ever happens
- Integration! A mixed community – gay straight and of all colors and ethnic backgrounds
- The openness and tolerance of others
- Diversity issues (2)
- Russian population
- I'm optimistic that it will remain diverse and friendly.
- The opportunities provided for everyone and being a city of the forefront of being socially diverse
- Fostering a sense of community
- Keeping the diversity and creativity of the city
- Cultural diversity and interaction, recreational options
- Quality of life
- Its communication and the new pool and library complex
- Our people—we have the potential to make the city better
- The people, the commercial mix
- The city and its active energy
- Sense of community and events
- Dynamic and creative center of artistic and creative events, activities and businesses
- Willingness to look at issues objectively
- Dynamic/creative
- Expanding private schools, keeping children, families, and pets in this area. I also feel the city should keep high security in our city.
- The City will remain clear, safe, and pretty. My condo prices will go through the roof.
- Cool places to hang out (2)
- Social life
- The entertainment and vision of diversity
- Entertainment
- Food scene
- Restaurant options

SOCIAL SERVICES

- Social services (3)
- Creativity/the arts
- Big emphasis on art
- An entertainment museum for the lively arts
- The commitment to social services and cultural programming

When I think about West Hollywood's Future, I am most optimistic about...

- Continued support for social services
- City of WeHo has a great social services program
- Increased services for residents
- The city's compassionate human services
- Maintaining a true concern for human services
- The level of social services the city provides
- Social services funded by the City
- The care and support by council of seniors and disabled
- Continued commitment to human services
- Social programs
- Social services commitment. The city is definitely oriented to helping disadvantaged people
- The diversity, acceptance, and the wide array of social services they provide
- The efforts to clean up and improve the City. I am interested to see how the City will deal with homeless on the streets. I hope they don't just get pushed to Santa Monica.
- The teen center (2)

ECONOMIC DEVELOPMENT

- Retail friendly environment
- Their willingness to try to cooperate with businesses
- Economic vitality (4)
- Strong finances
- A thriving business community
- The economic state of the City – it's growth and it's desirability
- Well-run City with ability to pay for services & needs because of good sources of revenue from hotels & retail
- It's economic well being
- The success of business
- Commercial space development
- Commercial environment
- Attractive market
- Creating a big cultural and financial center
- Property values keep increasing
- Economic success. Large retail stores
- Business success/continued strong development
- Potential for new leadership and strong business contribution
- Business strength; center of culture, entertainment
- There are many possibilities; I think WH already has started its path. West Hollywood = design/boutique/gallery destination.
- The continuation of Sunset Plaza as a charming shopping and dining place.
- More business staying open
- West Hollywood will continue to evolve as a premiere destination for tourism and new residents.
- Having a Costco
- Creative business and luxury business
- Great businesses that continue to move in
- The constant business influx we will always have
- The city being the most exciting destination for shopping and dining in the world
- World known destination for travelers

When I think about West Hollywood's Future, I am most optimistic about...

OPEN SPACE

- Open space
- Parks (2)
- Ability to create safe parks
- Park expansion (new library/art venues, pocket parks)
- The activities in the park for children

SUSTAINABILITY

- Mixed-use and green
- Green structure
- Keeping a balance between construction and green space
- Green building – quality design
- Green ordinance (2)
- Environmental policies
- Green friendly
- Greening
- Greener environment
- Our healthy environment
- Less pollution and cutting of trees for paper
- More trees getting planted (2)
- Environmental safety issue
- Green issues – Social cooperation
- The ability to plan the growth so that we can all live together in a well-governed community
- Hopefully, we can live up to our motto as the "Creative City;" i.e. "green" living and the infrastructure to support it: bicycle friendly, extra DASH routes, traffic circles, strict enforcement of height limits, public parking, halt "mansionization," "green" roofs
- The moves to be greener. If we keep moving to the future and what we need to keep the world thriving then we are taking a step that the world desperately needs.
- Green, environmental initiatives that will take place as West Hollywood is very forward thinking. My hopes are: - city ban on plastic bags and Styrofoam in restaurants – tax incentives for building green (residential and commercial) – Public transportation: alternative fuel buses – Waste: more efficient recycling program for the city – Educate residents about sustainable living

SAFETY

- Public safety (4)
- Safety
- Safety continues being a major concern for our city
- Safety – I've been very impressed with Sheriff Department response
- Sheriff's Department control of crime
- Safe neighborhoods

GOVERNMENT

- Creative & free thinking leadership
- Great boards addressing real issues
- Our ability to come together as a community and adapt to changing circumstances

When I think about West Hollywood's Future, I am most optimistic about...

- Community involvement
- City involvement in government
- Creativity to solve issues
- Our ability to get involved and make a visible difference in my own community. Our efforts can be seen to fruition.
- West Hollywood city is a progressive, liberal, mostly as a leader
- Our ability to solve our problems
- It's such a humanitarian city and I think it can be a state-wide and maybe even a nation-wide leader in that respect. It's so friendly and inclusive and compassionate!
- The City's continued work on progressive issues
- How progressive the city is
- Leading the region in progressive government
- Strong and proactive city council and involved residents
- The degree of involvement of residents in community and attention to sustaining a consultative government
- People who care will work on these issues.
- Consensus and concern for our city – continue involvement by residents participation
- The involvement of the resident. The city always wants input from as many residents as possible.
- The incredible passion, commitment and creativity of our citizens
- Active and engaged community
- The diversity and inclusion of all individuals and how the City does actually listen to its residents
- We have an active community who will work to get what they want. Our city government does listen to us.
- A strong neighborhood activism to pressure City Hall to listen to our real needs instead of City Hall own agenda
- The resident, business/municipal ability to meet the challenge.
- It's citizen participation
- Leadership of the City Council
- The level of commitment by the Council and vocal voting residents to stick to the principles espoused in the city's mission statement
- The council's commitment to community participation
- The creativity and care of the city by City Council and residents
- Council fixed No term limits - Destruction of West Hollywood – The top 12 destination list – Most historic neighborhood's in US
- West Hollywood City Council in assisting with landlord problems
- More rockers in government! Cher for City Council
- There are a lot of smart people here
- Dedicated volunteers and city staff
- City responsive to needs of community
- Our concerns being met
- Creativity forcing solutions
- City staff's vision as it relates to reorganization within the City
- City staff, including city manager and directors.
- Great community leaderships – excellent well-run government and new branding effort
- Our City staff and people!
- Art & quality of City Government employees(!)
- The City government remaining resident friendly and maintaining the safe atmosphere it currently has (communication is friendly, immediate, and effective)
- Accessible City Hall/government
- Good leadership and vision

When I think about West Hollywood's Future, I am most optimistic about...

- Our small City government does a lot to off-set negative factors in other areas.
- We have a small town feel and government in a big city atmosphere
- Our being such a unique city, well known for its unusual government and caring for its people
- The ability and determination of citizens to interact with their representatives
- West Hollywood is willing to listen to the community and deal with problems.
- Good local government
- Access to government
- I have full faith in the city staff to implement initiatives that the residents bring forward. I enjoy the diversity of culture the city promotes and I see that being a continued advantage of growth here and the ideas that this community will create.
- City's obvious desire to work together with all businesses, residents, etc. affected by change
- The people involved in planning and services
- Communication between the city and residents such as this.
- Our leadership at City Hall and the high caliber of our council members and staff
- Democratic governor being elected to restore public trust
- Municipal issues & related State & federal issues we address
- Open government
- The inclusionary spirit of City Hall City planning etc.
- Long-term vision/planning
- Solving the above problems (Political entrenchment & how long it takes to get responsive action from the city)
- Developers getting their way
- The Planning Department's positive attitude towards innovative urbanism and architecture
- Urban planning
- The activity of the city planning department to make efforts to control the negative impact of growth

DEVELOPMENT PROCESS

- Being listened to, even if everyone disagrees.

OTHER

- Getting the problems solved because they seem to be universal among the residents and businesses
- 25th anniversary capital campaign
- City putting considerable money into infrastructure (park near library)
- The new park, ped & library
- New library
- The new library
- New library
- The new aquatic Center and the green building
- Infrastructure
- Upgrading city infrastructure
- I may be able to participate on a board or council as a result of the info I have learned through CTE
- West Hollywood will always be the shining beacon in many areas to the world.

When I think about West Hollywood's Future, I am most optimistic about...

- This City in many cases has become in the forefront, a city which takes the initiative for new and caring legislation, i.e. first California City to ban smoking in restaurants, etc. Also we have a great sheriff's/police force. Also this city embraces diversity for all.
- Better future!
- opportunities for new ideas and a better city
- Finding some middle ground on issues before our community
- The eclecticism and creative ways the city can overcome the harshness & brashness outsiders bring to destroy the characteristics that make WeHo shine.
- You taking a survey from the residents and listening to our pleas and suggestions
- Creative solutions can be generated if local resources can be tapped
- My son has many and amazing opportunities around him. I want him to experience them.
- It's progressive stance on issues ranging from animal rights, marijuana patients advocacy, environmental consciousness
- An iconic progression continuing the diverse road the city was built on. And educating other in the process.
- West Hollywood will continue to be a vibrant and attractive community in which to live, shop, and work. Improvement in public transportation as density increases (possible subway stop?)
- Keeping the good, eliminating the bad
- Preserving what we have by fighting to above
- Trying to keep status quo
- The possibility of change
- The financial strength of the City to make improvements
- Economy
- Capitalism
- We are going, but also our problems, more people, more problems, less money for the City to offer services, only people with high incomes will be able to afford to live in this city
- High property values
- Prices going up?
- My property value maintaining even though nationally things are bad, people want to live in West Hollywood!
- Property values going up
- the value of my property
- The properties will probably hold their value
- Real estate value during this recession period.
- Our real estate will always be comparatively valuable in relation the rest of the U.S. (Difficult to answer. I do not really have any hope that there will be positive change....)
- My taxes will go up!!
- The possibility, however remote, that we can regain the vision of this city that we once had.
- A continued influx of investments
- Like Philly, maybe even a free wi fi – we max city being that it's only <2 sq. miles.
- The fact that life tends to overtake plans
- People like the City because it is central and plans well.
- A lot of stores
- The community and stores
- Paris Hilton moving!
- Not very optimistic about what is happening here at the moment, unless we quickly change course. Sorry.
- Not at this time! (Social services may survive)

When I think about West Hollywood's Future, I am most optimistic about...

- We are at a tipping point; I am not optimistic about Weho's future
- I'm not optimistic
- Nothing (5)
- Great future