

# WEST HOLLYWOOD

General Plan Update



## COMMUNITY FAIR SUMMARY

February 23, 2008

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# WEST HOLLYWOOD GENERAL PLAN

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## 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.



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# COMMUNITY FAIR SUMMARY

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# IDEALS

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Where do we live, work, and play?



## 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 \_\_\_<sup>1</sup> 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.

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<sup>1</sup> Underscore indicates portion of comment that was not legible

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# IDEALS

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- ≡ 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 - \_\_\_\_<sup>2</sup>
- ≡ 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

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<sup>2</sup> Underscore indicates portion of comment that was not legible



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# IDEALS

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- ≡ 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

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# IDEALS

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- ≡ 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

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<sup>3</sup> 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 will 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)

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# IDEALS

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- ≡ 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 accessible. 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

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# IDEALS

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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.



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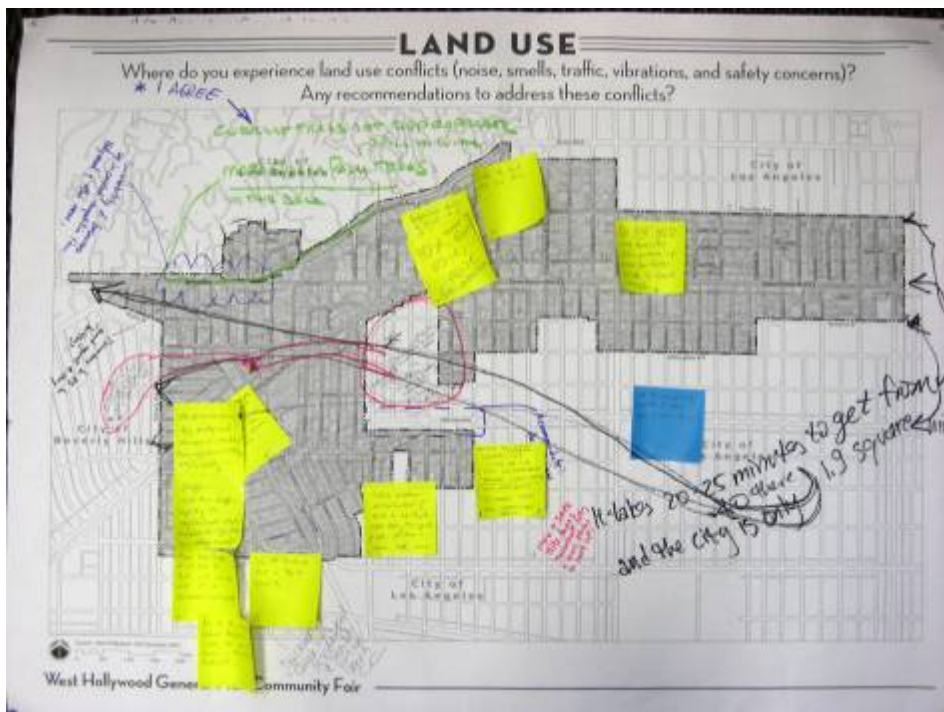
# IDEALS

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- ≡ 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 giant 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 [redacted] 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 1.9 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.
- ≡ \_\_\_\_\_<sup>4</sup> 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).

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<sup>4</sup> Underscore indicates portion of the comment was illegible

- ≡ 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.

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# DREAMS

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- ≡ 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. Faminal!, 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.

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# DREAMS

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- ≡ 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.



- ≡ 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!

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# DREAMS

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- ≡ 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 encourages 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

- ≡ 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.

- ≡ 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.

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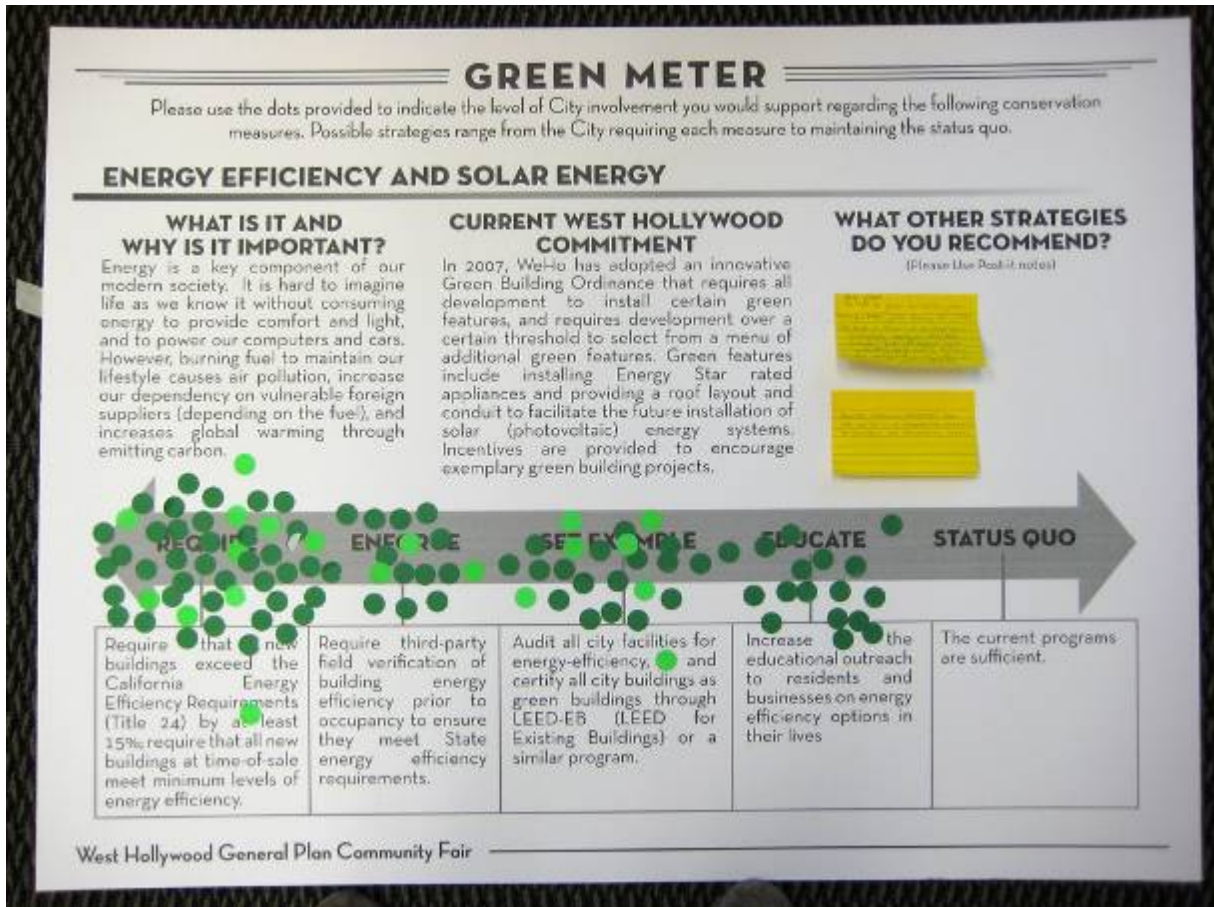
# DREAMS

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- ≡ 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 requiring the 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 Post-it notes)

**LEVELS OF INVOLVEMENT:** REQUIRE, ENFORCE, SET EXAMPLE, EDUCATE, STATUS QUO

**REQUIRE:** Require that all landscaping and drought-tolerant, and that "smart" or weather-based irrigation controllers be installed.

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

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

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

**STATUS QUO:** 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.

- ≡ 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

- ≡ 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.

- ≡ 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 taxi voucher/CityRide programs. Persons living with a disability need it.
- ≡ Stop selling business parking permits in residential parking districts—we know its 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.

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# DREAMS

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- ≡ 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 █████ 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.

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# DREAMS

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- ≡ 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:



### 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?

- ≡ 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 Touar 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?**

### 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.

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# DREAMS

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- ≡ 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 26<sup>th</sup> 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 poopy. 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?

EXISTING  
Crating piece of West Hollywood Gateway.

1  
Small plaza with a water feature.

2  
Pocket park with planters and seating.

3  
Small park with lawn, trees, seating.

4  
Urban piazza with low planting, seating, and a water feature.

5  
Active recreation space.

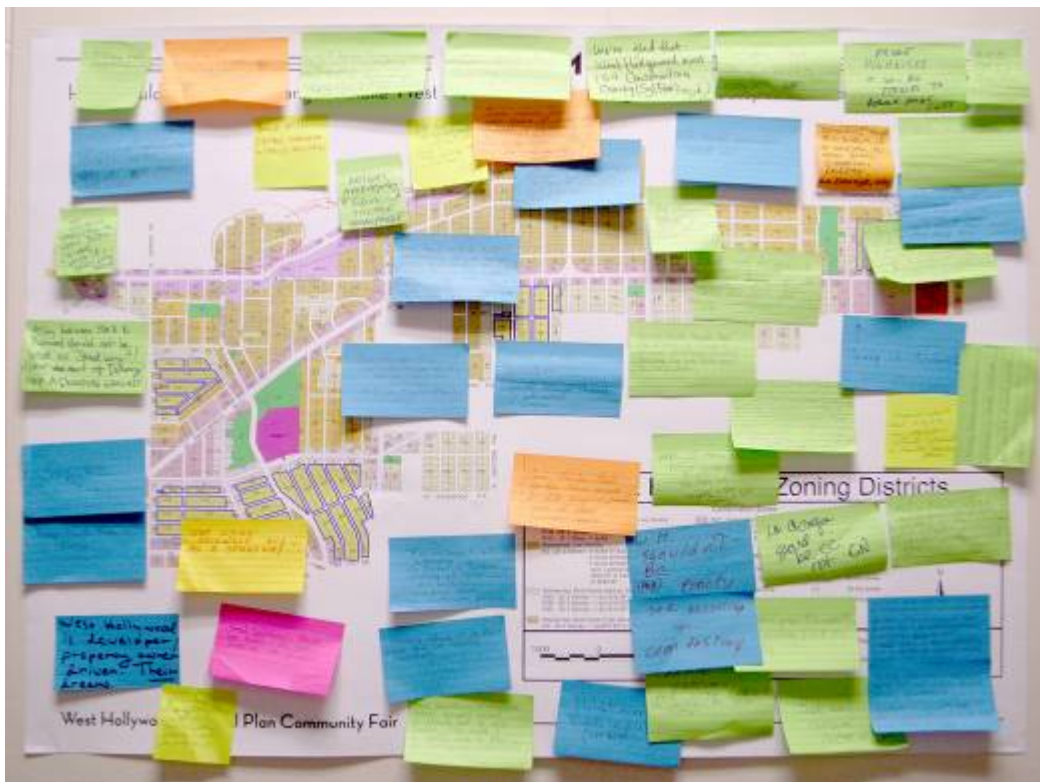
West Hollywood General Plan Community Fair

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

West Hollywood General Plan Community Fair



# DREAMS



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# FACTS

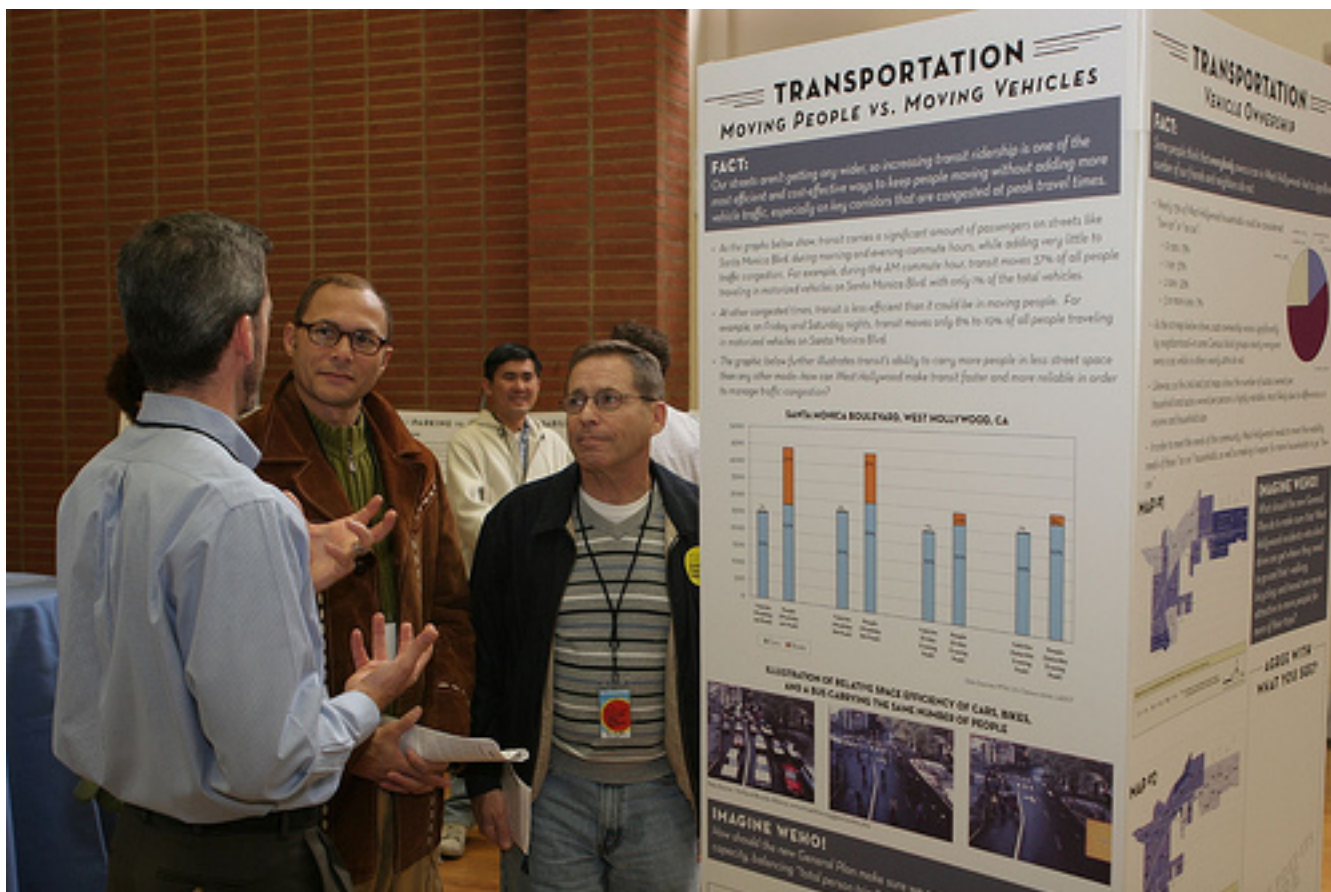
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Informational displays provided facts about housing, transportation, social services, City finance, and more. Please visit [www.weho.org](http://www.weho.org) to view all of the boards that were on display during the Fair.

## 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!

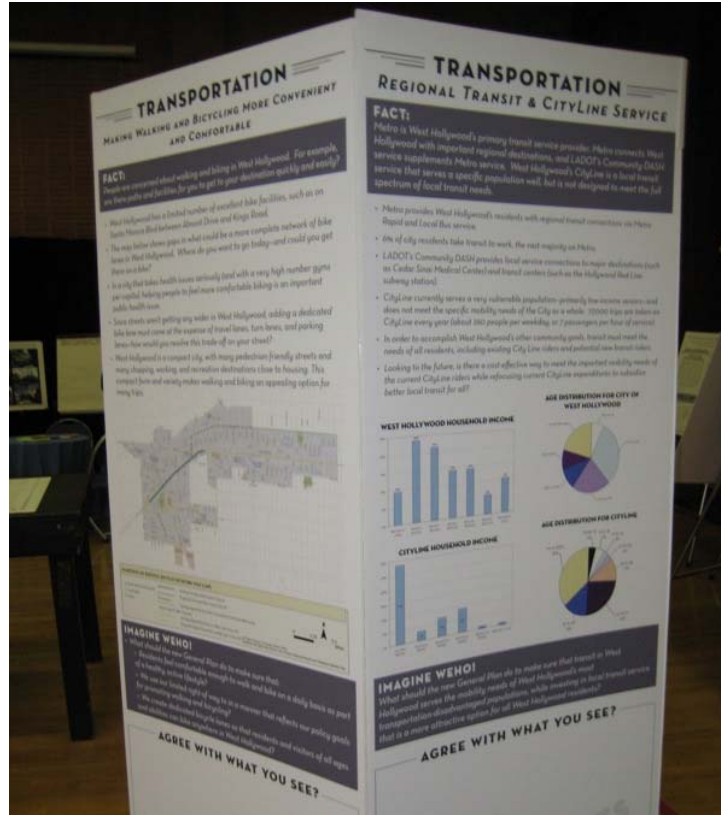


### Comments:

- ☰ 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 2<sup>nd</sup> 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.

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# FACTS

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- ≡ 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.

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## FACTS

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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.

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# FACTS

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- ≡ 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.

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# MARKETPLACE OF IDEAS

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- ≡ 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.

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# MARKETPLACE OF IDEAS

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- ≡ 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.

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# MARKETPLACE OF IDEAS

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- ≡ 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.

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# MARKETPLACE OF IDEAS

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- ≡ 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!

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## MARKETPLACE OF IDEAS

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- ≡ 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