



# WEST HOLLYWOOD THE GENERAL PLAN

AS A PREMIER CITY, WE ARE PROACTIVE IN RESPONDING TO THE UNIQUE NEEDS OF OUR DIVERSE COMMUNITY, CREATIVE IN FINDING SOLUTIONS TO MANAGING OUR URBAN ENVIRONMENT, AND DEDICATED TO PRESERVING AND ENHANCING ITS WELL-BEING. (VISION 2020)

## What Is Strategic Planning?

- A tool to focus energy and resources.
- An opportunity to proactively examine future social, economic and technological trends.
- A collaboration between community members and City staff.
- The General Plan is a form of strategic planning.



## What Is a General Plan?

- A guide for day-to-day management of the City's physical, economic and human resources.
- A broad policy document that identifies the community's shared goals and the best way to achieve them.
- A framework of goals, objectives and policies to support subsequent specific efforts (master plans, economic development plans, etc.)



## Objectives for the General Plan Update:



- Engage broad and diverse community involvement in defining the future
- Ensure fiscal stability through a strong tax base
- Respond creatively to needs of pedestrians, bicyclists, transit users, and vehicles
- Maintain a high quality of life in the City's residential neighborhoods.
- Identify a shared vision for the use of land
- Provide affordable housing opportunities and ensure compliance with State housing requirements
- Maintain a high level of public and social services and quality public facilities
- Ensure adequate infrastructure service

## General Plan Elements Required by State Law

Land Use      Conservation      Circulation      Noise      Housing      Safety      Open Space

## Additional General Plan Elements Important to West Hollywood

- Economic Development
- Air Quality, Energy, and Water
- Infrastructure and Public Safety
- Education, Culture, and Social Services
- Urban Design and Historic Preservation



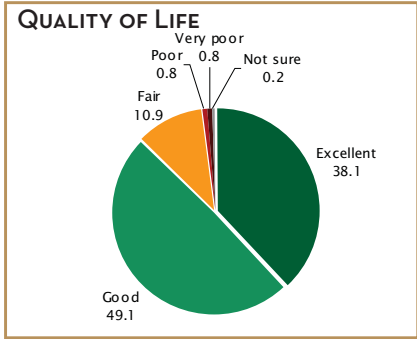


# WEST HOLLYWOOD

**WE HOLD OURSELVES ACCOUNTABLE TO THE MEMBERS OF OUR COMMUNITY AND ARE COMMITTED TO ACTIVELY SEEK PUBLIC PARTICIPATION. WE PROMOTE AN OPEN PROCESS THROUGH WHICH WE CAN RESPOND TO OUR CONSTITUENTS' NEED WHILE BALANCING COMPETING INTERESTS AND DIVERSE OPINIONS. (VISION 2020)**

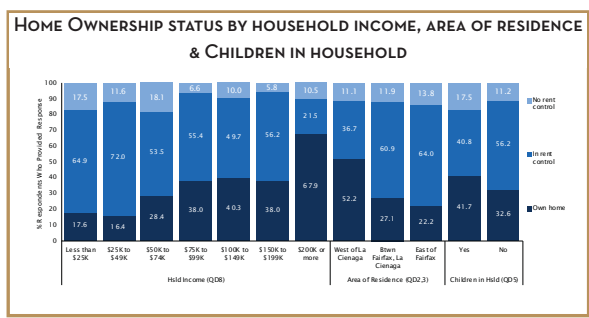
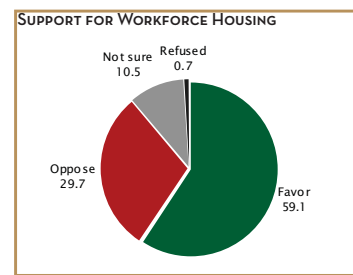
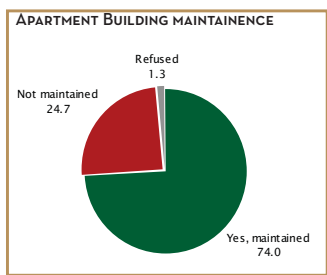
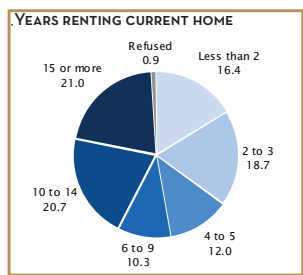
## Quality of Life

West Hollywood's Quality of Life rated "high" among residents.



- The majority of West Hollywood residents share a high opinion of the quality of life in the City.
- People surveyed noted the following- Top changes to improve West Hollywood are:
  1. Improve parking
  2. Improve traffic circulation
  3. Curb growth, development
  4. Provide more affordable housing
- West Hollywood provides a high quality of life for its residents, regardless of financial background.

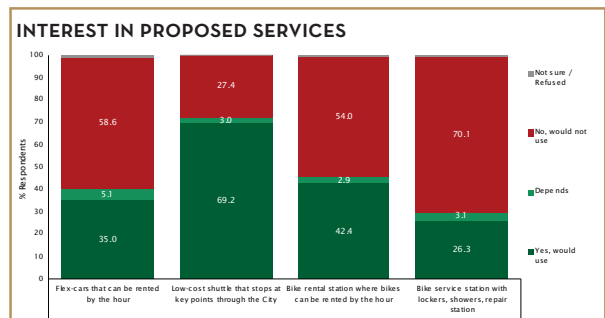
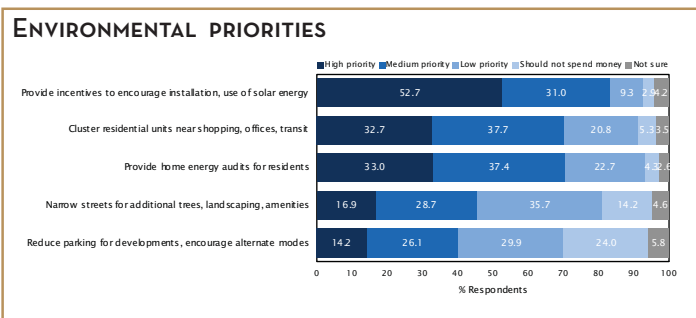
## Housing



- Over half of residents support workforce housing for middle-income workers.
- Over half of the renters in the City have been in their current home at least six years.
- The majority of renters feel that their buildings are being adequately maintained by the owner.
- Residents in rent-stabilized units were just as likely to report that their building is being adequately maintained as residents in units not subject to rent stabilization.

## Greening & Transportation

Protecting the environment is a priority in West Hollywood.



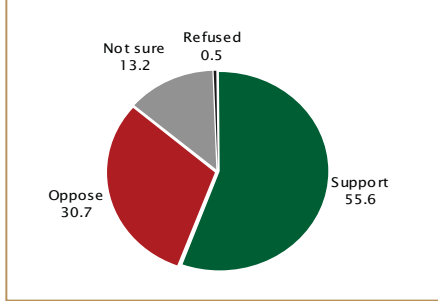
- Residents of West Hollywood are very supportive of initiatives to protect the environment.
- Residents favor a low-cost shuttle that stops at key points throughout the City as the top eco-friendly transportation service.

# TELEPHONE SURVEY

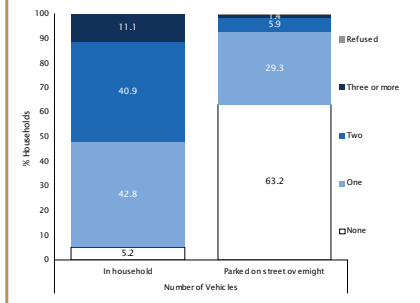
IN ADDITION TO PUBLIC WORKSHOPS, THE CITY OF WEST HOLLYWOOD CONDUCTED A SURVEY OF 400 RANDOMLY SELECTED RESIDENTS TO EVALUATE AND IDENTIFY KEY ISSUES THAT WILL BE ADDRESSED IN THE CITY'S GENERAL PLAN UPDATE.

## Parking

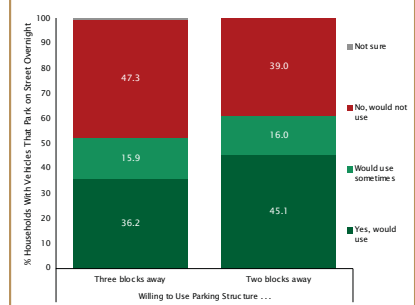
SUPPORT FOR PARKING STRUCTURE



VEHICLES IN HOUSEHOLD & OVERNIGHT STREET PARKING



WILLINGNESS TO USE PARKING STRUCTURE



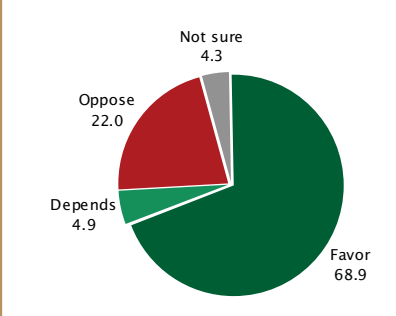
- 95% of West Hollywood households maintain at least one vehicle in the City.
- Of those residents who do park vehicle(s) on the street overnight, the majority are willing to use neighborhood parking structures.

- 63% of households with vehicles do not park on the street overnight.
- More than half of West Hollywood residents support neighborhood parking structures as an option for

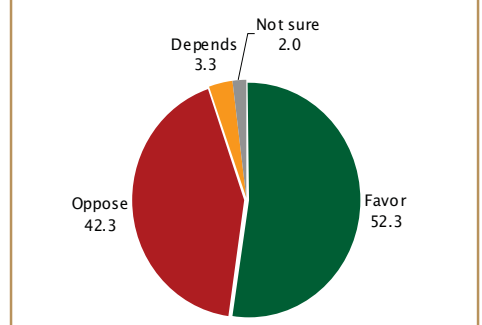
## Mixed-Use Developments

- West Hollywood residents generally support the creation of mixed-use developments.
- Support for mixed-use developments was both high and widespread.
- Of the residents who support mixed-use developments, more than half support mixed-use building heights up to six stories.
- Of the residents who support mixed-use developments, more than half support additional height if the building includes affordable housing units.

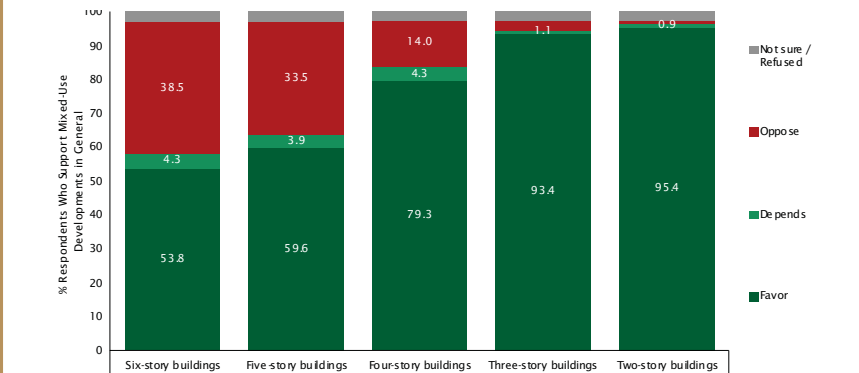
SUPPORT FOR MIXED-USE DEVELOPMENTS



SUPPORT FOR GREATER BUILDING HEIGHT W/ AFFORDABLE HOUSING



SUPPORT FOR BUILDING HEIGHTS AMONG THOSE WHO GENERALLY SUPPORTED MIXED-USE DEVELOPMENT



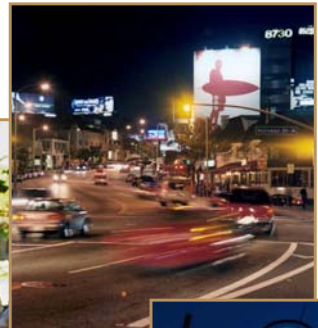


# WEST HOLLYWOOD ARTS & CULTURE

**CONTINUE AND EXPAND CULTURAL AND ARTS PROGRAMMING, INCLUDING: VISUAL AND PERFORMING ARTS, CULTURAL AND SPECIAL EVENTS, AND THE CITY'S CULTURAL HERITAGE AND HISTORIC PRESERVATION PROGRAM. (VISION 2020)**

## The City's Role

When it comes to West Hollywood arts and culture, the City has many roles to play.



- The City as host/facilitator:
  - Christopher Street West
  - AIDS Walk
  - Art and Design Walk
- The City as programmer/coordinator:
  - Summer Sounds
  - Bookfair
  - Human Rights Speaker series
- The City as venue provider:
  - Fiesta Hall
  - Library
  - Santa Monica Boulevard and San Vicente Boulevards
- The City as cultural destination:
  - Sunset Strip
  - Avenues of Art and Design
  - Eastside/ Plummer Park

- The City as arts and culture policy maker:
  - City Council
  - Arts and Cultural Affairs Commission
  - Other commissions
- The City as "mentor" in fostering and developing the creativity of residents through opportunities to actively engage in the arts through direct participation:
  - Art classes at the park
  - Public access TV training
  - Community theater
  - Choral groups



- Goals to Continue**
- Maintain and enhance West Hollywood as a regional center of art, culture, education, creative thought, and the entertainment industry.
  - Provide a diversified arts program based on needs and interests.
  - Foster the excellence, diversity, and vitality of the Arts.
  - Encourage collaborative opportunities with artists, arts organizations, architects, and others.
- Policies to Investigate**
- Strengthen connections between the Arts and economic development/tourism.
  - Expand policies to address the City's multiple roles in Arts programming (facilitator, venue, cultural destination, policy-making, historian, mentor, etc.)
  - Create a Cultural Master Plan.
  - Expand integration of the arts in other City programming and services.



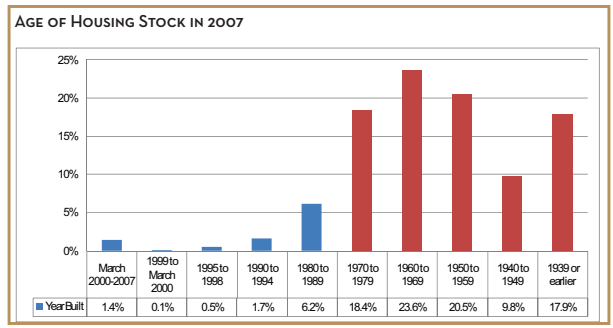
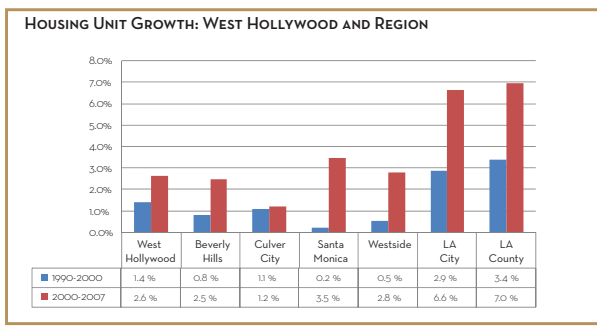




# WEST HOLLYWOOD HOUSING

**PROTECT AND ENHANCE AFFORDABLE HOUSING OPPORTUNITIES, WITH EMPHASIS ON RENT STABILIZATION LAWS. (VISION 2020)**

## Housing in West Hollywood



## Affordable Housing

Regulations to facilitate the construction of new affordable housing in West Hollywood:

- Inclusionary Housing Program (City program): This program, which began in 1986, requires a percentage of new residential housing units to be reserved for low-income and moderate households. Inclusionary fees are also to fund construction of dedicated affordable housing projects.
- SB 1818: This state law (passed 2004) requires the city to permit additional market-rate units (density bonus), allow reduced requirements such as modifications to development standards (height, setbacks, open space), and permit lower minimum parking requirements for projects that include affordable housing.



Goals to Continue	Policies to Investigate
<ul style="list-style-type: none"> <li>- Maintain and enhance the quality of housing and residential neighborhoods.</li> <li>- Encourage provision of housing to meet the diverse needs of the community.</li> <li>- Encourage retention of existing affordable housing through rent stabilization laws.</li> <li>- Provide for the housing needs of low and moderate income people through the production of affordable housing units.</li> <li>- Provide adequate zoning and land use regulations to meet the City's share of regional housing needs.</li> </ul>	<ul style="list-style-type: none"> <li>- Explore funding sources and strategies for rehabilitation of older, rent-stabilized units, and funding for production of new affordable housing.</li> <li>- Continue to expand minimum requirements for including affordable housing units in market-rate projects.</li> <li>- Examine new ways to provide housing for middle-class and working households.</li> <li>- Review development standards to encourage more affordable housing construction.</li> <li>- Study opportunities and consequences of increasing stock of smaller housing units.</li> </ul>





# WEST HOLLYWOOD HUMAN SERVICES & RECREATION

**WE RECOGNIZE AND CELEBRATE THE DIVERSITY OF OUR COMMUNITY BY TREATING ALL INDIVIDUALS WITH RESPECT FOR THEIR PERSONAL DIGNITY AND PROVIDING A WIDE ARRAY OF SPECIALIZED SERVICES . (VISION 2020)**

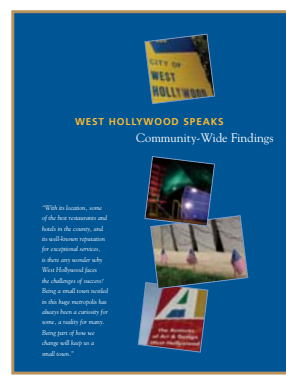
## Funding for Social Services



- West Hollywood spends more funds on social services than the typical California city (24%), which generally does not spend General Fund money on social programs.
- Since 1984, the City has spent \$50 million on social services.
- The City also spends an additional \$1.7 million annually in various social-services related transportation programs (i.e. Taxi Coupons, Bus Passes, CityLine and Dial-a-Ride).

## Providing Human Services to the City of West Hollywood

- The City regularly conducts a study to identify local social and community service needs.
- West Hollywood has a wide array of programs to serve the City's diverse populations:
  - HIV/AIDS Education
  - Children and Youth Services
  - Disability Services
  - Gay, Lesbian, Bisexual and Transgender Services
  - Youth Scholarship Program
- Programs are aimed at the variety of ethnicity, age, and sexual orientation populations that uniquely define the West Hollywood community.



## West Hollywood Recreation and Cultural Program



- West Hollywood prides itself on providing activities, classes, and cultural events to enhance the unique quality of life in the City:
  - Special Events
  - Performances
  - Sports
  - Field Trips

### Goals to Continue

- Provide human services and recreation facilities and programs that meet the needs of the City's diverse residents.
- Provide leadership in developing and implementing progressive, humane social policy which addresses the needs of a diverse population.
- Develop collaborative and supportive relationships between the City, providers, and community members.
- Assure maximum community participation in determining needs and in planning, implementation and evaluation of the City's social services.

### Policies to Investigate

- Methods for retaining office space for not-for-profit and service organizations within City limits.



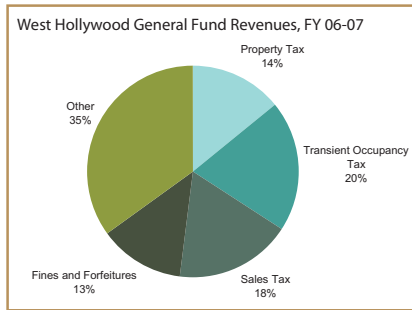


# WEST HOLLYWOOD ECONOMIC DEVELOPMENT

**WE SUPPORT AN ENVIRONMENT WHERE OUR DIVERSE AND ECLECTIC BUSINESSES CAN FLOURISH, AND SEEK TO ENCOURAGE MUTUALLY BENEFICIAL AND INTEGRATED RELATIONSHIPS BETWEEN THEM AND OUR RESIDENTS. (VISION 2020)**

## Sources of City Revenues

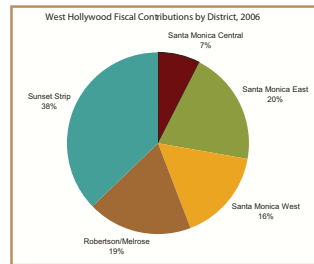
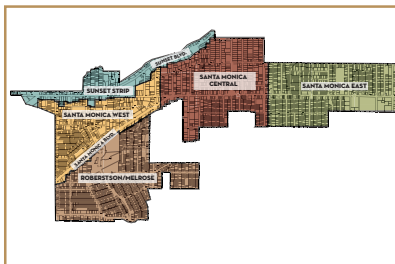
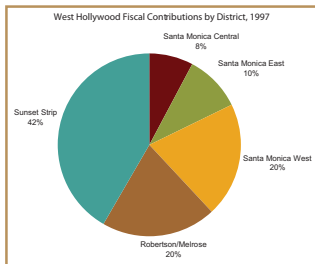
West Hollywood's business sector is a major funding source for City services.



- The top three sources of revenue are property taxes, sales taxes, and the transient-occupancy hotel tax.
- West Hollywood ranks 12th in the state for per capita transient-occupancy tax revenues. These revenues, which result from hotel use, comprise 20% of the City's General Fund.
- West Hollywood's diverse economic base funds many programs and projects that support the City's core values.

## General Fund Revenues from each Local District

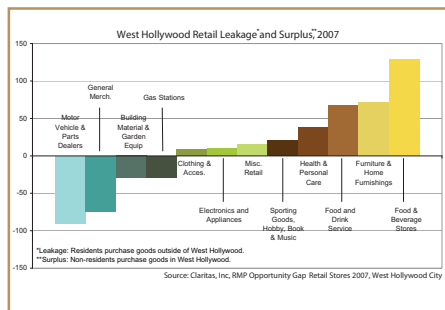
Each of the City's business districts has experienced growth since 1996.



- West Hollywood has five unique economic and cultural business districts that contribute significantly to City revenues.
- From 1997 to 2006, the share of fiscal contributions from each district remained steady, with growth in the Santa Monica East district and with help from the Eastside Redevelopment Area.
- Transient-occupancy tax revenues keep the Sunset Strip as the top grossing district.

## Retail Activity by Category

West Hollywood has robust sales in many market segments.



- West Hollywood's concentration of furniture, home furnishings and food/beverage establishments respond to regional demands and produce substantial revenue.
- West Hollywood loses sales tax revenue for motor vehicle and general merchandise to other areas in the region.

### Goals to Continue

- Promote and enhance West Hollywood's unique image and brand to encourage new and innovative businesses to locate here.
- Strengthen the identity, desirability, and economic vitality of the several distinctive business districts and corridors which make up the community (Avenues of Arts & Design, Sunset Strip, and Santa Monica Boulevard).
- Enhance the City's business revenue base in order to support community programs and services desired by residents.

### Policies to Investigate

- Diversify the economic base to ensure the City's revenue remains resilient during economic shifts.
- Encourage neighborhood-serving retailers and services in key locations along commercial corridors.
- Ensure a diverse business mix that allows residents to meet needs locally.







# WEST HOLLYWOOD MOBILITY

## WORK TO IMPROVE VEHICULAR, PEDESTRIAN, AND BICYCLE TRAFFIC. (VISION 2020)

### Future Metro Development

Subway through West Hollywood would offer an alternative to growing congestion.

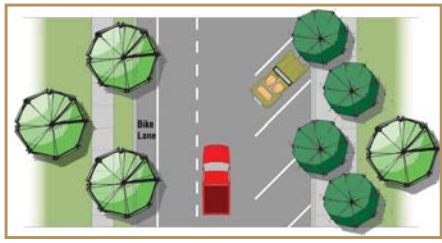
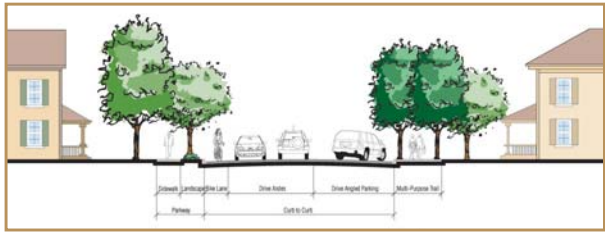


- Metro is examining a possible subway line branching from the Hollywood/Highland Red Line station. Potential stops could be located along Santa Monica Boulevard at La Brea, Fairfax and San Vicente/La Cienega.
- Santa Monica Boulevard currently carries 40,000-60,000 cars/day and Sunset Boulevard carries 60,000 cars/day.
- Approximately 275,000 workers commute into the Westside for jobs each day, adding to traffic congestion.

### Complete Streets

Streets should be designed to accommodate all modes of transportation and all users

- Approximately 26% of West Hollywood land is used for streets, sidewalks and alleys.
- A "complete street" describes a street that provides space and amenities for pedestrians, bicyclists, drivers, and transit users of all ages.
  - Typical design treatments include crosswalks, wide sidewalks, striped bicycle lanes, lighted bus stops.
  - Like Santa Monica Boulevard, other streets in West Hollywood could be enhanced with these features.
  - Some benefits of a "complete street" are walkability, smoother traffic flow, and encouraging health and better air quality.



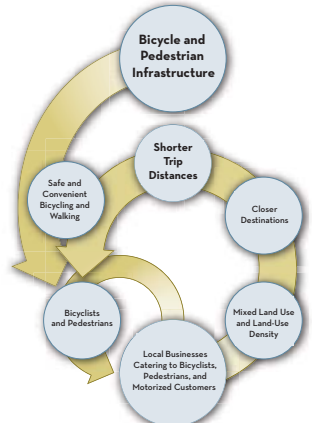
### Mixed-Use

Mixed-Use Development generates fewer vehicle trips



- Mixed-use development puts housing in close proximity to goods and services.
- A diversity of housing and stores/services in the same area reduces the number of vehicle trips a person needs to take in a day.
- Mixed-use developments encourage walking and active community streets.

#### HOW BICYCLE AND PEDESTRIAN INFRASTRUCTURE IMPROVEMENTS LEAD TO SHORTER TRIP DISTANCES







# WEST HOLLYWOOD PARKING

**DEVELOP PARKING OPPORTUNITIES - EXPLORE THE CREATION OF OFF-STREET PARKING OPPORTUNITIES NEAR ALL BUSINESS DISTRICTS. (VISION 2020)**

## Parking: A Measure of Success

- Vehicle parking is critically important to the City's economic vitality and residential quality of life.
- Well-used parking areas are an indicator of a vibrant, attractive, and healthy business environment.



## Parking Policies Must Support Other Community Priorities Including broader community goals for:

- Economic vitality
- Environmental sustainability
- Housing affordability
- Quality of life

**Goals to Continue**

- Provide parking requirements and public parking facilities to address both commercial and residential parking needs.
- Pursue opportunities for public parking through construction of structures and lots.

## Parking "Best Practices" for Further Investigation



- Use "demand management" programs to balance parking demand and available supply, including:
  - Require new developers and employers to provide free transit passes to their residents and employees
  - Establish bike and car sharing programs for short trips.
- Encourage a "park once" approach where visitors are guided to parking and don't re-park when visiting multiple destinations.

- Pricing parking to reflect demand and convenience will:
  - Free up valuable on-street parking spaces
  - Reduce cruising for parking spaces that adds to traffic
  - Encourage transportation mode shifts that reduce parking demand



- Actively manage the demand for parking to ensure that it is available when and where needed. Potential strategies include:
  - Provide information to motorists about location, availability, and cost of parking before they begin their trip (via website) and while on route through way-finder signage, GPS, and cell phones.
  - Make more efficient use of existing parking supply: district valet parking, shared parking, tandem parking, and lifts.
  - Create partnerships for shared parking with private property owners to make parking publicly available.
  - Price parking to reflect demand and convenience such as increasing price during high demand periods and running parking meters longer hours to increase turn-over.

## Development Strategies Lower Parking Demand & Vehicle Miles Traveled



- Cluster development adjacent to transit stops to encourage mode shifts and allow parking reductions.
- Form parking "benefit districts" around public parking garages that allow parking to be located off-site and allows for shared commercial/residential parking.
- Provide space in new developments for Flex Car parking and Bike Stations.





# WEST HOLLYWOOD PARKS, OPEN SPACES, & GREEN SPACES

**COMPLETE THE PARK(S) MASTER PLAN PROCESS AND LIBRARY PROJECT, AND CREATE AND ENCOURAGE MORE PUBLIC OPEN SPACES WHEREVER FEASIBLE. (VISION 2020)**

## Parks

The City is working on the implementation of the West Hollywood and Plummer Park Master Plans.

**WEST HOLLYWOOD PARK**



- The new West Hollywood Park includes an additional 2 acres of park space, which allows for:
  - 5.23 acres of open space
  - 460 parking spaces
  - Various sport courts
  - 32,000 square foot library
  - 2 swimming pools
  - Playgrounds and tot lots
  - 52,000 square foot recreation/community center

**PLUMMER PARK**



- The revised Plummer Park includes expansion of park open space and reorganization of playgrounds, courts, and buildings for more efficient use by the community.
- Parking spaces are increased from 198 spaces to 420 spaces with the addition of a subterranean parking structure.

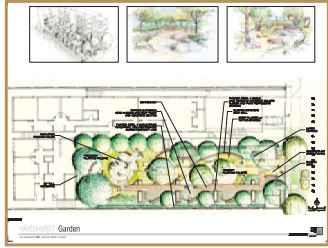
## Open Space

New residential development can be a means for creation of more parks in the City.

**FORMOSA PARK**



**HAVENHURST PARK**



- The City has innovative incentive programs to encourage developers to provide neighborhood pocket parks in conjunction with new residential developments.
- Formosa Park is a new 4,600-square-foot public neighborhood pocket park associated with an 11-unit condominium project.
- Havenhurst Park is a new 6,100-square-foot public neighborhood pocket park associated with a 12-unit condominium project.

## Green Spaces

Greening West Hollywood can improve quality of life.



- Public streets, sidewalks, and alleys provide opportunities for open space.
- Green streets with trees and other landscaping have transportation benefits, primarily by making the pedestrian environment more inviting.

<p><b>Goals to Continue</b></p> <ul style="list-style-type: none"> <li>- Retain and enhance the City's landscape environment.</li> <li>- Ensure that adequate landscaping is incorporated into development projects.</li> <li>- Continue to improve Plummer Park and West Hollywood Park according to their Master Plans.</li> </ul>	<p><b>Policies to Investigate</b></p> <ul style="list-style-type: none"> <li>- Seek new areas to increase park space, prioritizing neighborhoods which are further from existing facilities, and exploring additional needs such as an off-leash dog park.</li> <li>- Opportunities for streets, sidewalks and alleys to be redesigned with additional landscape to create space for social interaction and public life.</li> <li>- Continue to explore new opportunities to create public open space with new development.</li> <li>- Limit new planting in public spaces to drought-tolerant and/or native species.</li> </ul>
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# WEST HOLLYWOOD SUSTAINABILITY

**WE MAKE IT OUR RESPONSIBILITY TO PROTECT AND IMPROVE OUR NATURAL AND DEVELOPED ENVIRONMENTS, PURSUING OPPORTUNITIES TO PRESERVE AND CREATE OPEN AND GREEN SPACES IN OUR UNIQUE URBAN SETTING. (VISION 2020)**

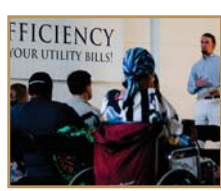
## Annual Livability Report

Each year the City produces the "Annual Livability Report" in coordination with Earth Day. The purpose of the report is to: 1) summarize the City's environmental policies and programs to date and 2) examine the environmental livability of the City by identifying and tracking environmental indicators.

## Environmental Task Force

The Environmental Task Force started in Fall 2007 with the mission to create a set of recommendations to the City Council on how to advance in the area of environmental sustainability. The Environmental Task Force is made up of residents, business owners, and City staff. The Task Force initiated subcommittees on the following issues:

- Energy Use and Efficiency
- Green Space and Open Space
- Transportation and Mobility
- Waste Reduction and Recycling
- Water Use and Reduction



## The California Global Warming Solutions Act (AB32)

Signed in 2006, this bill mandates reductions in greenhouse gases such as carbon dioxide (CO2) and methane (CH4). It requires a 25% reduction by 2020, with mandatory caps starting in 2012. Vehicle emissions and electricity generation are key components, and mandatory reductions in both areas will have widespread impacts on local cities, such as required vehicle trip reductions.



### Goals to Continue

- Ensure optimal use of scarce energy and water resources, and promote conservation.
- Encourage the incorporation of conservation features in new construction and in aging buildings.
- Further community waste recycling and waste reduction.
- Regional cooperation on environmental issues.

### Policies to Investigate

- Maximize local renewable energy production with emphasis on solar energy (such as solar energy incentives, home energy audits, etc.)
- Use education and marketing to maximize awareness.
- Develop specific goals and measurable objectives for carbon footprint and greenhouse gas reduction.
- Reduce vehicle use for local trips with emphasis on walking, bicycling or shuttle alternatives.
- Develop a City-wide sustainability plan or program.
- Follow-up on Environmental Task Force recommendations.

