

CITY COUNCIL AND PLANNING COMMISSION
PUBLIC HEARING

NOVEMBER 16, 2009

SUBJECT: JOINT STUDY SESSION REGARDING LAND USE ISSUES TO
BE ADDRESSED IN THE GENERAL PLAN UPDATE

INITIATED BY: DEPARTMENT OF COMMUNITY DEVELOPMENT
(Anne McIntosh, AICP, Deputy City Manager/CDD Director)
(John Keho, AICP, Planning Manager)
(Bianca Siegl, Associate Planner)

STATEMENT ON THE SUBJECT:

City Council and Planning Commission will hear a presentation and hold a discussion regarding land use and urban design issues in commercial districts to be addressed in the General Plan Update.

RECOMMENDATION:

Staff recommends that City Council and Planning Commission hear a presentation, hold a discussion of the issues and information presented therein, and make comments regarding urban design issues and proposed changes to commercial land use designations to staff and consultants.

BACKGROUND/ANALYSIS:

The purpose of this Joint Study Session is for City Council and the Planning Commission to discuss visions and potential land use changes for commercial areas, and to give comments and direction to staff regarding how these issues will be addressed in the General Plan Update. Residential neighborhoods will be addressed in a future discussion. The discussion will be guided by the questions outlined below in this staff report. The land use proposals are preliminary drafts, intended to generate discussion and feedback. Based on input from this meeting, staff and the consultant team will continue to refine the land use map and policies over the coming months for inclusion in the Draft General Plan. The Draft General Plan and Environmental Impact Report will be brought to Planning Commission and City Council for adoption hearings beginning in August, 2010.

The General Plan Update process to date has included extensive community outreach activities and collection of background data. Over the past two years, the project team has conducted two community workshops, three neighborhood workshops, an English- and Russian-language telephone survey, three focus group sessions, stakeholder interviews with over 125 people, a broad-based Visioneering exercise, and more. Participants have included residents, property owners, business people, service providers and others. Additional public outreach activities and opportunities for community input will continue throughout the General Plan Update.

With information gathered from these efforts, as well as technical background studies on a number of topics, the project team is now moving forward with developing the draft General Plan. The goal is to create a General Plan that is visionary, reflecting the City's broad policy goals for a twenty-year time frame. Per the project schedule approved by City Council, staff anticipates that the Draft General Plan and Environmental Impact Report will be released for public review and comment in May, 2010.

In September, 2009, the City Manager convened a General Plan Advisory Committee (GPAC), which will meet monthly through February, 2010. This diverse 43-member group includes representatives from each City Board and Commission, as well as business and community groups. The role of the GPAC is to serve as a sounding board for the project team, giving input related to broad goals and objectives, and representing the community's interests on an ongoing basis as the updated General Plan is developed. A summary of comments from the GPAC relating to land use visions is included as Attachment F.

The first topic that must be addressed in developing the Draft General Plan is the City's land use vision. Once a clear vision is set for how our districts and neighborhoods should evolve, all other General Plan topic areas can be developed. Key among these is traffic and transportation. The traffic consultants will evaluate the desired land use proposals for potential impacts, and this information will be incorporated into the goals, policies, and implementation measures of the Draft General Plan.

It is important to note that the project team will be addressing residential issues at a future meeting. Residential neighborhoods are the heart of our community, and residential livability is one of the City's top priorities. Staff does not anticipate significant changes to residential areas, and feels that the General Plan can best address the maintenance and enhancement of neighborhoods via policy language in the document, rather than with changes to underlying land use designations for individual parcels.

Based on community input to date, staff and consultant expertise, and feedback from the GPAC, the project team has developed vision statements and preliminary policy directions for each of six commercial Sub-Areas. The Sub-Area Map and Visions (Attachments A and B, respectively) cover all of the City's commercial districts, and address policy goals including land use, form and character, frontage and building size, pedestrian environment, parking, and more.

The draft proposed changes to the land use map are limited in scope and area. It is staff's recommendation that the great majority of parcels in the City should see no change to land use designations. The proposed land use map (Attachments C and D) is a direct result of the Commercial Sub-Area Visions. Where those visions call for increased intensity or particular land uses, it is reflected in the proposed land use designations.

In order to help facilitate discussion and clear direction for staff and the consultant team, three key questions are asked of Council and Planning Commission:

Questions:

1. Are the Sub-Area Visions correct? If not, what changes do you recommend?
2. Are the proposed changes to commercial land use designations in keeping with your long-term vision of the City?
3. Do you generally agree with the proposed changes to land use designations? If not, which areas would you change?

NEXT STEPS

The project schedule, showing project milestones and public outreach events, is attached as Attachment G.

- The project team is planning to bring the General Plan and Environmental Impact Report to Planning Commission and City Council for adoption in August, 2010. In order to meet this deadline, the Draft General Plan and EIR will be released in May 2010.
- The City Manager's General Plan Advisory Committee will continue to meet monthly through February, 2010. These meetings are noticed and open to the public, pursuant to the Brown Act. A full schedule of meetings and copies of materials presented at past meetings are posted on the General Plan website, www.weho.org/generalplan.
- Two more joint study sessions for City Council and Planning Commission are scheduled for January 25 and April 5, 2010. These will allow for discussion and direction to staff regarding policy issues to be addressed in the General Plan.
- Two public workshops are planned in the coming months. A workshop on January 30, 2010 will be a discussion of the draft policy framework and preferred land use vision for the General Plan Update. A second workshop planned for April 2010 will follow the release of the public Draft General Plan.

EVALUATION:

Staff and the consultant team will continue to seek and receive input from the community on General Plan policy issues, with a formal public review process between May and October, 2010. Staff will continue to measure the progress of the General Plan Update against the timeline and budget approved by City Council in August, 2009, and will provide updates to both City Council and Planning Commission on a regular basis.

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

The recommended changes to land use designations follow the principles of "Smart Growth", locating residential and commercial density near transit, increasing walkability,

and discouraging driving. Goals and policies relating to environmental sustainability and community health will be incorporated throughout the updated General Plan.

CONFORMANCE WITH VISION 2020:

This item is consistent with the Primary Strategic Goal to **Maintain the City's Unique Urban Balance with Emphasis on Residential Neighborhood Livability** and the goal of **Fiscal Sustainability**.

DEPARTMENT OF PRIMARY RESPONSIBILITY:

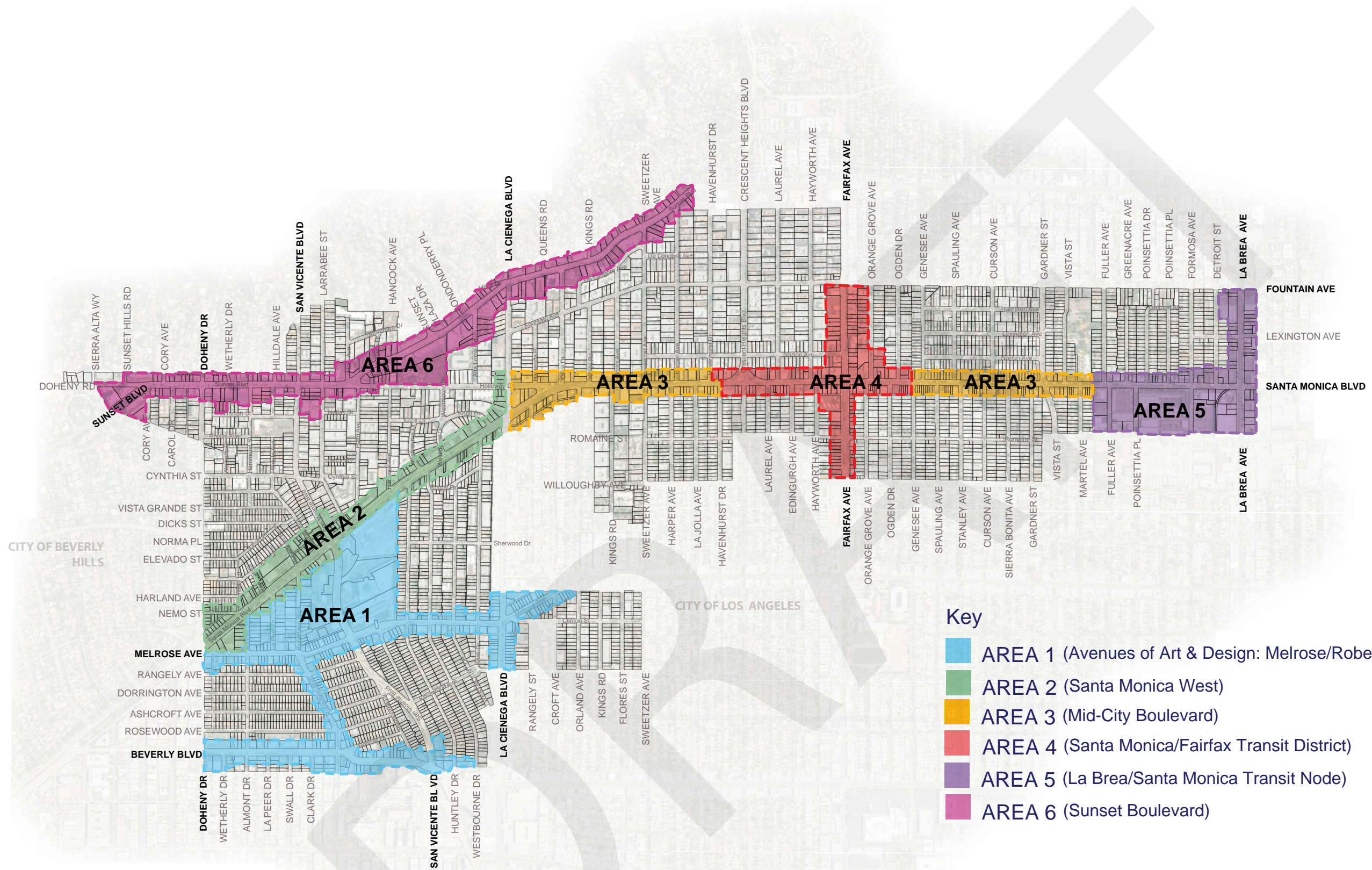
Community Development Department

FISCAL IMPACT:

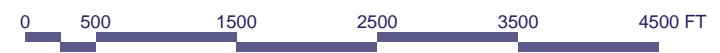
None.

ATTACHMENTS:

- A. General Plan Sub-Area Map
- B. General Plan Sub-Area Visions
- C. Existing Land Use Map
- D. General Plan Draft Proposed Land Use Changes Map
- E. General Plan Draft Proposed Land Use Map
- F. General Plan Advisory Committee Summary of Feedback on Sub-Area Visions
- G. General Plan Project Schedule



- Key**
- AREA 1 (Avenues of Art & Design: Melrose/Robertson/Beverly)
 - AREA 2 (Santa Monica West)
 - AREA 3 (Mid-City Boulevard)
 - AREA 4 (Santa Monica/Fairfax Transit District)
 - AREA 5 (La Brea/Santa Monica Transit Node)
 - AREA 6 (Sunset Boulevard)



General Plan Sub-Area Map

City Council/Planning Commission Joint Study Session
November 16, 2009

West Hollywood General Plan Commercial Sub-Area Visions

November 4, 2009

Area 1

Avenues of Art and Design: Melrose-Robertson-Beverly



Vision

The district will be maintained and expanded as a major destination for high-end arts and design studios, offices and related businesses. The area will have world-class architecture and will be tied together with wide sidewalks, street trees and landscaping. The area will capitalize on its status as the iconic West Hollywood design district and proximity to the PDC. Cafes and restaurants spill out into the public realm and support the boutiques and shops as well as the clientele of the Pacific Design Center. The area between Melrose Triangle and West Hollywood Park similarly builds on the uses, clientele, and energy at the PDC and Santa Monica Boulevard, offering a variety of design showrooms, galleries, film and multi-media office and design space, and supporting uses such as restaurants, night clubs and boutique hotels. As a key anchor of

this district, the Pacific Design Center will enhance its role as a leading center of arts and design showrooms and office space by hosting conferences, meetings and arts and design events. The Metro facility will be transformed into a mixed use development project that supports future transit service and the street life along Santa Monica Boulevard. High quality and varied architecture enhances the area's appeal and showcases international design talent.

A. Land Use

1. Maintain and enhance the area's concentration of arts and design-related uses and ensure that it remains a destination for these uses in the Greater Los Angeles area.
2. Continue to allow a wide variety of uses including retail, galleries, boutiques, cafes, restaurants, creative office space, entertainment venues, bars, and nightclubs.
3. Allow housing (including live/work housing) on upper floors, especially on Beverly Boulevard but also in other areas.
4. Enhance the area's role as a visitor destination by allowing boutique hotels in the Melrose Triangle area.

B. Form and Character

1. Maintain the small-scale, pedestrian-oriented character of Melrose and Robertson with small, well-designed buildings that reflect the arts and design focus of the area.
2. Enhance the Melrose Triangle area between West Hollywood Park and Doheny as a destination for creative arts uses.
3. Transform Beverly Boulevard over time to be a beautiful, walkable, higher intensity mixed use boulevard that capitalizes on the planned subway stop and the area's proximity to Cedars-Sinai medical center.
4. Allow for a wide variety of architectural styles and designs to reflect the unique and varied stores and clientele in the area.
5. Pursue a major mixed use redevelopment project on the Metro site to support future transit and beautify Santa Monica Boulevard.
6. Accommodate slightly higher heights on parts of Melrose and Robertson to allow for increased ground floor retail spaces.

C. Frontage and Building Size

1. Require new buildings to incorporate appropriate setbacks and/or buffers from existing residential areas to maintain the physical compatibility between new and existing buildings.

D. Pedestrian Environment

1. Maintain a beautiful and attractive pedestrian environment with wide sidewalks, benches, and street trees.
2. Locate buildings at the sidewalk to create a uniform and attractive pedestrian environment. Support pedestrian activity and the experience along the streetscape through active and transparent ground floor frontages.
3. Pursue mid-block pedestrian connections and paseos to improve pedestrian flow through the Melrose Triangle Area.
4. Allow sidewalk dining and street retail to enhance the pedestrian experience.
5. Improve pedestrian connections to better integrate the PDC into the neighborhood.

E. Parking

1. Create a parking district for the area that will allow for centralized, shared parking facilities.
2. Promote a 'park-once' program for non-residential uses.

F. Other

1. Enhance Beverly as a multi-modal boulevard that supports bus, bike, vehicular and pedestrian mobility.
2. Prepare a Specific Plan for master plan for the larger Melrose Triangle area.
3. Encourage adaptive re-use of historic buildings in the district.
4. Work with the PDC to expand its role as an economic generator by hosting conferences, meetings, and community events.

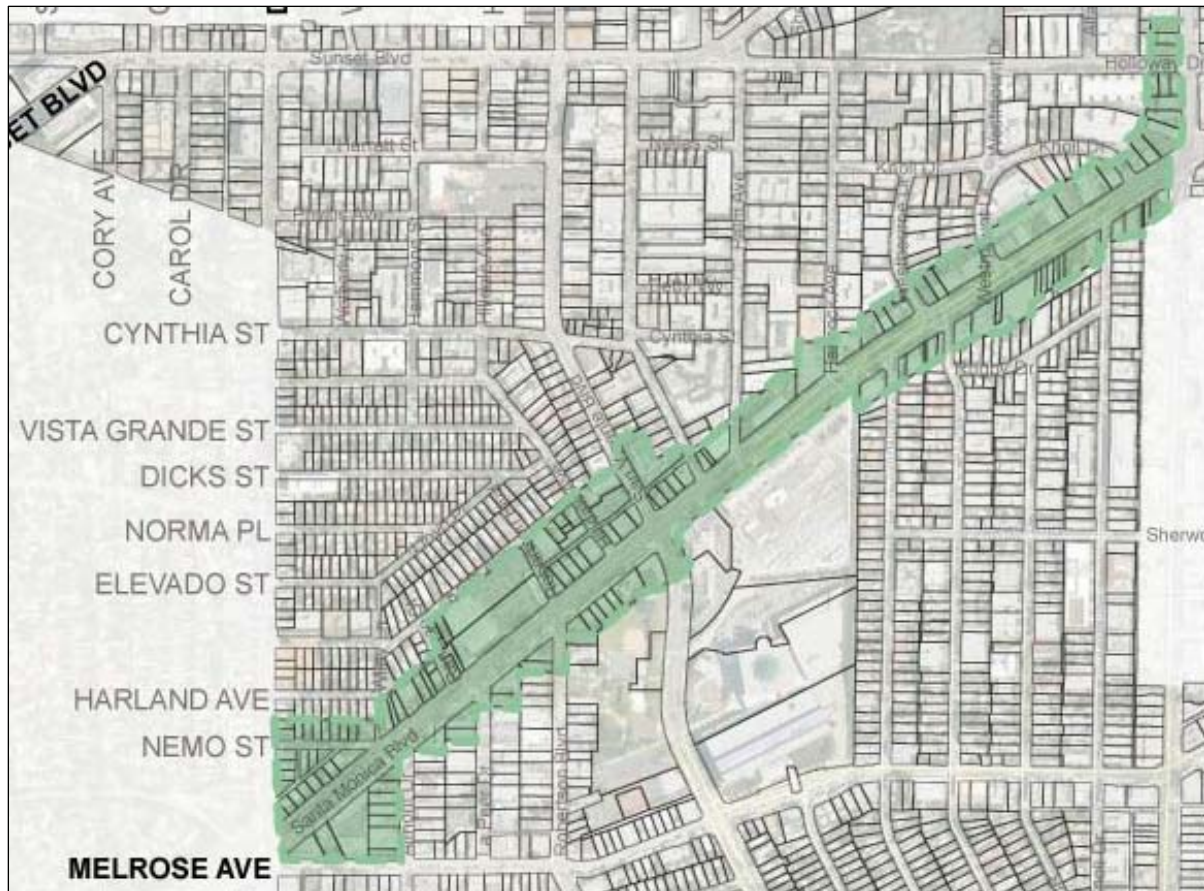
- 5. Capitalize on the MOCA annex as a tourist and arts-related destination.
- 6. Capitalize on West Hollywood Park and the new West Hollywood Library as anchors for the area.
- 7. Explore opportunities for small parks and public plazas on existing surface parking lots.
- 8. Encourage housing for artists and creative professionals.

Key Questions

- 1. Do you agree with the overall vision for the sub-area? If not, what changes do you recommend?
- 2. Should the Melrose Triangle area be transformed with higher intensity uses or should it remain similar to the character of Melrose?
- 3. Should residential be encouraged in this area?
- 4. Should the area continue to have an entertainment focus (e.g., bars and night clubs) or should the focus be more on arts and design? Or both?
- 5. Should additional heights be allowed on parts of Melrose and Robertson to allow greater flexibility in building design (namely higher ground floor heights for retail spaces)?
- 6. Should existing uses on Beverly be intensified?

Area 2

Santa Monica Boulevard West



Vision

Santa Monica Boulevard, from Doheny Drive to La Cienega Boulevard, is a center of West Hollywood's local nightlife and entertainment scene. The General Plan envisions that this area will retain its identity as a regional destination for nightlife and entertainment – a place where residents of the greater Los Angeles area come to dine and socialize. The Boulevard will continue to have a vibrant street environment with outdoor dining and high volumes of pedestrian activity. The Boulevard will also support neighborhood-serving uses that benefit local residents, encouraging an active pedestrian environment during both day and evening. New higher intensity, mixed use development will be allowed near the intersection with Doheny and east of San Vicente to support future transit improvements.

A. Land Use

1. Accommodate a wide variety of commercial uses and services with a balance of entertainment uses (e.g., clubs, bars, restaurants) and neighborhood-serving uses (e.g., supermarkets, cafes, dry cleaners).
2. Require ground floor retail along the entirety of this sub-area.
3. Allow residential development on the upper floors of all buildings in the sub-area.

B. Form and Character

1. Maintain the overall retail and pedestrian-oriented form and character of this area.
2. Allow for higher intensity mixed use or retail/office buildings along the corridor.
3. Enhance Melrose Triangle as a gateway to the City and allow this location to serve as a major mixed-use activity center.
4. Allow for higher intensity development over time near the proposed Metro subway station.
5. Maintain and enhance the low-scale commercial area on the north side of Santa Monica Boulevard between Robertson and Palm that is the remnant of the historic Old Sherman commercial district.

C. Frontage and Building Size

1. Require all new buildings to be built to the sidewalk, except for buildings that incorporate public amenities such as plazas.
2. Require new buildings to incorporate setbacks and/or buffers from existing residential areas and to maintain physical compatibility between new and existing buildings on Santa Monica Boulevard.

D. Pedestrian Environment

1. Encourage a high volume of pedestrian activity along Santa Monica Boulevard.
2. Enhance pedestrian connections from Santa Monica Boulevard to Melrose Triangle and the Avenues of Arts and Design.

E. Parking

1. Create a parking district for the area that will allow for centralized, shared parking facilities.
2. Promote a 'park-once' program for non-residential uses.

F. Other

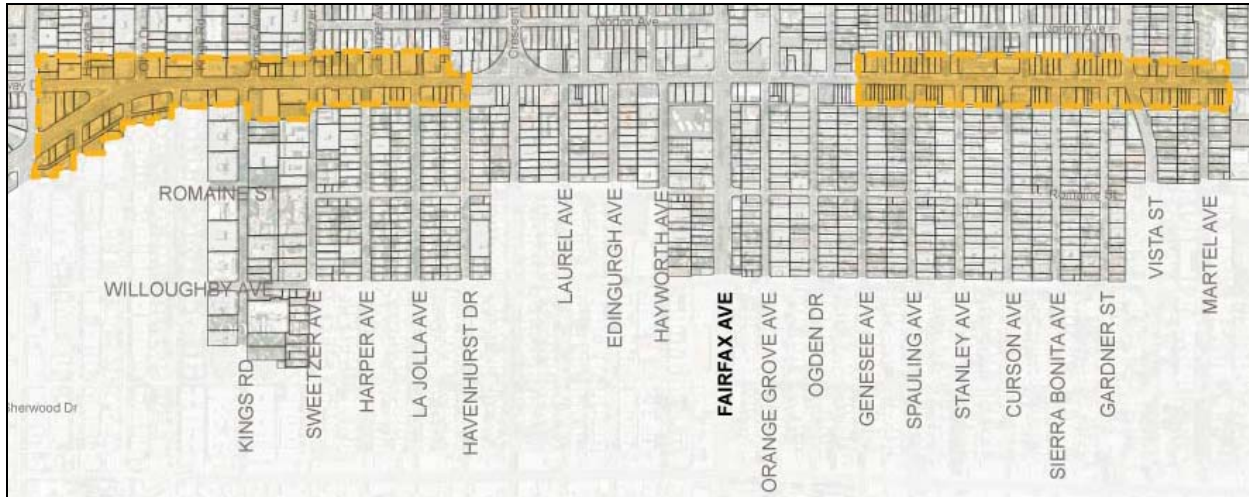
1. Support a mix of multi-family housing types.

Key Questions

1. Do you agree with the overall vision for the sub-area? If not, what changes do you recommend?
2. Should residential be encouraged in this area?
3. Should there be an increase in the number and bars and nightclubs?
4. Should higher intensity uses be allowed here?

Area 3

Mid-City Boulevard



Vision

This area should be preserved and enhanced as a district with a diversity of commercial uses that are locally-owned, serve the diverse cultures of West Hollywood, and serve the needs of the residents in the surrounding neighborhoods. To a large degree, the area maintains its lower-scale commercial character with a diverse mix of retail, commercial, and office uses that support the adjacent neighborhoods, supplemented by mixed-use development at key locations. Uses in the Mid-City area should also support the higher intensity nodes at La Brea/Santa Monica and Fairfax/Santa Monica as well as continuing to offer culturally-oriented businesses and services for residents and visitors. The area will be made more attractive and vibrant through façade improvements, sensitive infill development and streetscape enhancements.

A. Land Use

1. Maintain a strong commercial focus in this area and, in particular, conserve the existing stores and services that support the day-to-day service needs of existing neighborhoods and their resident populations.
2. Allow for new retail, service-commercial and office uses to locate here.
3. Require a wide variety of ground-floor retail uses to capitalize on and serve the high volumes of pedestrian traffic and to active public spaces.

4. Allow housing on the upper floors of buildings in order to expand the diversity of the housing stock and relieve development pressure on residential neighborhoods.

B. Form and Character

1. Maintain the existing intensity of use with limited new, higher intensity development.
2. Discourage big-box retail in this area by limiting retail frontage and floor plate sizes.

C. Frontage and Building Size

1. Require that all new commercial buildings be built to the street to create a uniform street wall and attractive pedestrian environment.
2. Require new buildings to incorporate setbacks and/or buffers from existing residential areas and to maintain physical compatibility between new and existing buildings.

D. Pedestrian Environment

1. Support pedestrian activity and the experience along the streetscape through active and transparent ground floor frontages.
2. Undertake streetscape improvements to improve the pedestrian experience of the area.

E. Parking

1. Minimize the number of curb cuts for parking garages, locating them on side streets when possible.
2. Locate all surface parking behind buildings.

F. Other

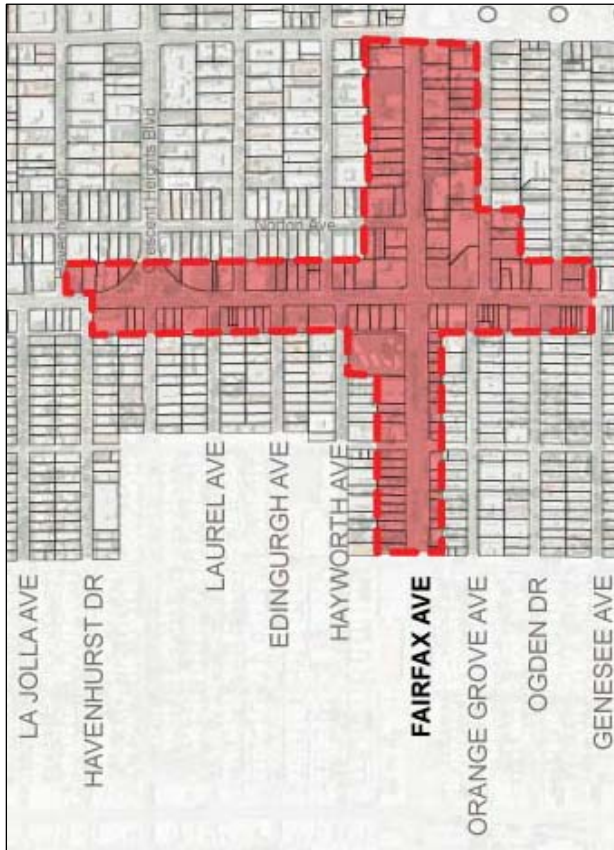
1. Develop incentives to consolidate parcels for redevelopment.
2. Promote a façade improvement program to enhance the street and support existing businesses.

Key Questions

1. Do you agree with the overall vision for the sub-area? If not, what changes do you recommend?
2. Should new commercial uses be actively encouraged?
3. Should residential be allowed in this area? If so, should it be actively encouraged?
4. Should portions of this area have additional commercial or residential intensity? If so, where?

Area 4

Santa Monica/Fairfax Transit District



Vision

This area's mix of multi-family residences and commercial uses evolves over time into a more intense mixed-use transit node that capitalizes on high levels of bus ridership, a potential subway station, a cluster of rehabilitated historic buildings, and artistic and educational institutions. Parcels near and at the intersection of Santa Monica and Fairfax intensify over time with mixed use buildings accommodating a wide variety of neighborhood-serving retail uses within walking distance of most residences. Transit use is supported by new multi-family housing along Fairfax north and south of the intersection.

A. Land Use

1. Enhance the mix of uses on Santa Monica Boulevard.
 - a. Promote mixed-use buildings with a strong emphasis on providing additional housing; encourage a wide variety of housing types within the sub-area.
 - b. Require a wide variety of ground-floor, neighborhood-serving retail uses to capitalize on and serve the high volumes of pedestrian traffic and to activate public spaces.
2. Maintain a strong multi-family housing focus on Fairfax north of Santa Monica Boulevard.
 - a. Encourage new multi-family housing.
 - b. Explore multi-family development at Fountain and Fairfax to enhance this northern entry to the City.
 - c. Do not promote additional new commercial activity in this area.
3. Expand multi-family residential uses on Fairfax south of Santa Monica
 - a. Maintain the existing mixed use focus in this area and promote additional multi-family housing.
 - b. Allow new ground-floor retail uses that support existing neighborhood-serving retail activities.

B. Form and Character

1. Transform Santa Monica Boulevard between Crescent Heights Boulevard and Genesee Avenue into a higher intensity, mixed-use node.
2. Transition Fairfax south of Santa Monica from a residential and commercial area to a more intense multi-family residential street. Promote mixed use buildings that enhance the neighborhood character of the area.
3. Promote maximum compatibility of land use activity, building size, and massing between new corridor development and residential neighborhoods.

C. Frontage and Building Size

1. Buildings on Santa Monica Boulevard should be built to the street to help to create an active and vibrant pedestrian environment.

2. Require buildings on Santa Monica Boulevard to step down to adjacent residential areas that are a lower intensity and height.
3. Allow ground-floor residential uses on Fairfax Boulevard north and south of Santa Monica Boulevard.
4. Surface and structured parking should be located behind buildings so as to not detract from the pedestrian environment.

D. Pedestrian Environment

1. Support pedestrian activity and the experience along Santa Monica Boulevard streetscape through active and transparent ground floor frontages.
2. Where a transit station is to be realized, require public open space and require that its frontage be occupied with retail and restaurant activity.
3. Enhance the pedestrian experience through streetscape improvements.

E. Parking

1. Promote a 'park-once' approach for non-residential parking based on a district that supports walking and transit.
2. Explore the creation of a parking district for non-residential uses along Santa Monica Boulevard.

F. Other

1. Encourage adaptive re-use of historic buildings/properties.
2. Develop incentives to consolidate parcels for redevelopment, especially on the small parcels along Fairfax.
3. Explore opportunities for new uses (park, housing, or others) on the School District property.

Key Questions

1. Do you agree with the overall vision for the sub-area? If not, what changes do you recommend?
2. Should the uses on Santa Monica Boulevard have a strong focus on residential uses, non-residential uses or both?
3. Should the intensity of development increase in this area? If so, where?
4. Should Fairfax have a more intense residential focus?

Area 5

La Brea / Santa Monica Transit Node



Vision

This area enhances its identity as a high-intensity, lively and vibrant transit node in the city with a lively sidewalk scene and an identifiable sense of place, marking a major eastern entry to the City. This node is physically defined by the presence of the Gateway retail center and nearby film and media facilities, and capitalizes on high levels of pedestrian activity and bus ridership, and a potential future subway station. Over time, the area transitions from a predominantly auto-oriented intersection into a pedestrian-oriented district with a diverse mix of neighborhood and regional retail stores, jobs, and transit-oriented housing.

A. Land Use

1. Encourage a wide variety of retail, office and residential uses throughout the sub-area.
2. Require ground-floor retail uses in all buildings facing Santa Monica and La Brea to capitalize on and serve the high volumes of pedestrian traffic and to activate public spaces. The retail uses should be both regional- and neighborhood-serving.
 - a. Neighborhood-serving retail uses along the north side of Santa Monica Boulevard.
 - b. Regional-serving retail along La Brea and on the south side of Santa Monica Boulevard.
 - c. Promote the Gateway retail center as a regional attraction.
3. Encourage entertainment industry uses to the area, including entertainment-related offices.
4. Increase the amount and diversity of residential uses in this area by promoting housing on upper floors of buildings.

B. Form and Character

1. Enhance the La Brea/Santa Monica intersection as a major gateway to West Hollywood. This should be achieved through building architecture, streetscape design, and signage.
2. Transform La Brea into a high-intensity mixed use boulevard with ground floor retail and multiple stories of residential and/or office uses.
3. On the north side of Santa Monica Boulevard, maintain lower scale buildings with a mixture of commercial uses to respect the existing character of the adjacent residential neighborhoods, particularly west of Formosa Avenue.
4. Allow for high intensity uses on the south side of Santa Monica Boulevard between Formosa and Fuller.
5. On the south side of Santa Monica, allow for transitions to the multi-family housing west of Fuller Avenue.
6. Encourage high-quality/unique design of new buildings to emphasize this area as a unique point along the Santa Monica Boulevard corridor and within the City.

C. Frontage and Building Size

1. Require that the majority of each building's frontage be built to the sidewalk to generate a continuous streetwall.
2. Maintain physical compatibility between new and existing buildings (e.g., building size, massing, building placement).
3. Design appropriate setbacks and buffers between new structures in this sub-area and existing single- and multi-family residential neighborhoods.

D. Pedestrian Environment

1. Improve the streetscape with wide sidewalks, street trees and pedestrian amenities to enhance the pedestrian experience.
2. Support pedestrian activity and the experience along the streetscape through active and transparent ground floor frontages and ground floor retail uses.
3. Where a transit station is to be realized, require public open space and require that its frontage be occupied with retail or restaurant activity.

E. Parking

1. Create a parking district for the area with centralized parking structures.
2. Promote 'park-once' for non-residential parking based on a district that supports walking and transit

F. Other

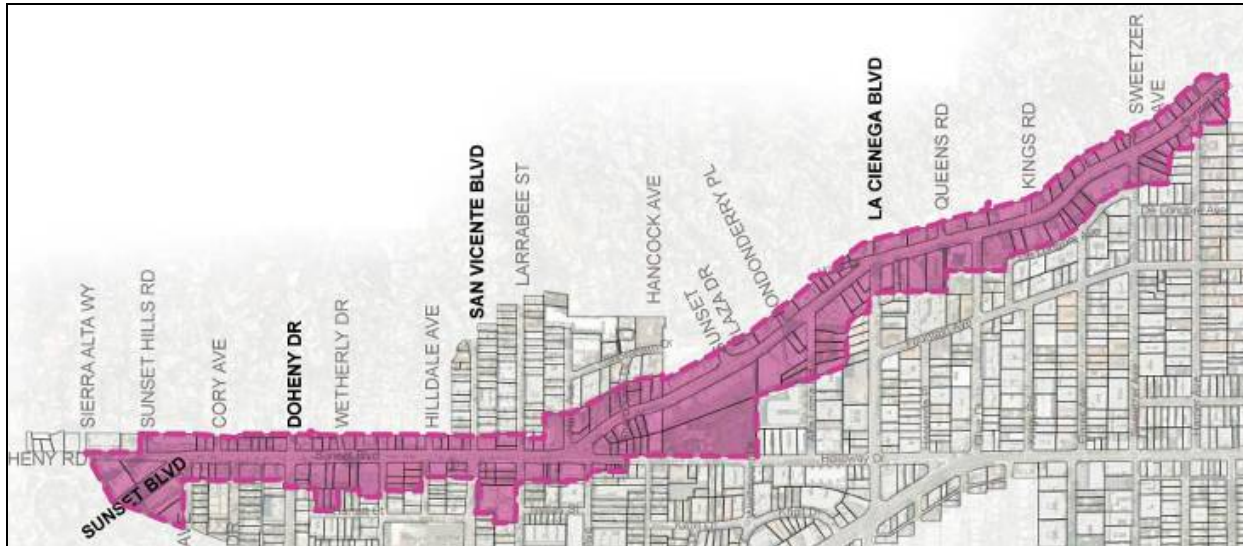
1. Develop incentives to consolidate parcels for redevelopment.

Key Questions

1. Do you agree with the overall vision for the sub-area? If not, what changes do you recommend?
2. Should the City pursue additional regional retail uses in this area?
3. Should residential uses or office/commercial uses be favored on the upper floors of the new buildings?
4. Should increases in intensity over the current zoning be allowed? If so, where?

Area 6

Sunset Boulevard



Vision

Sunset Boulevard’s role continues as the highest intensity area of West Hollywood, a popular national and international destination for entertainment, and the primary economic engine of the City. The area, which is known as The Sunset Strip has a diverse mix of entertainment, retail, office and hotels that support the entertainment and destination-oriented character of the area. The streetscape is vital and varied with a diverse mix of architectural styles, building heights and uses. While the uses are varied, the pedestrian environment will be improved to enhance safety and comfort and to promote walking between destinations. To further support this, additional ground-floor retail uses will be encouraged and parking will be located in centralized locations, thus encouraging people to park once and walk to their destination. While the area will remain a popular destination, Sunset Boulevard will also be maintained as a regional roadway with improved traffic flow.

A. Land Use

1. Maintain a wide variety of uses along Sunset including retail, restaurant, hotel, office, entertainment, and live theaters.
2. Promote entertainment and related uses to support the vision of a high-quality national and international entertainment destination.

- 3. Encourage 'cutting edge' stores and restaurants.

B. Form and Character

- 1. Continue Sunset's role as the most intense area of West Hollywood.
- 2. Maintain a diverse and eclectic urban environment with varied building heights and architectural styles.
- 3. Allow high density development in key locations and that support the vision of the plan and the economic development goals of the City.

C. Frontage and Building Size

- 1. Locate buildings at or near the sidewalk to create a cohesive and attractive pedestrian environment.
- 2. Require parking to be located behind buildings or in structures away from the pedestrian network.

D. Pedestrian Environment

- 1. Allow for regional traffic flow on Sunset Boulevard while supporting the unique physical environment of the area.
- 2. Support the high pedestrian nature and eclectic physical environment through appropriate streetscape improvements.

E. Parking

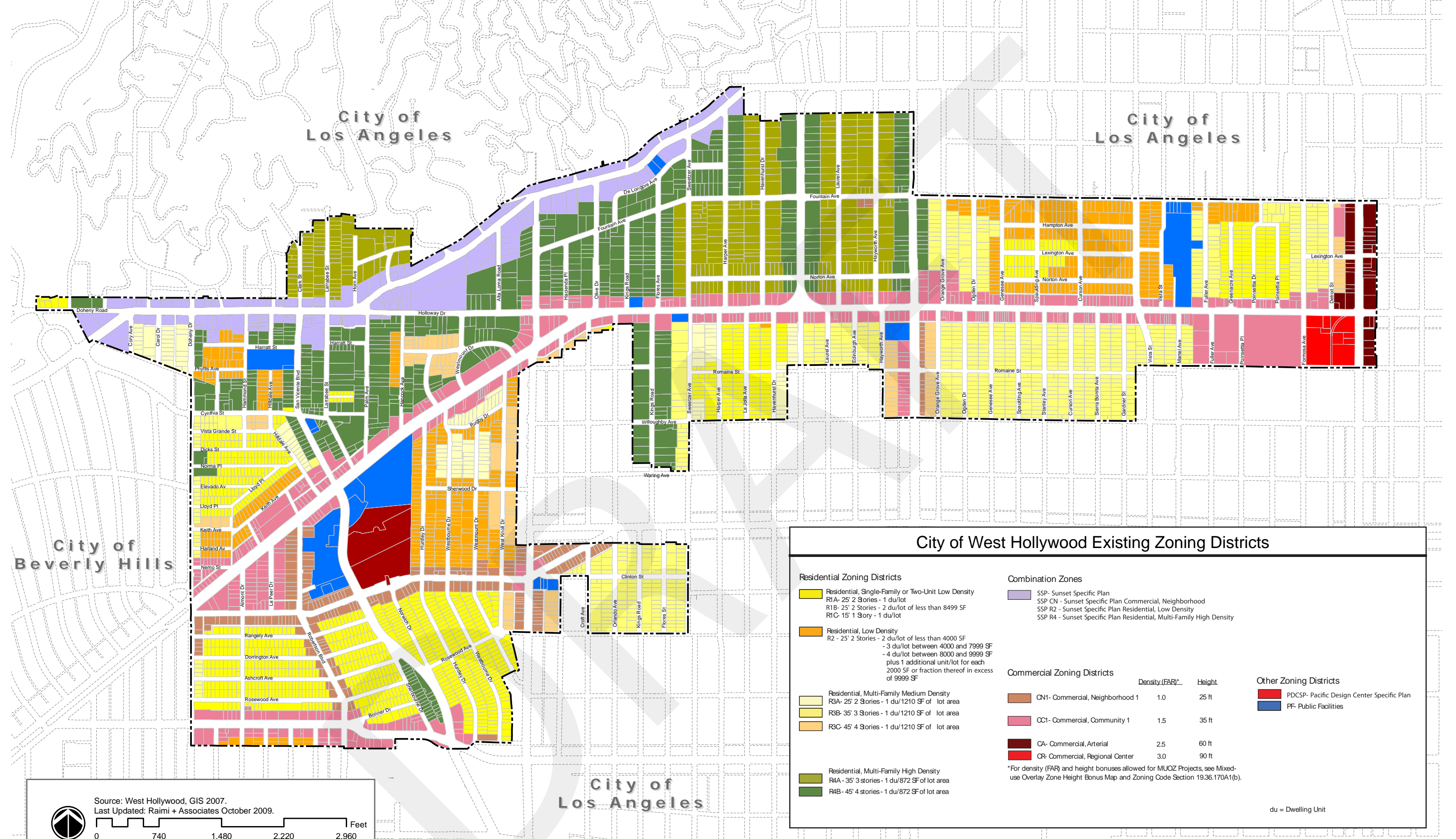
- 1. Encourage a shared parking program for multiple businesses on adjacent parcels.
- 2. Promote 'park-once' for non-residential parking based on a district that supports walking and transit.

F. Other

- 1. Revise the Sunset Specific Plan to update the vision of the Strip.

Key Questions

1. Do you agree with the overall vision for the sub-area? If not, what changes do you recommend?
2. Should Sunset Boulevard continue to have an eclectic urban form with high rise buildings at limited locations?
3. Is the vision of an entertainment destination the correct direction for the next 20 years?
4. Should housing be allowed on Sunset Boulevard?



City of Los Angeles

City of Los Angeles

City of Beverly Hills

City of Los Angeles

City of West Hollywood Existing Zoning Districts

Residential Zoning Districts

- Residential, Single-Family or Two-Unit Low Density**
 - R1A- 25' 2 Stories - 1 du/lot
 - R1B- 25' 2 Stories - 2 du/lot of less than 8499 SF
 - R1C- 15' 1 Story - 1 du/lot
- Residential, Low Density**
 - R2 - 25' 2 Stories - 2 du/lot of less than 4000 SF
 - 3 du/lot between 4000 and 7999 SF
 - 4 du/lot between 8000 and 9999 SF
 - plus 1 additional unit/lot for each 2000 SF or fraction thereof in excess of 9999 SF
- Residential, Multi-Family Medium Density**
 - R3A- 25' 2 Stories - 1 du/1210 SF of lot area
 - R3B- 35' 3 Stories - 1 du/1210 SF of lot area
 - R3C- 45' 4 Stories - 1 du/1210 SF of lot area
- Residential, Multi-Family High Density**
 - R4A - 35' 3 stories - 1 du/872 SF of lot area
 - R4B - 45' 4 stories - 1 du/872 SF of lot area

Combination Zones

- SSP- Sunset Specific Plan
- SSP CN - Sunset Specific Plan Commercial, Neighborhood
- SSP R2 - Sunset Specific Plan Residential, Low Density
- SSP R4 - Sunset Specific Plan Residential, Multi-Family High Density

Commercial Zoning Districts

District	Density (FAR)*	Height
CN1- Commercial, Neighborhood 1	1.0	25 ft
CC1- Commercial, Community 1	1.5	35 ft
CA- Commercial, Arterial	2.5	60 ft
CR- Commercial, Regional Center	3.0	90 ft

Other Zoning Districts

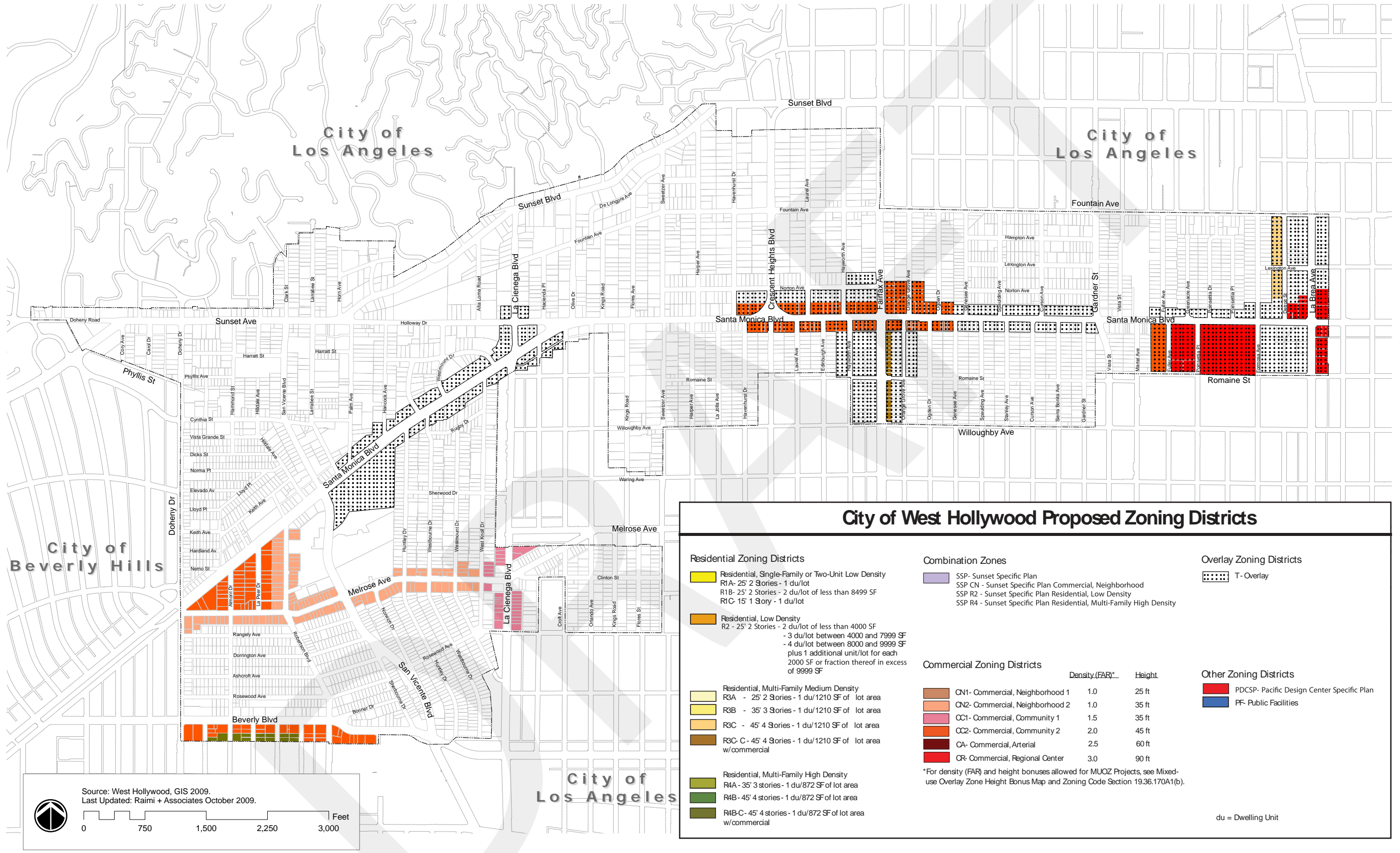
- PDCSP- Pacific Design Center Specific Plan
- PF- Public Facilities

*For density (FAR) and height bonuses allowed for MUOZ Projects, see Mixed-use Overlay Zone Height Bonus Map and Zoning Code Section 19.36.170A1(b).

du = Dwelling Unit

Source: West Hollywood, GIS 2007.
Last Updated: Raimi + Associates October 2009.

0 740 1,480 2,220 2,960 Feet



City of West Hollywood Proposed Zoning Districts

Residential Zoning Districts

- Residential, Single-Family or Two-Unit Low Density
 - R1A- 25' 2 Stories - 1 du/lot
 - R1B- 25' 2 Stories - 2 du/lot of less than 8499 SF
 - R1C- 15' 1 Story - 1 du/lot
- Residential, Low Density
 - R2 - 25' 2 Stories - 2 du/lot of less than 4000 SF
 - 3 du/lot between 4000 and 7999 SF
 - 4 du/lot between 8000 and 9999 SF
 - plus 1 additional unit/lot for each 2000 SF or fraction thereof in excess of 9999 SF
- Residential, Multi-Family Medium Density
 - R3A - 25' 2 Stories - 1 du/1210 SF of lot area
 - R3B - 35' 3 Stories - 1 du/1210 SF of lot area
 - R3C - 45' 4 Stories - 1 du/1210 SF of lot area
- R3C-C- 45' 4 Stories - 1 du/1210 SF of lot area w/commercial
- Residential, Multi-Family High Density
 - R4A - 35' 3 stories - 1 du/872 SF of lot area
 - R4B - 45' 4 stories - 1 du/872 SF of lot area
 - R4B-C- 45' 4 stories - 1 du/872 SF of lot area w/commercial

Combination Zones

- SSP- Sunset Specific Plan
- SSP CN - Sunset Specific Plan Commercial, Neighborhood
- SSP R2 - Sunset Specific Plan Residential, Low Density
- SSP R4 - Sunset Specific Plan Residential, Multi-Family High Density

Commercial Zoning Districts

	Density (FAR)*	Height
 CN1- Commercial, Neighborhood 1	1.0	25 ft
 CN2- Commercial, Neighborhood 2	1.0	35 ft
 CC1- Commercial, Community 1	1.5	35 ft
 CC2- Commercial, Community 2	2.0	45 ft
 CA- Commercial, Arterial	2.5	60 ft
 CR- Commercial, Regional Center	3.0	90 ft

*For density (FAR) and height bonuses allowed for MUOZ Projects, see Mixed-use Overlay Zone Height Bonus Map and Zoning Code Section 19.36.170A1(b).

Overlay Zoning Districts

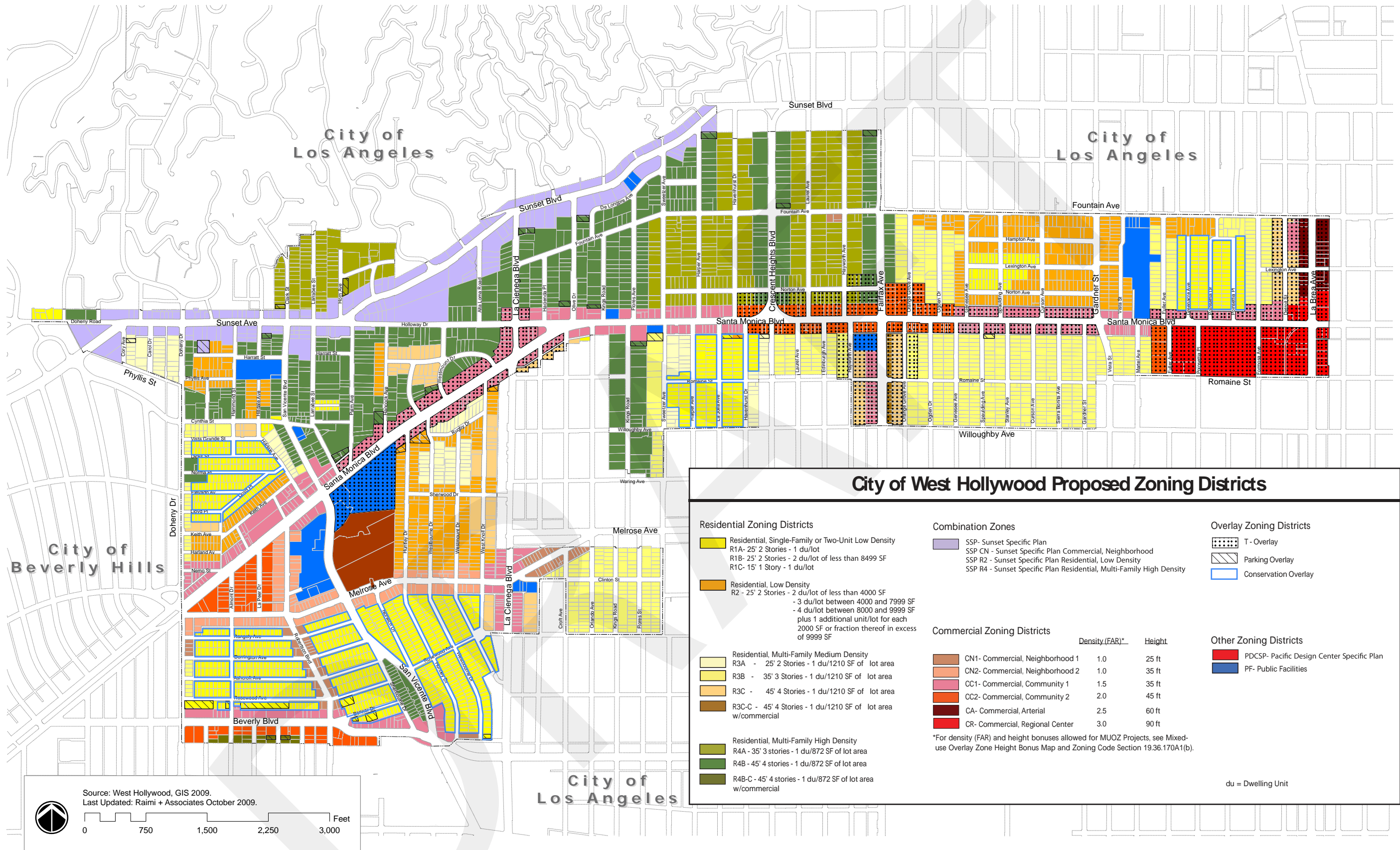
- T- Overlay

Other Zoning Districts

- PDCSP- Pacific Design Center Specific Plan
- PF- Public Facilities

du = Dwelling Unit

Source: West Hollywood, GIS 2009.
Last Updated: Raimi + Associates October 2009.



City of West Hollywood Proposed Zoning Districts

<p>Residential Zoning Districts</p> <ul style="list-style-type: none"> Residential, Single-Family or Two-Unit Low Density <ul style="list-style-type: none"> R1A- 25' 2 Stories - 1 du/lot R1B- 25' 2 Stories - 2 du/lot of less than 8499 SF R1C- 15' 1 Story - 1 du/lot Residential, Low Density <ul style="list-style-type: none"> R2 - 25' 2 Stories - 2 du/lot of less than 4000 SF - 3 du/lot between 4000 and 7999 SF - 4 du/lot between 8000 and 9999 SF plus 1 additional unit/lot for each 2000 SF or fraction thereof in excess of 9999 SF Residential, Multi-Family Medium Density <ul style="list-style-type: none"> R3A - 25' 2 Stories - 1 du/1210 SF of lot area R3B - 35' 3 Stories - 1 du/1210 SF of lot area R3C - 45' 4 Stories - 1 du/1210 SF of lot area R3C-C - 45' 4 Stories - 1 du/1210 SF of lot area w/commercial Residential, Multi-Family High Density <ul style="list-style-type: none"> R4A - 35' 3 stories - 1 du/872 SF of lot area R4B - 45' 4 stories - 1 du/872 SF of lot area R4B-C - 45' 4 stories - 1 du/872 SF of lot area w/commercial 	<p>Combination Zones</p> <ul style="list-style-type: none"> SSP - Sunset Specific Plan SSP CN - Sunset Specific Plan Commercial, Neighborhood SSP R2 - Sunset Specific Plan Residential, Low Density SSP R4 - Sunset Specific Plan Residential, Multi-Family High Density 	<p>Overlay Zoning Districts</p> <ul style="list-style-type: none"> T - Overlay Parking Overlay Conservation Overlay 																				
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General Plan Advisory Committee

Summary of Feedback on Sub-Area Visions

The following is a compilation of the GPAC's comments on the Sub-Area Visions discussed at the October 7, October 27, and November 4 GPAC meetings. The GPAC was provided with vision statements and policy directions for each Sub-Area and asked to provide comments on each. The following summary is from spoken comments, comments written down in small group discussions, and written comments sent to City staff. The comments are broken down by Sub-Area and then further by discussion topic.

Area 1 (Avenues of Art and Design – Melrose/Robertson/Beverly)

Urban Form & Land Use:

- Vision for area is okay.
- Melrose/Doheny (from San Vicente to Doheny) needs to be studied independently.
- Maintain view of mountains when coming into city, need to keep that.
- Add green space and perhaps a small park in the area.
- Grand urban village vision should include Melrose Triangle mid-block connections between Almont and La Peer.
- Need to find ways to keep the area alive in the evening.
- There are areas that are underutilized and could be redeveloped.
- A question was raised about whether we want to bring/enhance artistic uses to this area. Do we want to?
- No housing in Melrose Triangle Area
- Do not encourage housing for artists and creative professionals in Melrose Triangle area.
- Consider mixed use residential in this area.
- No residential should be encouraged in this sub area.
- No housing in Melrose Triangle; hotels are okay.
- No residential in Melrose Triangle.
- Residential should be allowed but not encouraged.
- More mixed uses.
- Hotels okay for Melrose Triangle area.
- Hotels are a good idea in this area.
- No housing in Melrose Triangle, only on Beverly.
- Melrose Triangle should have higher intensity uses, no residential.
- Support for higher intensity uses in the Melrose Triangle area.
- Accommodate slightly higher heights on parts of Melrose and Robertson to allow for housing above the ground floor (esp. live/work).
- Melrose Triangle should remain similar in character to Melrose.
- Be mindful of overdevelopment in the Melrose Triangle Area.
- Entertainment focus only north of Melrose, not south of Melrose.
- Support for a hotel as part of future redevelopment of Metro site.
- Some tall buildings okay – especially hotels.
- No more than 100' in height.
- No high-rises.

- Focus on art.
- Allow for art studios, live/work.
- Allow live/work housing on Melrose.
- Encourage live/work housing for artists and creative professionals.
- Require new buildings to incorporate appropriate measures (not setbacks) and/or buffers from existing residential areas to maintain the physical compatibility between new and existing buildings.
- Existing uses on Beverly should be intensified only selectively and carefully.
- Existing uses on Beverly should be intensified, including housing.
- Housing okay on Beverly Blvd.
- Beware of impacts of medical uses.
- Increasing heights on residential properties south of Beverly may get push back from LA residents
- Concern about contrasting growth on south side of Beverly and displacement of existing businesses.
- Heights 4 stories on north side of Beverly might be problematic.
- Support residential mixed use with medical office.
- Acknowledge different characteristics on north and south.
- Disagree with significantly higher development on south side of Beverly – should be same size on both sides.
- Allow 4 stories max, not 6 stories, on Beverly.
- Should have the same height limit on north and south sides of Beverly Blvd.
- Taller buildings on Beverly should be allowed.
- Not sure about high density on Beverly Blvd.
- Both an entertainment and arts focus, with cafes.
- Cafes – jazz bars, clubs, galleries, unique shops, bistros, little parks, walkways.
- Limited increase in bars and nightclubs.
- No more bars and nightclubs.
- Allow space for outdoor dining.
- Allow for a mixture of uses throughout the city.
- High intensity development would be required to make building over the Metro bus yard economically feasible; you're not going to move the buses.
- Enhance the use of the PDC, conference, etc.
- Encourage housing for poor/low income, creative professionals less poor, higher income.
- How would residential be encouraged? What kind of housing are we talking here?

Transportation & Pedestrian Improvements:

- Support pedestrian nature.
- Consider closing part of Robertson to create a pedestrian shopping mall like the Third Street promenade.
- Businesses want one-way traffic.
- Pedestrian environment should be one of the primary goals.
- Keep pedestrian scale and feel with higher intensity uses.
- Make sure pedestrian experience is optimized.
- Concern that the PDC is not pedestrian-friendly; encouragement for pedestrian connections to integrate the PDC.

- Caution: wide sidewalks are OK as long as the main streets or roadways are not compromised.
- Build parking structures.
- Ensure plenty of cheap public parking.
- Stretch limos from parking to cafes and galleries.
- Free parking, relieve parking requirements for businesses.
- Questions about “park once” and other parking program types.
- Exploring options for park and public plazas on existing surface parking lots is unrealistic.

Other:

- Vision and policies are just about right.
- Allow artists’ live work spaces as exception to no residential in the area
- Allow artists’ live/work space.
- New park and library should be a catalyst.
- Emphasis should be on arts and design for this area.
- Develop specific plan for Melrose Triangle that promotes public spaces, “paseo” connections and walkability.
- Melrose Triangle should be transformed via a visionary specific plan.
- What about current trend towards fashion? Is this desirable?
- MTA site should be considered as an urban public gathering space/public plaza for political expression.
- Air rights could affect MTA site.
- Call out Melrose Triangle as its own Sub-Area
- Does housing for artists or professionals mean subsidized?
- MOCA annex should be more visible in the community.
- Encourage re-use and preservation of historic buildings in this area.

Area 2 (Santa Monica Boulevard West)

Urban Form & Land Use:

- Need a strong, self-sufficient anchor at Melrose Triangle. Otherwise, border with Beverly Hills negatively impacts life of the Boulevard.
- Positive changes in area over time were recognized.
- Highlight Robertson/Santa Monica area.
- Preserve and enhance this area.
- Add mixed use with senior residential housing.
- Concern that the proposed project scope of the proposed Melrose Triangle was too intense.
- Melrose/Doheny Triangle needs special review. Consider making it a “city center retail village.”
- Veterans’ Memorial should remain open space.
- Concerns were expressed about: high density development between Hancock and Westmount.
- Develop MTA & Sheriff’s sites.
- Exclude housing south of Santa Monica Blvd and north of Melrose.
- No housing in Melrose Triangle.

- Residential should only be encouraged outside of the Melrose Triangle area.
- Support a mix of multi-family housing types north of Santa Monica or east of San Vicente.
- Residential should be allowed, not encouraged.
- Exclude housing south of Santa Monica west to Doheny.
- Mixed use okay in this area.
- We must have mixed use – cannot negotiate first floor use (office retail, etc.).
- Encourage (not require) ground floor retail along entirety of sub area.
- Encourage ground floor retail – not require, be more flexible.
- Question: how to integrate public space in commercial zones?
- Ground floor retail should be encouraged, not required.
- Higher intensity uses should be allowed, especially at MTA lot and car wash site.
- Higher intensity uses should be allowed in specific locations.
- Higher intensity uses should be allowed with moderation.
- Maintain and enhance low-scale commercial between Robertson and Palm only where no remnants of historic buildings exist – like the car wash site.
- Do not maintain low scale old Sherman commercial district, it's not recognizable.
- Maintain historic nature of Old Sherman.
- Only maintain select buildings in old Sherman commercial area.
- Limited increase in bars and nightclubs.
- Part of WeHo's charm is its approachability and diversity; mix of small and large. There is still a neighborhood feel to the area – be mindful not to lose this essential quality.
- Use Transit Overlay if subway comes in.

Transportation & Pedestrian Improvements:

- Improve Santa Monica Blvd/Doheny intersection.
- Remove split phasing north/south.
- Increase number of u-turn locations.
- Consider modifying parking requirements.
- Creative solutions needed for parking.
- Plan for more parking.
- Build parking structures.
- Need for new parking spaces.
- Parking district is much-needed.
- Provide stretch limos from parking lots.
- Need solutions for moving people once they are parked, or off of the bus or subway.

Other:

- Consider moving the boundary of this Sub-Area to Fairfax.
- Expand Sub-Area east to Crescent Heights.
- Rename to “Historic Santa Monica Blvd.”
- Create arts district. Change name of Sub-Area.
- Unsure about the name Santa Monica West.
- We need bigger and better public signage.
- Addresses need to be very visible on every building.
- Can we rename this predominantly gay/lesbian area to reflect its identity?
- Concern about the name “boys town” ever appearing, thinks it is unfair to businesses east of La Cienega, and that gender identity should be left out.

- GLBT - let's recognize and encourage this identity.
- Have explicit gay identity.

Area 3 (Mid-City Boulevard)

Urban Form & Land Use:

- Question: Can or should we preserve neighborhood-serving retail businesses?
- There is not much worth preserving in terms of small retail stores.
- Go higher and allow bigger buildings in this Sub-Area.
- Preserve historic city buildings.
- Beautify pedestrian spaces.
- The viability of encouraging parcel assemblage for development was questioned.
- Encourage local shop owners.
- Tenants are leaving because they can not pay increased rents.
- Culturally sensitive infill needed.
- Encourage local retail business tenants.
- Can more green space be added?
- New Fire Station needed.
- Disagreement about the proposed plan to preserve existing uses and scale.
- Recommendation made that Mid City Sub-Area should be an economic development engine of the city. This could include fostering clean tech industrial and commercial businesses to locate in West Hollywood.
- Proposed density and height are okay, but there should be a strategic approach taken that encourages a more mix of uses that are pedestrian-friendly.
- There should be an effort to create a mix of uses that create a sense of building design harmony.
- Crescent Heights open space should remain open space.
- Against development of Veteran's Memorial park.
- Recommend greater density for affordable housing in this area.
- Landmark/plaza some green space/extraordinary landscaping in parcel by Veteran's Memorial.
- Intensify development in this Sub-Area.
- Not consistent to maintain existing business and promote new uses.
- Look to La Cienega North to Sunset and increase FAR and height to promote high-rise residential development.
- Triangular parcel at La Cienega interchange is a unique opportunity for the City. It should be a mid city signature site that is bold and potentially a landmark or node.
- A public plaza or a rather tall building could occupy site of triangular parcel at La Cienega interchange.
- IHop/Motel site is an opportunity for density.
- This Sub-Area has the best opportunities in city for increased housing and new economic development.
- Portions of this area should have additional commercial or residential intensity at transit nodes only.
- New commercial uses should be encouraged.
- More restaurants, cafes.

- Encourage more restaurants, cafes, upscale retail, fitness.
- Encourage low density mixed use in this area.
- Only maintain existing intensity from Fairfax to La Cienega, allow higher, more dense development on south side of Santa Monica from Fairfax to La Brea.
- Yes to residential in this area, but less density.
- Additional density will help alleviate housing needs and pressure in residential areas.
- Higher intensity development at transit nodes only.
- New higher intensity development at transit nodes only.
- Limited portions of this area should have additional commercial or residential intensity.
- Residential in some locations.
- More residential should be allowed along the district.
- Additional residential and commercial intensity with transit.
- Residential should be allowed only at transit nodes.
- Additional commercial and residential intensity throughout the entire area.
- New retail, service-commercial and office uses are allowed in this area.
- New commercial uses are not really needed, they already exist.
- Live/work!
- Live/work transit nodes should have additional commercial/residential intensity.
- Require that all new commercial buildings be built *near* the street – not necessarily to the street.
- More attractive if some buildings are setback.
- Incorporate setbacks to extent feasible.
- Keep low height, but encourage area to be more vibrant.
- High rise up to 10 stories.
- The General Plan can not dictate types of retail uses.
- Maintaining existing intensity with limited new, higher intensity development is contradictory.
- Façade improvement suggestion is a desperate, last gasp effort. If you're reduced to façade improvements you're in trouble.
- Façade improvements as incentive only, not a giveaway.
- Do not preserve under-performing areas, allow change.
- IHOP, Fairfax (Herb Ritts building) should have additional commercial and residential activity.
- Question: how was the 90' height limit for CR zones developed? It seems like a strange number. Once you incur the extra cost of the code standard for going above 5 stories, you need more height to make the finances feasible. 7 or 8 stories isn't going to cut it. If you allow 8, you'll get 5. If you want to allow higher, you need to go to 110' or 120'.
- Inconsistent land use goals.
- Question: what types of incentives would be allowed for parcel consolidation?
- Promote maximum compatibility of land use between new development and residential with neighborhood to create a cohesive pedestrian character.
- Cohesive character to area should be encouraged, integrate any new development with residential neighborhood.
- Uniform street wall except for outdoor dining.
- Exception for building to sidewalk for outdoor dining areas.
- Allow sidewalk dining.
- South side of Santa Monica between La Brea & Fairfax up to 6-10 stories.

- Disagreed with the provision for “assembling multiple parcels.” In fact this is completely antithetical to previous discussions about retaining “mom-and-pop” businesses in MidCity.
- Consolidating parcels for redevelopment is contradictory.

Transportation & Pedestrian Improvements:

- Improve bus/bike/pedestrian lighting.
- Make area bicycle friendly.
- Transit hub/traffic artery.
- Consider a streetcar along Santa Monica Blvd - enhance urban village with transit.
- Improve pedestrian safety.
- Define streetscape improvements to improve pedestrian experience.
- Include trees and plants in streetscape.
- Minimize the number of curb cuts to allow for more on street parking.
- Address terrible shortage of parking.
- Desire for additional parking.
- Do not reduce parking on streets.
- Parking behind buildings can be very time consuming, inconvenient and a problem for the disabled and is a safety issue.
- Subterranean on north side or parking structure parking.
- Develop Crescent Heights subway station.
- Minimize traffic on Santa Monica Blvd.

Other:

- Area needs change increase “excitement.”
- Look at alleys as a big opportunity.
- Don’t preserve existing stores and services if they can not survive.
- Need consolidated, coherent, and consistent vision here.
- Vision is inconsistent with growth & development policies.
- This Sub-Area should be for Fairfax to La Cienega. The area between Fairfax and La Brea should be blended into Fairfax node and La Brea area.
- This Sub-Area should be split into two areas divided by Fairfax.
- Question: how will neighborhood serving businesses pay their rent?
- Question: who will pay for façade improvement program?
- Façade improvement program is a cultural thing.
- Dedicate Fairfax east as a rich Russian district.
- Maintain ethnic identity.
- Consider Russian cultures – the nice new storefront means success.

Area 4 (Santa Monica/Fairfax Transit Node)

Urban Form & Land Use:

- Add in Crescent Heights Blvd. to this Sub-Area.
- Allow for high density residential on Crescent Heights north of Santa Monica Blvd.
- Specify inclusion of affordable housing.
- Allow up to 6 stories on south side.

- Limit to 4 story development.
- Concentrate on high rise/housing especially on North side of the street.
- Question: are we displacing current or building new?
- Make sure commercial is allowed on Whole Foods site. (Don't prohibit all commercial north of Santa Monica Blvd.)
- At Fairfax and Fountain: new gateway, beautiful architectural statement, spiritual faith-based node, excellent landscape sculptural element.
- Explore multifamily residential development at the intersection of Fountain and Fairfax. There are two churches at the intersection, one on the southeast and one on the southwest corners and a synagogue and school on the northwest corner. On the Northeast corner is a multifamily residential building. Create a "spiritual gateway" or entry into the city emphasizing its faith based institutions. Work with existing faith based organizations that occupy the three corners in Weho to develop new community meeting/worship spaces with affordable housing which is also architecturally distinctive.
- Slightly smaller than proposed.
- Increase density for affordable housing on streets 1 block on either side of Fairfax and Santa Monica Blvd.
- Intensify Fairfax Ave – not Santa Monica
- Expand Sub-Area west to include Crescent Heights Blvd North to Sunset Blvd.
- Increase base and bonus FAR and building heights to promote "high rise" residential.
- Consider CR designation for Crescent Heights since the street is wide enough to accommodate growth.
- Question: why is the area north of Fairfax to Fountain Ave not included?
- Consider development low income, mid income, affordable housing in this area.
- Preserve housing types on side streets on Fairfax and Santa Monica.
- Provide affordable housing at Santa Monica and Crescent Heights.
- Intensity of development should increase wherever possible.
- Intensity of development should increase as mixed use residential.
- Add higher density on Fairfax.
- Fairfax should have a more intense residential focus with preservation of local-serving retail.
- Fairfax should remain a mixed residential and commercial area.
- Fairfax should have intense residential focus, especially for seniors.
- Fairfax should focus on senior and low income residential uses.
- Encourage multi family housing north and south of Santa Monica.
- Santa Monica Boulevard should be mixed-use.
- No first floor residential on Fairfax north and south of Santa Monica.
- Incorporate ground floor residential uses on Fairfax north and south of Santa Monica Blvd for affordable housing.
- Allowing ground floor residential on Fairfax north and south of Santa Monica is a bad idea – busy street.
- Ground floor residential on Fairfax is a bad idea, it is a busy street.
- If alley separation exists, promoting maximum compatibility of land and building size is not necessary.
- Building built to the street, except for public spaces/transit plazas.
- Buildings should be built near the street.
- Frontages should be interesting, not necessarily glass.

- Building step downs from Santa Monica Blvd to adjacent residential not necessary if alley exists.
- Develop incentives to consolidate parcels for redevelopment, especially on the small parcels along Fairfax for affordable housing.
- Intensification of development should be a natural evolution.
- Keep small shop parcels.
- Need specific plan for Fairfax/Santa Monica intersection; it is currently a terrible architectural statement.

Transportation & Pedestrian Improvements:

- Re-stripe line on streets before rain arrives.
- Maintain natural views of mountains now challenged by billboards.
- Build public parking.
- Build wide sidewalks.
- Parking behind buildings should be encouraged but not required.
- Question: where is creative parking?
- Allow parking structures.

Other:

- Maintain/preserve Jewish traditional neighborhood.
- Enhance visual experience with landscaping and lighting.
- Label Crescent Heights parks as such on the map.
- Make sure that the Matthew Sheppard Triangle is not part of the buildable area at Crescent Heights/Santa Monica intersection.
- Tie into Los Angeles better.

Area 5 (La Brea/Santa Monica Transit Node)

Urban Form & Land Use:

- Try to attract entertainment industry business to The Lot.
- Promote entertainment/media business locating in this area.
- Consider a method to increase activities of entertainment industry (TV, film, music, etc).
- Change parcels west of the lot to CC2.
- West side of Detroit should not be allowed to increase in height. It will negatively impact lower-density Formosa.
- Most intense development in this Sub-Area.
- Increase Transit Overlay area to north and south by one block.
- This is the only area with the potential to put true density and is clearly a future transit node.
- Support for raising height limits on the north side of Santa Monica Blvd to 40' but not 50'. Support step down in height at Fuller, but would suggest that the parcel between Fuller and Poinsettia (south of Santa Monica) might become CC2 and the parcel west of between Fuller become CC1.
- Need new high buildings – support height to 160'.
- 160' height – this is the place to do it.

- Increases in intensity over current zoning should be allowed along La Brea and south side of Santa Monica Blvd.
- Major increases over the current zoning should be allowed, i.e. 6:1 FAR.
- Increases in density over current zoning should be allowed on south side of Santa Monica Blvd.
- La Brea from Fountain to Romaine should increase in intensity over current zoning.
- Increase in intensity appropriate all over the area.
- Commercial uses should be favored in this area.
- Allow regional retail on north side of Santa Monica Blvd.
- Office and hotel uses should be supported but not required.
- Need for new high buildings on La Brea, not necessary to maintain physical compatibility between new and existing uses.
- Allow residential on upper floors of new buildings.
- Do not allow new regional retail uses as large as Target or Best Buy.
- Encourage entertainment.
- Encourage but don't require ground floor retail in sub-area.
- Encourage better retailers.
- Encourage cutting-edge, high profile architecture.
- New regional uses could include upscale outdoor mall or hotel.
- Increases in intensity over current zoning should be allowed at Movietown Plaza site.
- Develop Movietown Plaza.
- When a transit station is to be realized, encourage – not require – public open space with frontage occupied by retail or restaurant activity.
- Allow for sidewalk dining.
- Relief needed in street wall – not all building frontage should be built to the sidewalk.
- Consider affordable housing over city parking structures.
- Support for increased density and height in this area and other transit nodes. This will help housing.

Transportation & Pedestrian Improvements:

- It makes sense to have the subway. The City will finally become more pedestrian friendly.
- Not sure pedestrian-oriented district over time is possible.
- Consider building a pedestrian walkway over La Brea to accommodate heavy pedestrian use at La Brea/Santa Monica intersection, and to improve traffic flow.
- Already too much traffic congestion in this area.
- City of LA is planning for a six-lane Santa Monica Blvd. WeHo needs to plan for what that means for our city.
- Plan for dual westbound left turns onto La Brea to give traffic an alternative to going through the city.
- Question: how do you make sidewalks wider with out narrowing street?
- Transition from auto-oriented to pedestrian-oriented is very challenging – many lanes of intense traffic exist.

Other:

- Create a grand entrance: “welcome to Oz”.
- Should combine some Commercial Sub-Areas together.
- Create a 3-dimensional general plan.

- Consider green space conversion if there is no viable long term use.
- Consider including transitional zones that are not purely residential or commercial.
- New post office.
- The eastside PAC is concerned with this area.
- Address street safety issues: re-stripping the streets.
- Address street safety – restripe lanes.
- Be sensitive to residential properties on the west side of Detroit.
- Right direction.
- Great area to build up.
- Question: if there wasn't a Casden project proposed would the City be proposing CR or CC2 with increased heights?

Area 6 (Sunset Boulevard)

Urban Form & Land Use:

- Plan for high rise office to support hotel.
- Promote entertainment office space.
- Actors Studio part of millennium project.
- Nothing has happened here other than hotels.
- Should be hospitality district with hotels.
- Intensity is not equal to density.
- Not sure high rise buildings help the district – not entertainment uses.
- Sunset strip has not changed in 20 years, and not doing very well, empty spaces.
- Reconsider larger areas and divide Sunset into Sub-Areas.
- Signage/billboards have an impact on urban form.
- Support for revisiting the Sunset Specific Plan. The SSP is over a decade old and should be re-done to focus on a mix of uses that include entertainment, office, hotels, quality retail and multi-family residential apartments or condos.
- Entertainment district/office targeted to entertainment industry. Nightlife/retail/hotels.
- Area is okay as designed.
- Add bar/nightclubs.
- Add office space.
- Can we develop and build to improve on area?
- There are crummy businesses that do not serve area.
- Limited housing should be allowed on Sunset.
- Hotels/office, retail, restaurants are better suited for Sunset.
- Development should be in conformance with approved zoning.
- Digital signage, tall walls and billboard policy must be addressed in general plan.
- Do not let high-rise buildings interfere with city views and circulation.
- Traffic and circulation impacts need to be addressed with high rise intensity.
- Always consider potential impacts on residents north of Sunset.
- Increase bars and nightclubs.
- More nightlife and entertainment.
- Mixed use housing should be allowed on Sunset.
- Allowed mixed use housing on Sunset.
- Eclectic urban form with high rises at select spots at west end only.

- No housing on the sunset strip.
- Yes to eclectic urban form with high rises at specific locations; great architecture is desired.
- Encourage more office space.
- Some areas of Sunset are dead; development should be encouraged in these areas.
- Encourage eclectic urban form, but parts are shabby right now.
- Identify height and density of development.

Transportation & Pedestrian Improvements:

- Promote provision of organized parking one stop/many trips.
- Add parking.
- Need street restriping.
- Circulation at peak periods is very bad currently. Any and all height increases will impact circulation even more. Even at the present time, emergency vehicles are delayed in reaching their destinations.
- Design of parking (ingress and egress) is important on any Sunset parking structure to avoid congestion.
- Traffic must move.
- Provide parking over street-level commercial.
- Provide stretch limos from consolidated parking lots.
- Create a Sunset shuttle to move people from east to west in evening hours.

Other:

- Break Sunset into three or four sub-areas.
- Want to rethink Sunset.
- Focus on local owner/operator instead of cutting edge.
- Question: How to define cutting edge identity that lasts more than 2 years?
- Santa Monica west is much more intense than Sunset.

General Comments

- Encourage artisans/art galleries along Vista/Gardner, San Vicente.
- Too much emphasis on planning for subway. It is not a realistic expectation during the life of this plan. This plan is going to look very dated in 10 years if it is all about planning for a subway that didn't happen.
- All main roads – Sunset, Santa Monica Blvd, Melrose, Beverly La Cienega, etc – need restriping/repainting of center lines before the rains arrive.
- The proposed 10-story buildings on Santa Monica Boulevard, Doheny, and Melrose were not addressed here.
- There needs to be a height limit – 10 feet is too high and will have negative impacts in many ways.
- The City should take a strategic approach to each sub-area.
- Encourage the City to build parking garages to increase public parking supply and in so doing, encourage pedestrian activity from the garages to their destination and back to help ground floor retail and restaurant patronage.
- Adopt zoning that encourages development or redevelopment of existing buildings for live-work lofts comparable to Los Angeles' lofts in downtown Los Angeles, to encourage

occupants to both live and work in their lofts. Live-work lofts is an excellent tool to reduce traffic, encourage neighborhood building and foster small business incubator projects for West Hollywood's creative community, from design, to arts and the entertainment industry. Would be well suited to not only to the Creative Arts District, but all other Commercial Sub-Areas.

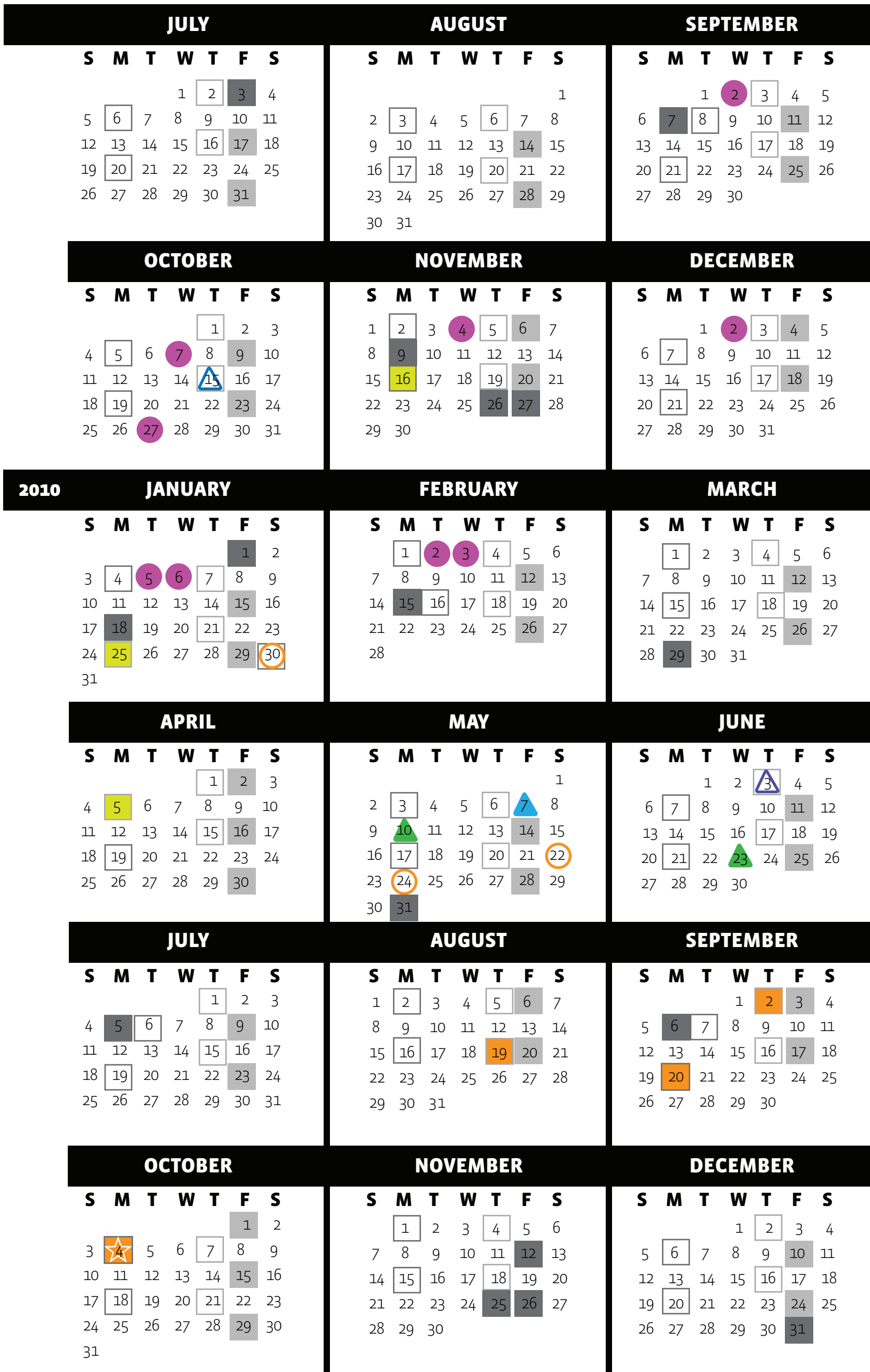
- Encourage the use of commercial or New Economy industrial flex space, i.e. space that could be utilized for different uses, depending on market demand and would allow such space reuse without having to obtain protracted zoning approvals.
- There is a need for a strategic approach to development and building reuse to achieve the objective of more commercial boulevards in which the building design, massing, articulation, landscaping, signage and mix of uses appear more cohesive and integrated.
- Create zoning and permitting that allows "live-tail," which allows owners of retail stores open to the public or by appointment only to live behind or live directly above their stores.
- Have the City take the lead to help fund parking garages that would allow property owners and developers of new projects to jointly access parking. In other words, create incentives to not put parking on individual, often tight sites, but instead encourage shared parking. These privately utilized parking spaces could be incorporated into public garages or developed as stand-alone buildings. The leases structured with such owners or developers, in guaranteeing parking revenue stream, will help the City finance the cost of the parking garages. Such an approach would accomplish the following objectives: it would reduce or eliminate the often prohibitive cost of building subterranean parking on site, it could reduce building height in developments that include above grade parking podiums and would encourage more pedestrian activity from the garage to the building and back, thereby increasing ground floor store visitation and public safety, especially, evenings.
- Begin thinking of mixed use as less of a vertical stacking of uses and view it more horizontally, i.e. the placement of a complementary mix of uses side by side. The basis for this approach is that stacking a mix of uses is often more expensive and complicated, based on: the increased construction costs associated with taller buildings, the need for varied ingress and egress, providing secure parking access for different uses and venting requirements of ground floor restaurants in multi-floor buildings. The net result could help reduce the pressure for increased building height, return the City to the oft expressed "village atmosphere", reduce often prohibitive development costs associated with Type 3, 2 or 1 construction, encourage creative reuse and vertical expansion of existing buildings and make projects, even in today's credit constricted market, more financeable.
- Change has absolutely occurred not in the land use side but with respect to signage- both quantity and illuminated digital that never existed before. Commercial policy must address this issue in the General Plan.
- Land Use policy should reflect policy changes moving more housing into commercial sectors. Apart from generic "Mixed Use," greater diversity in typologies should be considered in commercial zones (i.e. live/work, artist-in-residence, professional lofts, adaptive re-use options, hotel-apartments, senior enclaves, etc.) along with parking reductions near transit.
- Site Orientation is huge with respect to sustainable design principles. North side commercial parcels are completely different than south side. Based on the prevailing topography of the City, South side development can be taller with fewer impacts.

- Melrose Triangle is a huge lost opportunity. If easements or buybacks from the City can be affected, walkable alleys or “paseos” can connect Almont, La Peer and Robertson as the most walkable and distinct node in the City. True planning vision is called for here. Bring the competing interests together with a masterful vision plan!
- There was not discussion of the “Great Streets & Alleys” initiatives raised at previous community workshops.
- Commercial zones should become far more diverse in the street types (i.e. court pockets off S. Monica Blvd., “woonerf” living street concepts w/ furniture,
- Streets that become urban plazas for special events (farmers markets, commercial pocket parks, political demonstrations, street fairs, etc.), parking courts, etc.
- Alleys on south side of Commercial zone are primed for bioswale concepts because of prevailing topography.
- Let’s get serious about environmental solutions in the commercial and public areas!
- The points under “Urban Form and Land Use” work for this purpose in a general way but I wonder if we couldn’t actually be more specific in terms of redeveloping these areas?
- Until the Big Earthquake, when we become even more valuable ocean-front property, we have some of the most precious land on the West Side, and with our night-life, we are a destination city. I have always believed that West Hollywood would become Manhattanized. Personally, I would rather see our city become more like Paris---with a 5-6 story height limit for all future buildings, ideally with the corners of intersections lopped off, as they do in Barcelona, which increase areas of sunlight and visibility and adds to a sense of space.
- Parking is rarely mentioned, and it is already a huge problem. People come to West Hollywood to shop and party, ample parking doesn’t exist now, it must exist in the future.
- Much is based on the assumption that the subway will go through West Hollywood.
- Having rapid transit doesn’t mean rapid transit will be used—of course with coming energy changes, etc., we may become a society where cars are not as important as they currently are.
- There are too many places where the plan is calling for enhanced pedestrian spaces/outdoor cafes, etc.—all will be at the expense of roadway widths. Sunset cannot be widened without destroying historic buildings, we’ve already tried widening Santa Monica—that only works west of La Cienega; and Melrose between Robertson and West Knoll, with one lane of traffic for each direction is pretty much a grid-lock disaster.
- West Hollywood’s population may stay close to where it is, the rest of the county continues to grow and we are a pass-through city. The current east-west traffic is already at gridlock more hours a week than it was last year.
- I believe the future of West Hollywood as we know it means that all large buildings south of Sunset must be multi-use, and there must be more than token affordable housing in all areas of the city.
- Public Safety is rarely mentioned. It is of prime importance.
- Green space, parks and buffer zones between large buildings and existing residential areas are mentioned, very unclear on how/where they will happen.
- I’m not sure anyone knows yet how the rapid change in technology will affect the entertainment industry, office use and transportation. I don’t know if even a few years ago anyone could foresee that Melrose would become more high fashion than furniture.
- It is too premature to be building in areas due to transit.
- Pleased with direction of new land use designations.

- There is a discrepancy between height measurement for Planning codes and Building & Safety codes. This should be addressed in the General Plan.
- Unsure of what additional bonuses would be for.
- Question: what are height bonuses given for?
- In general, intrigued by idea of collapsing the general plan and zoning maps. Will it allow the City to address how public spaces are used?
- With a height-only system, consideration should be given to a minimum ground floor height.
- All commercial districts currently allow for housing above.
- Intrigued with Transit Overlay, it is a clever way to address the arrival of transit.
- Transit Overlay should be a center of public art and amenities also.
- Transit Overlay should be set now, versus including it only as a policy for the future.
- A question was raised about whether there is there a possible negative aspect to the proposed land use designation changes.
- There is concern about loss or gain of parking with the proposed designations.
- How is traffic accounted for with increased height and density?
- How can we support more development when traffic is horrendous?
- Include the number of stories when describing land use designations.

West Hollywood General Plan Update Schedule

November 4, 2009



- Council Meeting
- Modified Friday
- Closed Holiday
- Planning Commission Meeting
- GPAC Meeting
- Public Workshop (Tentative)
- Joint Session PC/CC (Tentative)
- Adoption Hearings
- Final Adoption Hearing
- △ EIR Scoping Meeting
- ▲ Release Draft GP and EIR
- ▵ EIR Comment Hearing
- ▲ EIR Comment Period Starts/Ends