



Commercial Sub-Area Visions

General Plan Advisory
Committee #2

07 October 2009

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Summary and Next Steps

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Introductions



02



GPAC Schedule

GPAC Schedule and Topics

- **October 7:** Commercial Sub-Area Visions
- **October 27:** Land Use Designations
- **November 4:** Land Use Designations (cont'd) and Transportation
- **December 2:** General Plan Policy Framework
- **January 6:** General Plan Policy Framework
- **February 3:** General Plan Policy Framework, Wrap-up

Other Important Dates

- **November 14:** Boards and Commissions Workshop
- **November 16:** Joint City Council/Planning Commission Study Session
- **January (date TBD):** Joint City Council/Planning Commission Study Session
- **January (date TBD):** Public Workshop – Vision and Policy
- **March (date TBD):** Joint City Council/Planning Commission Study Session
- **May (date TBD):** Public Workshop on Draft General Plan
- **May:** *RELEASE OF DRAFT GENERAL PLAN AND EIR*



03

Overview of GPAC #1

GPAC #1 Results

- Maintain tax base and revenue supply in order to support services (5)
- Scale and intensity of new buildings (3)
- Transit-oriented development at strategic locations (3)
- Revitalization of housing stock (3)

GPAC #1 Results

- Quality of infill development in neighborhoods (2)
- New development that accommodates diverse income levels (2)
- Retention of rent-stabilized housing (2)
- Traffic congestion on major roadways (2)
- Parking in commercial areas (2)
- Parking in residential neighborhoods (2)
- Green spaces and open space (2)
- Importance of socio-economic diversity and community values (2)
- Public safety (2)
- Small and neighborhood-serving businesses (2)

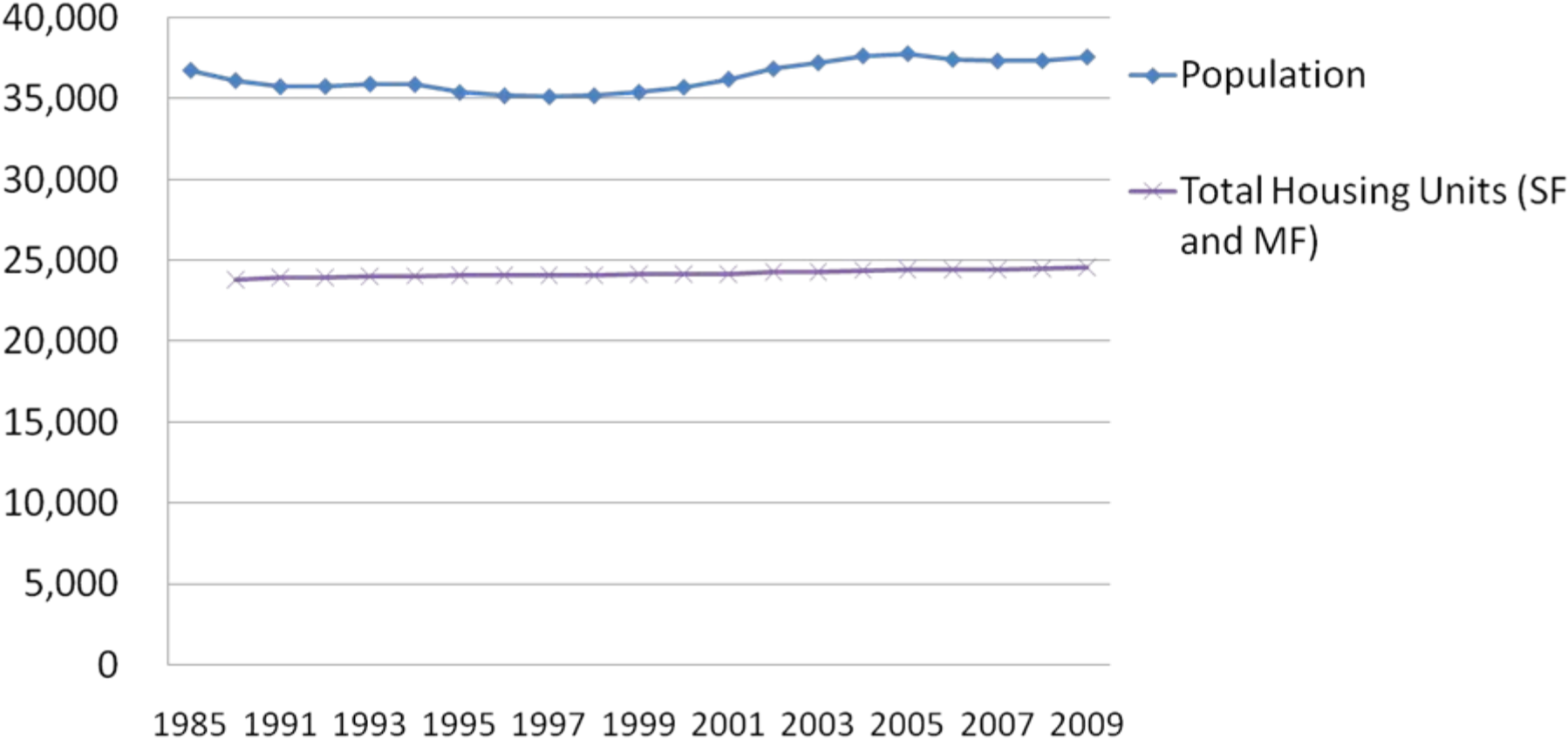


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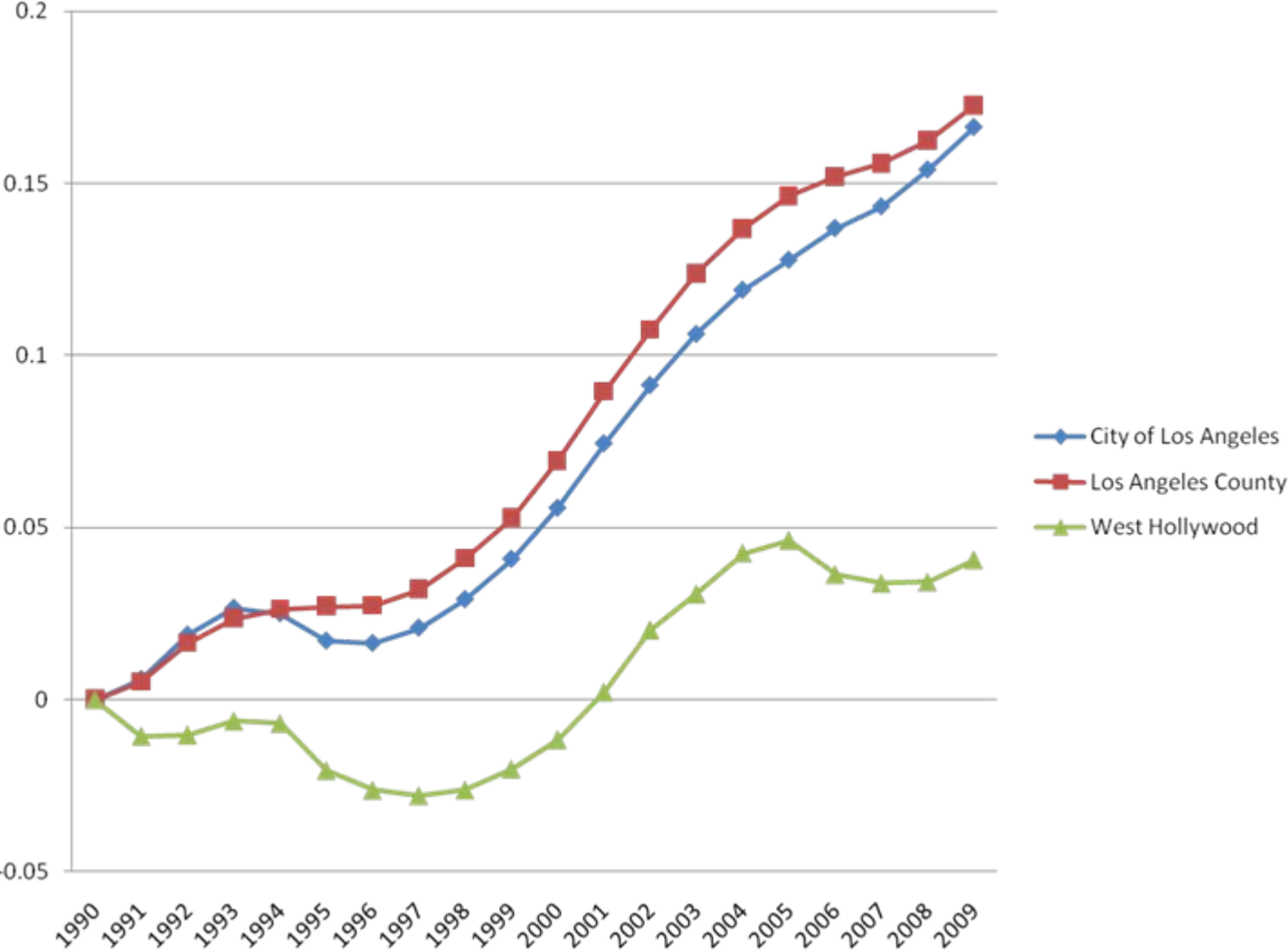
Visioning:

**Setting the
Future for West
Hollywood**

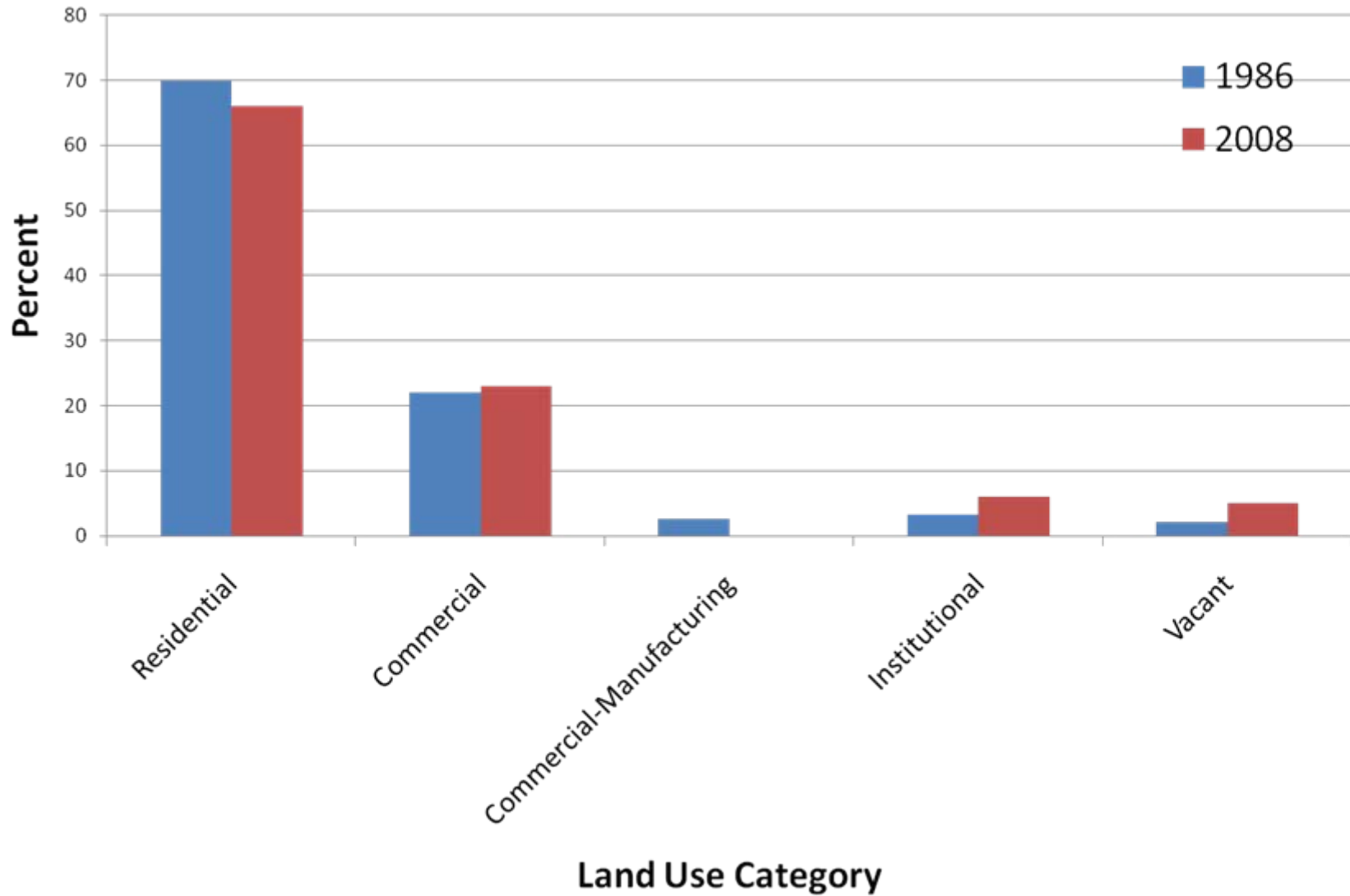
Population and Housing Trends



Regional Population Trends



Land Uses: 1986 and 2008



Land Use Regulations

General Plan Land Use Designations

- Identify the future intended use of every parcel of land
- Define the uses, development intensity/height and urban form
- Sets a broad general direction, leaving the specifics to zoning

Zoning Ordinance

- Provides specifics on permitted and conditional uses (almost 50 specific uses identified in zoning code)
- Provides details on “development standards”: density, height, setback (front, side, rear, 2nd story), open space requirements, landscaping, parking requirements, signage, etc.

Policy Change vs. Physical Change



Levels of Change

- **Preserve and enhance** – Maintain the overall character, uses and urban form but improve the area with actions such as streetscape improvements and targeted infill development.
- **Evolve** – Change the area over a long period of time from one set of urban form and uses to another
- **Transform** – Change the uses and character of the area dramatically in a relatively short period of time.

The majority of West Hollywood is “preserve and enhance”!

Forces Influencing Change

- Regional growth
- Transit
- Climate change
- Health and physical activity
- Regional and national economics
- Individual finance decisions

Mantras for Growth and Change



- **Change is constantly occurring – it's not IF the city changes but HOW**
- **Manage growth in a way that benefits the City**



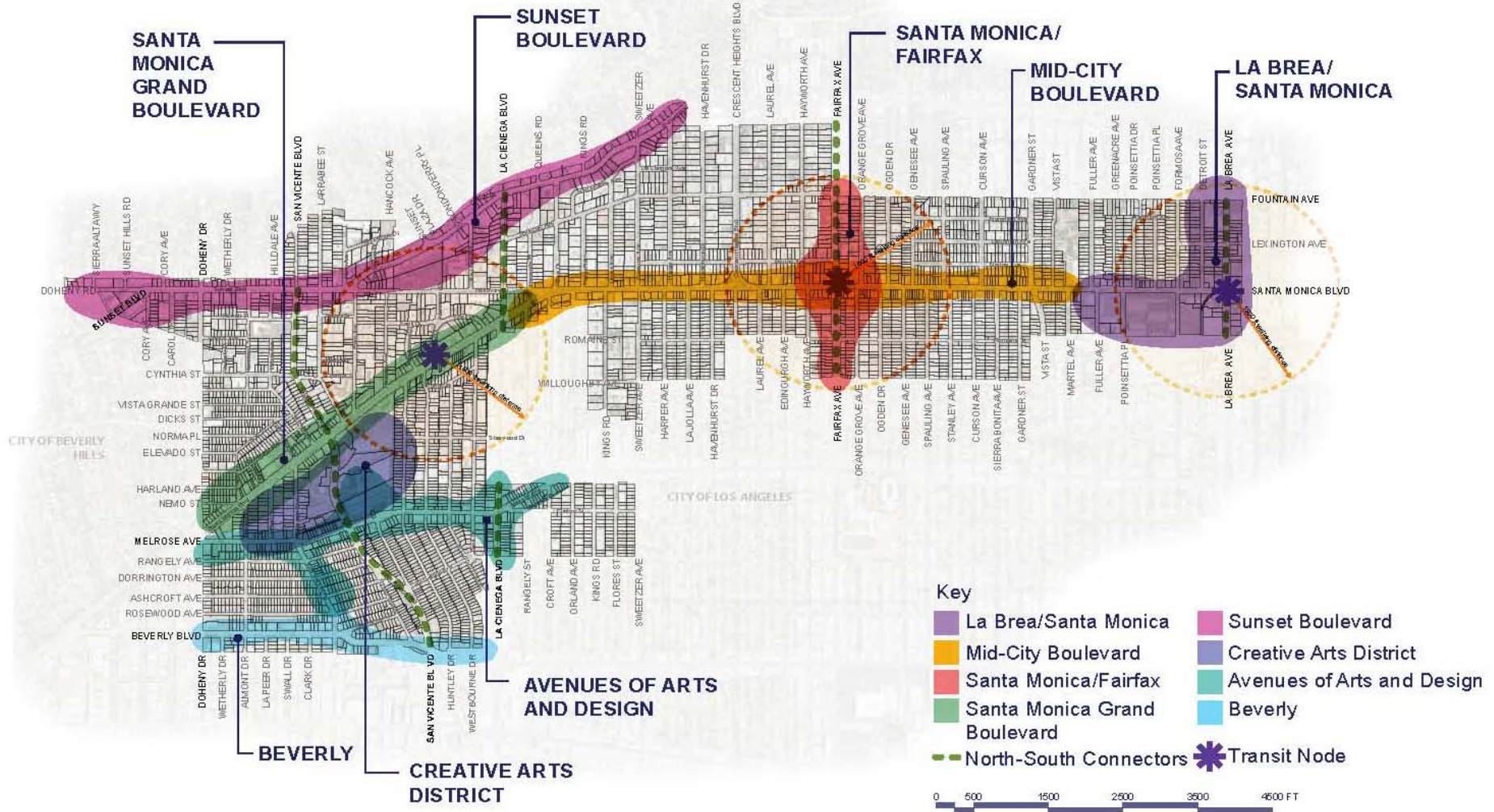
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**Visions for
Commercial
Sub-Areas**

How We Got Here

- Stakeholder interviews and focus groups
- Public workshops
- Telephone survey
- Boards and Commissions Annual Congress (2008)
- Existing conditions reports
- Guiding Principles for the General Plan
- Staff knowledge
- Existing General Plan
- Vision 2020

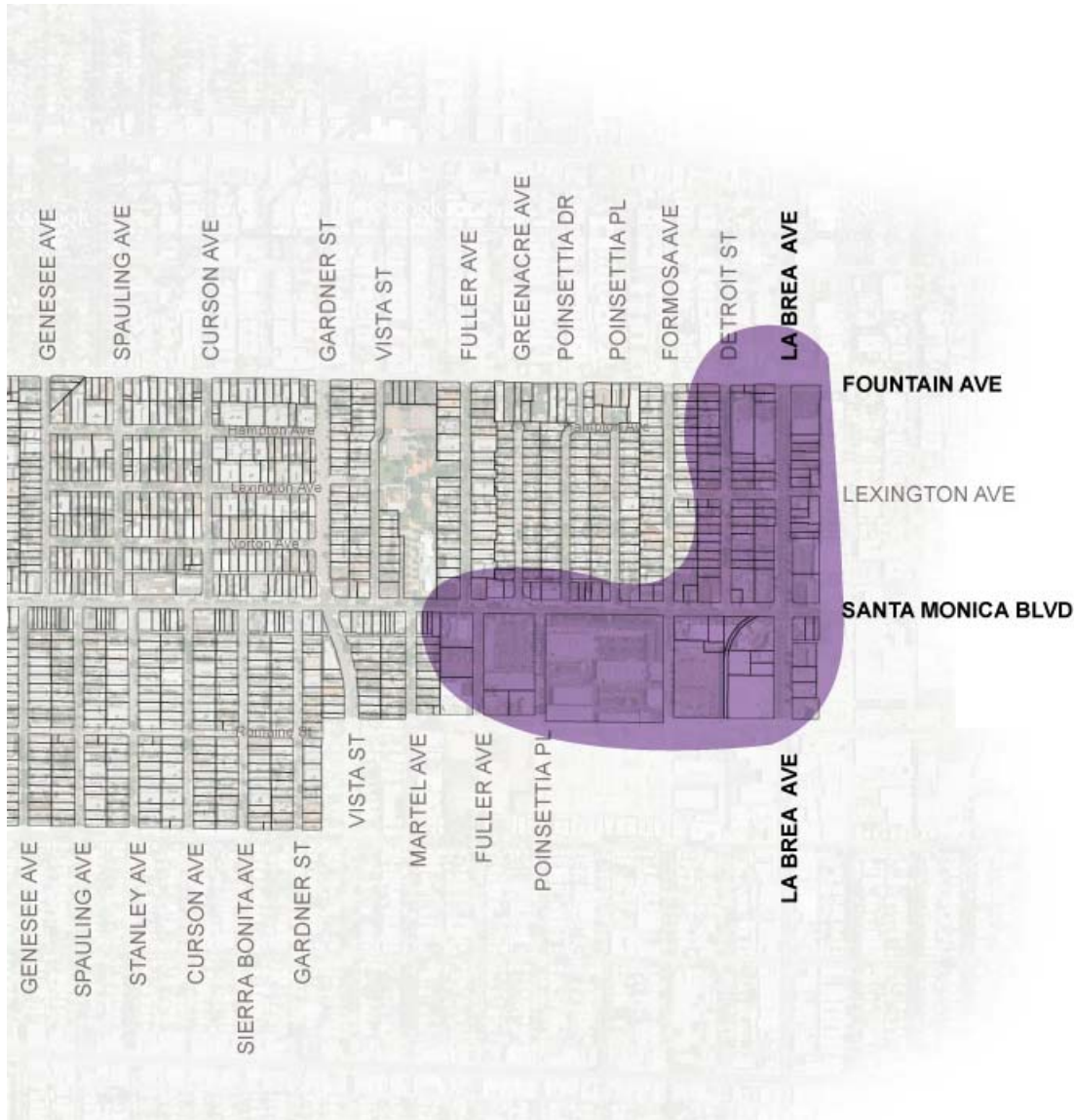
Commercial Sub-Areas



10 Common Threads in Sub-Area Visions

1. Continue to improve the quality of life in the city
2. Expand economic development to support high levels of social and other services
3. Capitalize on West Hollywood as the “creative” city
4. Address parking on a district- and city-wide basis
5. Protect and enhance neighborhoods
6. Increase housing opportunities
7. Focus development in commercial areas
8. Concentrate higher-intensity uses near transit
9. Allow greater heights in exchange for public benefits
10. Improve the quality of the pedestrian environment

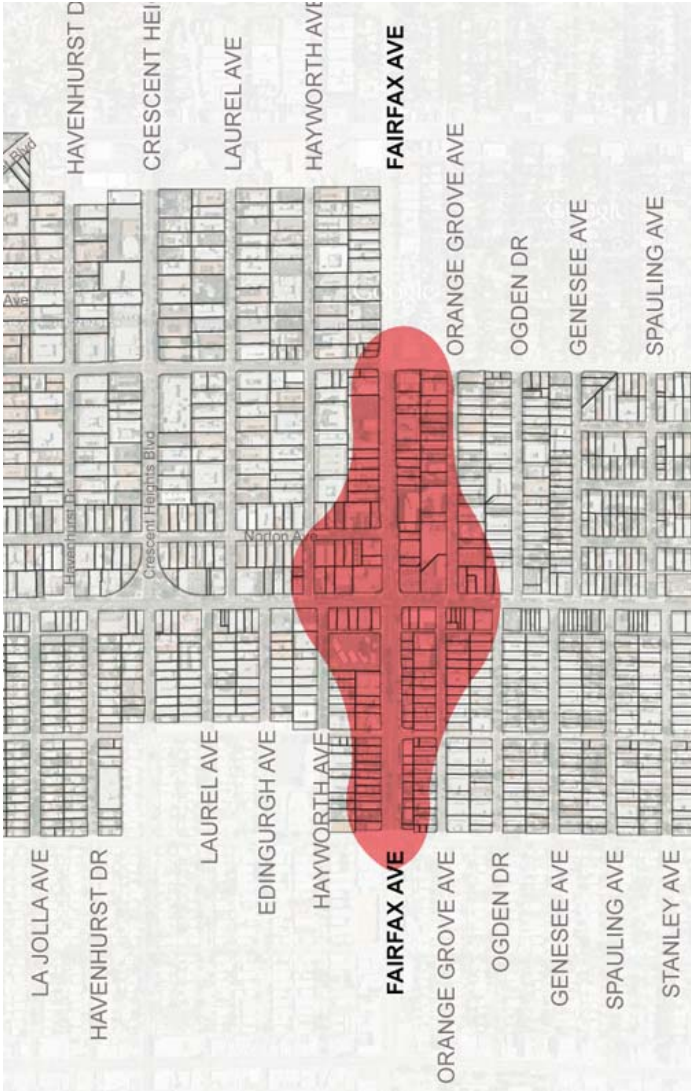
La Brea/Santa Monica Transit Node



La Brea/Santa Monica Transit Node

- Enhances identity as a high intensity, vibrant transit node
- Capitalize on existing and future transit, including subway
- Transition from auto-oriented area to walkable district with diverse mix of uses
- La Brea – Mixed use corridor of 4 to 8 stories
- Santa Monica (north side) – Neighborhood-serving retail/mixed use; up to 4 stories
- Santa Monica (south side) – Higher intensity uses in select locations (up to 10 stories)

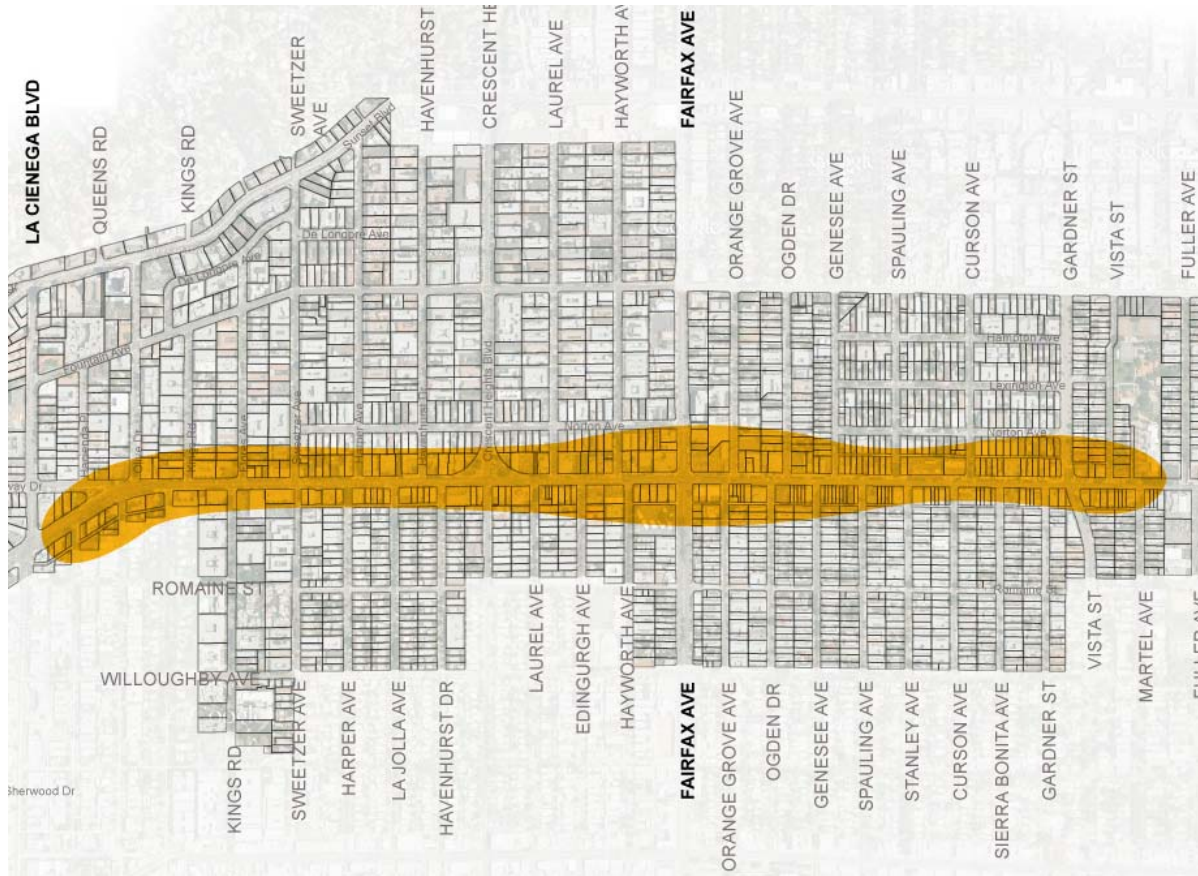
Santa Monica/Fairfax Transit Node



Santa Monica/Fairfax Transit Node

- Evolve into a mixed-use transit district with high levels of bus service and a potential subway stop.
- Increase in multi-family housing to support transit
- Concentration of neighborhood retail and services
- Santa Monica – new development at higher intensities (4 to 6 stories) to support transit
- Fairfax (south) – multi-family residential with commercial allowed
- Fairfax (north) – multi-family only; commercial not allowed in future development

Mid-City Boulevard



Mid-City Boulevard

- Preserve and enhance commercial and retail uses that support neighborhood residents
- Encourage locally-owned and multi-cultural businesses
- Maintain existing height limits on majority of Boulevard
- Encourage higher intensity mixed-use at key locations to provide for housing diversity and increased transit use
- Beautify the area through façade and streetscape improvements

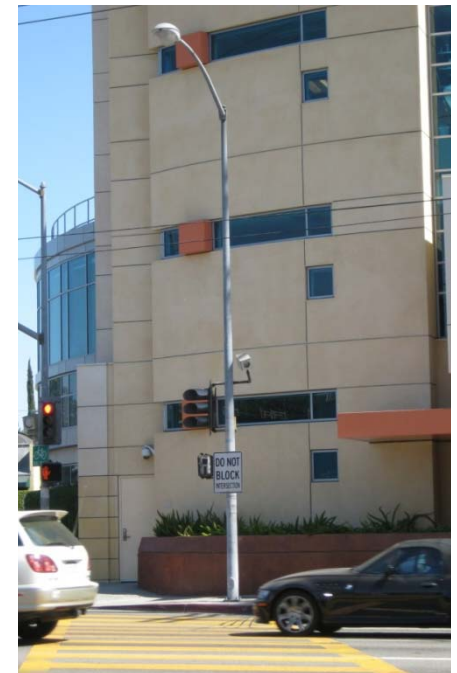
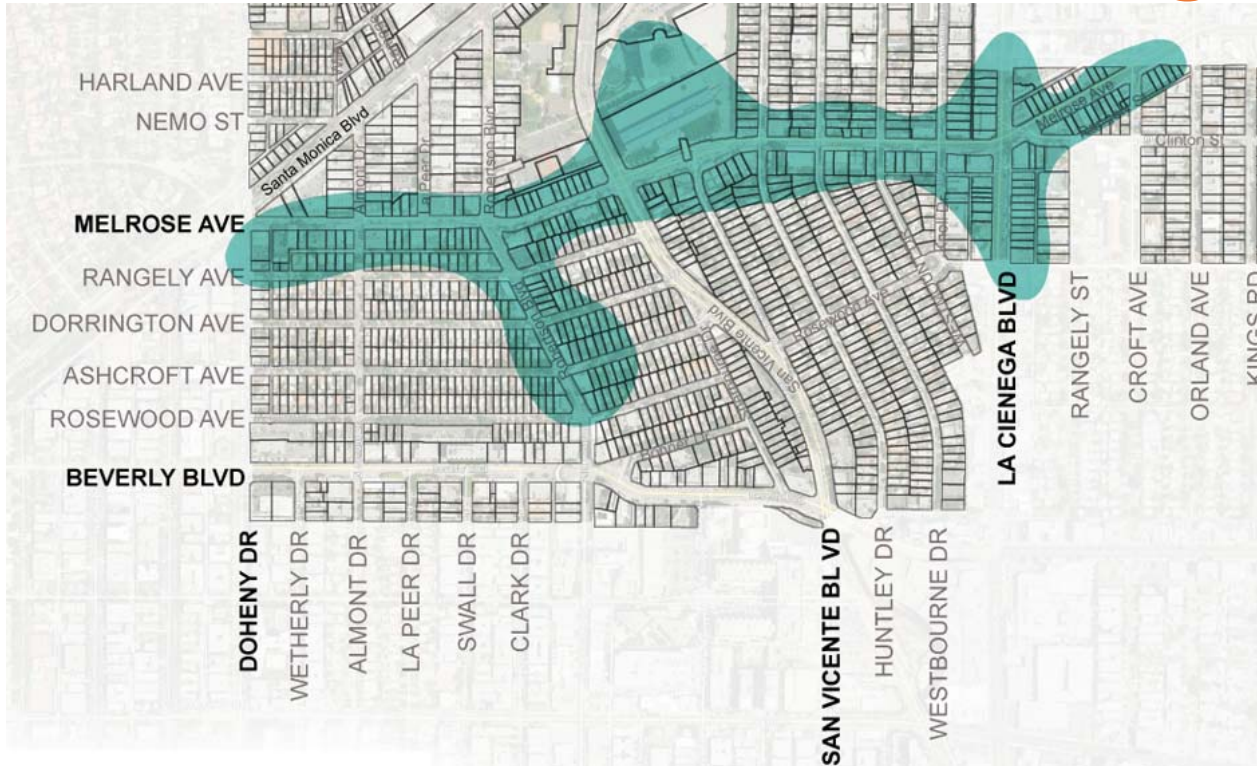
Santa Monica Grand Boulevard



Santa Monica Grand Boulevard

- Maintain and enhance a vibrant corridor that balances entertainment uses and neighborhood-serving retail
- Expand area's role as a center of local nightlife and entertainment scene
- Preserve low-scale commercial buildings remaining from the historic town of Old Sherman
- Allow mixed use (up to 4 stories) along the majority of the Boulevard
- Allow increased heights at Melrose Triangle and near the future subway station

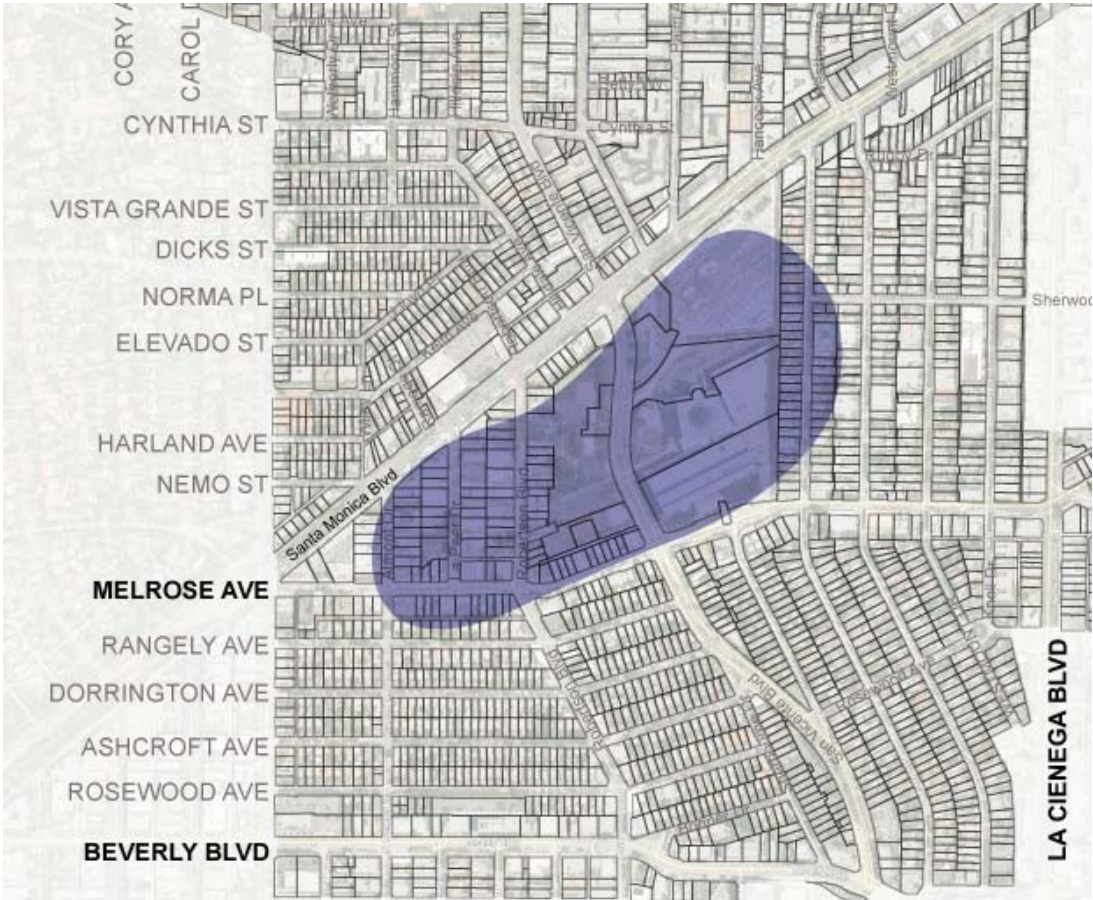
Avenues of Arts and Design



Avenues of Arts and Design

- Preserve and enhance existing character and uses with a focus on galleries, boutiques, showrooms and creative businesses
- Support related uses such as restaurants, cafes, and creative office space
- Maintain small scale character of up to 3 stories
- Enhance the pedestrian environment with wide sidewalks, street trees and landscaping, plazas, and outdoor dining
- Capitalize on the PDC and expand the area's role as an international destination for arts and design

Creative Arts District



Creative Arts District

- Continue to evolve into a “creative arts” district building on the energy of the PDC, Santa Monica Boulevard, and Avenues of Arts and Design
- High concentration of multi-media, creative office, design space, restaurants, night clubs and boutique hotels
- Pursue a major redevelopment project to transform the Metro facility into a vibrant mixed-use node
- Enhance the pedestrian network including improvements to San Vicente Blvd and creating mid-block pedestrian connections throughout district
- Prepare a Specific Plan or master plan to detail vision

Beverly Boulevard



Beverly Boulevard

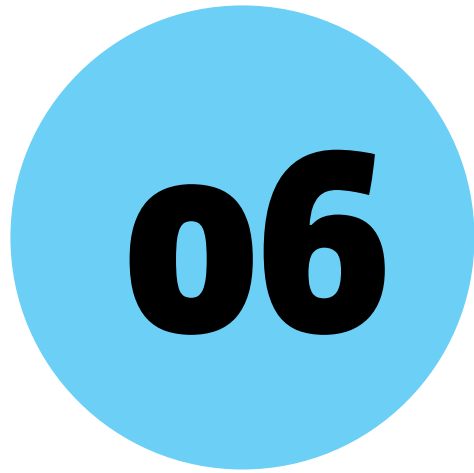
- Evolve into beautiful, walkable, mixed-use boulevard
- Diverse mix of uses: galleries, medical office, neighborhood-serving retail, multi-family housing
- Building heights of up to 4 stories on north side and 4 to 6 stories on south side
- Capitalize on proximity to Cedars-Sinai and potential subway station
- Create strong pedestrian connections to Avenues of Arts and Design

Sunset Boulevard



Sunset Boulevard

- Preserve and enhance as a national and international destination for entertainment and tourism, and economic engine for the City
- Keep as highest intensity area of West Hollywood; allow high-rise development in targeted locations
- Maintain eclectic character of area
- Improve pedestrian environment and streetscape
- Maintain regional roadway with a high daily volume of traffic
- Revisit the existing Sunset Specific Plan goals



Small Group Exercise

Instructions

- Review the sub-area visions and policy ideas
- Work with your group to decide on the order you want to discuss the sub-areas
- Discuss the following questions:
 - Do you agree with the overall vision of the sub-area? If not, what should the vision be?
 - Are there any ideas that you want to add to or delete from the policy ideas?
 - Urban Form and Land Use
 - Transportation and Pedestrian Improvements
 - Other
- Report back on each sub-area discussed



07

Public Comment

(2 minutes per speaker)



08

Summary and Next Steps



Next Meeting:

October 27

West Hollywood Park Auditorium

What is a General Plan?



The General Plan sets the policies for how we use and manage our physical, social, and economic resources. It documents our shared vision of tomorrow and sets the policies and programs to achieve that vision.



“The biggest issues are traffic and development and managing them both with style and patience.”

GPAC Members

- Please tell us your:
 - Name
 - Affiliation (if any)