

General Plan Advisory Committee Meeting #2: Sub-Area Visions Summary Results from Small Group Discussions

The following table presents a summary of the small group discussions on the sub-area visions and policy ideas presented at the October 7, 2009 GPAC Meeting. Groups were asked to review the information prepared by staff based on public comments and other outreach efforts and answer the following questions:

- 1) Did you agree with the vision presented? Yes or No.
- 2) What other ideas do you have for each sub-area.

Any areas without comments are assumed to mean that the group approved of the vision presented.

	La Brea/Santa Monica Transit Node	Santa Monica/Fairfax Transit Node	Mid-City Boulevard	Santa Monica Grand Boulevard	Avenues of Arts and Design	Creative Arts District	Beverly Boulevard	Sunset Boulevard	General Comments
Group 1	Yes	Yes	Yes	Yes <ul style="list-style-type: none"> Change name. 	Yes	Yes	Yes <ul style="list-style-type: none"> Increase distinctions in height between north and south sides of street. Make boulevard more walkable 	No <ul style="list-style-type: none"> Part of vision needs to be rethought. High-rise office buildings don't support entertainment and destination uses. Revise vision to focus on entertainment and destination and rethink area as highest intensity area of West Hollywood. 	
Group 2	Yes <ul style="list-style-type: none"> Encourage a grand entrance to area. 	Yes	Yes	Yes	No <ul style="list-style-type: none"> Encourage artist live/work units as an allowed use. Encourage period lighting. 	Yes <ul style="list-style-type: none"> Encourage artist live/work units as an allowed use. Prioritize redevelopment of MTA lot 	Yes	Yes	Concern that development should be limited to 4 stories rather than 6 citywide.
Group 3	Yes	Yes <ul style="list-style-type: none"> South side up to 6 stores North side should maintain views of the hills. 	Yes <ul style="list-style-type: none"> South side of the street should be 6-10 stories east of Fairfax 	Yes	Yes <ul style="list-style-type: none"> Combine with Creative Arts District 	Yes <ul style="list-style-type: none"> Combine with Avenues of Arts and Design 	Yes	Yes	Restripe streets citywide
Group 4	Yes <ul style="list-style-type: none"> Call out and expand the entertainment businesses. 	Yes <ul style="list-style-type: none"> High-rise housing in this area is good. 	Yes <ul style="list-style-type: none"> Agree that preserving retail should be part of the vision. Parking is an issue that needs to be 	Yes <ul style="list-style-type: none"> Vision should acknowledge gay/lesbian focus of area. Santa Monica and Robertson should 	Yes <ul style="list-style-type: none"> Combine with Creative Arts District and Beverly 	Yes <ul style="list-style-type: none"> Combine with Avenues of Arts and Design and Beverly Sub-Areas 	Yes <ul style="list-style-type: none"> Combine with Creative Arts District and Avenues of Arts and Design Beverly should be rethought. 	No <ul style="list-style-type: none"> Rethink the vision Find daytime uses for the area that balance with the nighttime uses. 	

			<p>addressed.</p> <ul style="list-style-type: none"> • Biking routes need to be addressed. • Daytime uses needed to compliment nighttime uses. 	<p>be highlighted separately in the General Plan</p>					
Group 5	Yes	Yes	<p>No</p> <ul style="list-style-type: none"> • Area should be more of a focus of development with jobs and other uses; consider green technology uses. • Encourage more pedestrian friendly environments here. 	<p>No</p> <ul style="list-style-type: none"> • Concerns about height in Triangle area. • Area should be 4-6 stories overall. • Develop a “strategic plan” for the area. 	Yes	Yes	Yes	Yes	Broad disagreement in group on preserving existing uses and scale.
Comments sent in after the meeting	<ul style="list-style-type: none"> • 	<p>Robin Conerly: Explore multi-family development at intersection of Fountain and Crescent Heights. There are two churches at the intersection, encourage a ‘spiritual gateway’ to the city. Work with faith based organizations in that area to develop more meeting/worship spaces with affordable housing that is architecturally distinctive.</p>	<p>Ric Abramson:</p> <ul style="list-style-type: none"> • Change has occurred not in land use but to signage (both quantity and digital signs that did not exist before). Commercial policy must address this in General Plan. • Land Use policy should reflect policy moving more housing into commercial sectors. • Apart from generic “mixed-use”, greater diversity in typologies should be considered in commercial (i.e. live/work, artist-in-residence, professional lofts, adaptive re-use options, hotel-apartments, senior enclaves, etc) encourage parking reductions near transit. South side development can be taller with fewer impacts. • Melrose Triangle is a huge lost opportunity. 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. • No mention of great streets & alleys discussed at community workshops. Commercial zones should become more diverse in street types (i.e. court pockets off Santa Monica Blvd, “woonerf” living concepts with furniture, streets that become urban plazas for special events (farmers markets, commercial pocket parks, political demonstrations, street fairs, parking courts, etc). • Alleys on south side of commercial zone are primed for bio-swale concepts because of prevailing topography. Get serious about environmental solutions in the commercial and public areas. <p>In the mid city area the group did not like the provision for assembling multiple parcels. It is contrary to previous discussion about retaining local businesses in the mid city.</p>			<p>Kate Bartolo (Group 5):</p> <ul style="list-style-type: none"> • Supported the direction of most of the plans. • Concerns expressed about Santa Monica Grand Blvd and Melrose Triangle being too intense. • Strongest consensus position taken in mid city area. There was broad disagreement about the proposed plan to preserve existing uses and scale. The group believes that mid city area should be an economic engine of the city. Encourage clean tech in this area, pedestrian improvements, • Redo Sunset Specific Plan. <p>Encourage city to increase public parking supply, encourage live/work zoning , or industrial flex space citywide.</p>			