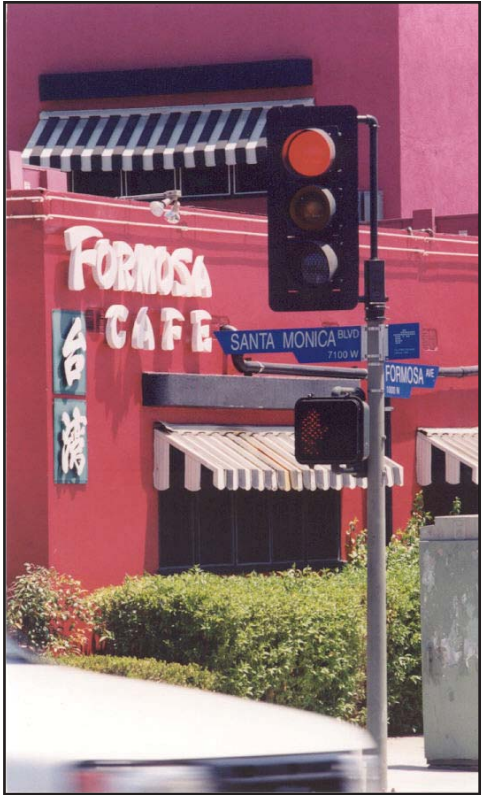
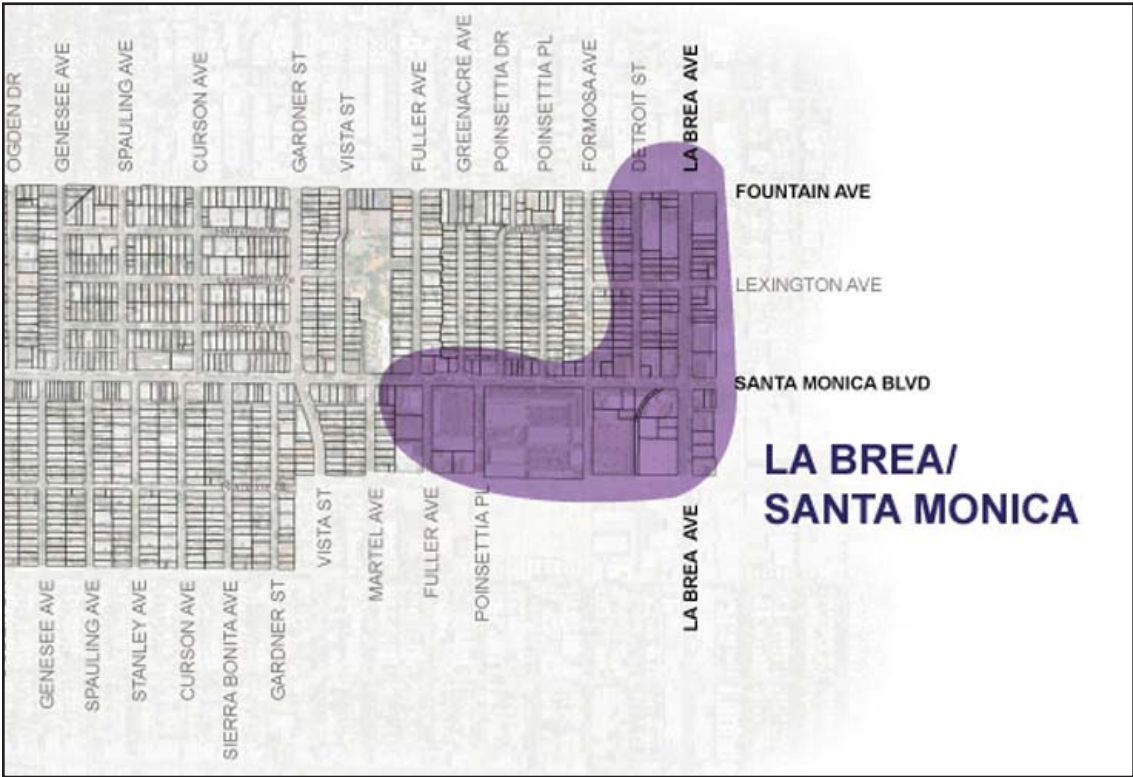


La Brea/Santa Monica Transit Node





La Brea/Santa Monica Transit Node

Vision

The La Brea/Santa Monica Transit Node enhances its identity as a higher intensity, lively and vibrant district that capitalizes on existing and future high levels of bus service, the potential for a subway stop at the intersection and the presence of the Gateway retail center and nearby film and media facilities. The vision in the General Plan is to transition the area from a predominantly auto-oriented intersection into a pedestrian-oriented district with a diverse mix of neighborhood and regional retail stores, housing and jobs. The area will be more pedestrian friendly with a sidewalk scene and an identifiable sense of place.

Urban Form and Land Use

- Promote a diversity of retail, office and residential uses that capitalize on access to existing and future transit.
- Require ground-floor retail uses in specific areas to capitalize on and serve the high volumes of pedestrian traffic, and activate the public spaces.
- Maintain a strong street and sidewalk presence for existing and new buildings.
- Require minimum densities in appropriate locations (i.e., within approximately a five- to ten-minute walk of the proposed station site) to support increased transit use.
- Require appropriate setbacks or buffers from the existing residential areas to maintain physical compatibility of buildings greater than 2 stories.
- La Brea Avenue
 - ◇ Evolve into a mixed use corridor with ground floor retail and service commercial uses, and residential or office uses above.
 - ◇ Maintain building heights of four to eight stories on La Brea.
- North side of Santa Monica Boulevard
 - ◇ Maintain a lower scale to respect the existing character of the adjacent residential neighborhoods, particularly west of Formosa Avenue.
 - ◇ Buildings up to 4 stories.
 - ◇ Require ground floor retail with a focus on neighborhood-serving uses (similar to the Mid-City area).
- South side of Santa Monica Boulevard
 - ◇ Encourage higher intensity uses of up to 10 stories in select locations.
 - ◇ Gateway retail center remains a regional draw.

La Brea/Santa Monica Transit Node



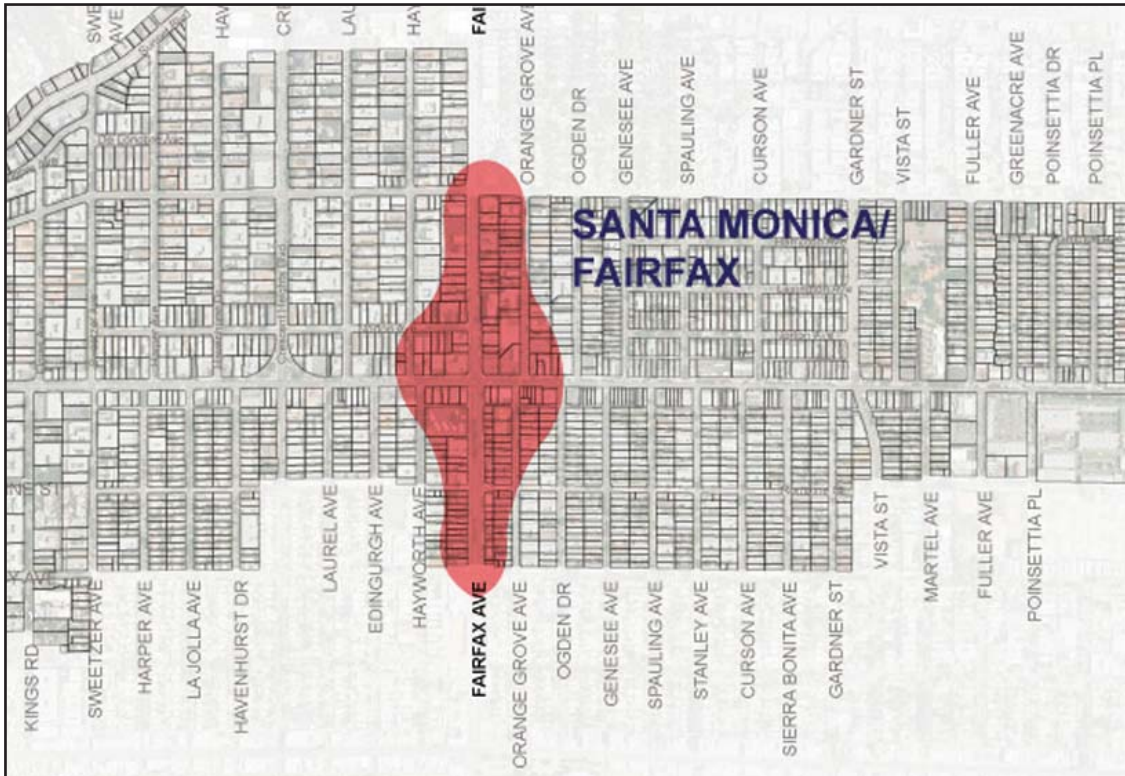
Transportation and Pedestrian Improvements

- Undertake streetscape improvements to improve the pedestrian experience of the area.
- Continue to implement the bicycle master plan and implement new connections from surrounding areas.

Other

- Develop incentives to consolidate parcels for redevelopment.
- Explore opportunities for a plaza or other public open space near the potential subway station at the Gateway retail center.
- Establish a minimum density/height but allow for an increase in density when subway is funded/built.
- Establish development standards that provide a compatible transition between residential and non-residential areas to encourage appropriate redevelopment.

Santa Monica/Fairfax Transit District



Santa Monica/Fairfax Transit District



Vision

This area, which currently has a mix of multi-family and commercial, evolves over time into a mixed-use transit district that capitalizes on existing and future high levels of bus service, the potential for a subway station, a cluster of rehabilitated historic buildings and artistic and educational institutions. The area around the intersection of Santa Monica and Fairfax will intensify over time with mixed use buildings and a wide variety of neighborhood-serving retail uses within walking distance of residences. Transit use will be supported by an expansion of multi-family housing on Fairfax north and south of the intersection.

Urban Form and Land Use

- Santa Monica Boulevard
 - ◇ Mixed use with ground-floor retail and mostly multi-family housing on the upper floors.
 - ◇ Additional residential units support existing and future transit use.
 - ◇ Buildings front the street and create an active pedestrian environment.
 - ◇ Building heights of four to six stories.
 - ◇ Protect residential neighborhoods through appropriate setbacks and buffers.
 - ◇ Encourage retention and active use of historic properties.
- Fairfax north of Santa Monica
 - ◇ Encourage multi-family residential to support existing and encourage future transit service.
 - ◇ No commercial allowed.
 - ◇ Encourage adaptive use of underutilized institutional properties.
- Fairfax south of Santa Monica
 - ◇ Multi-family residential with limited commercial.
 - ◇ Commercial should not detract from the residential character of the area.
 - ◇ Explore redevelopment opportunities for small, shallow parcels on east side of Fairfax.
 - ◇ Explore adaptive use of hotel properties as permanent residential resources.

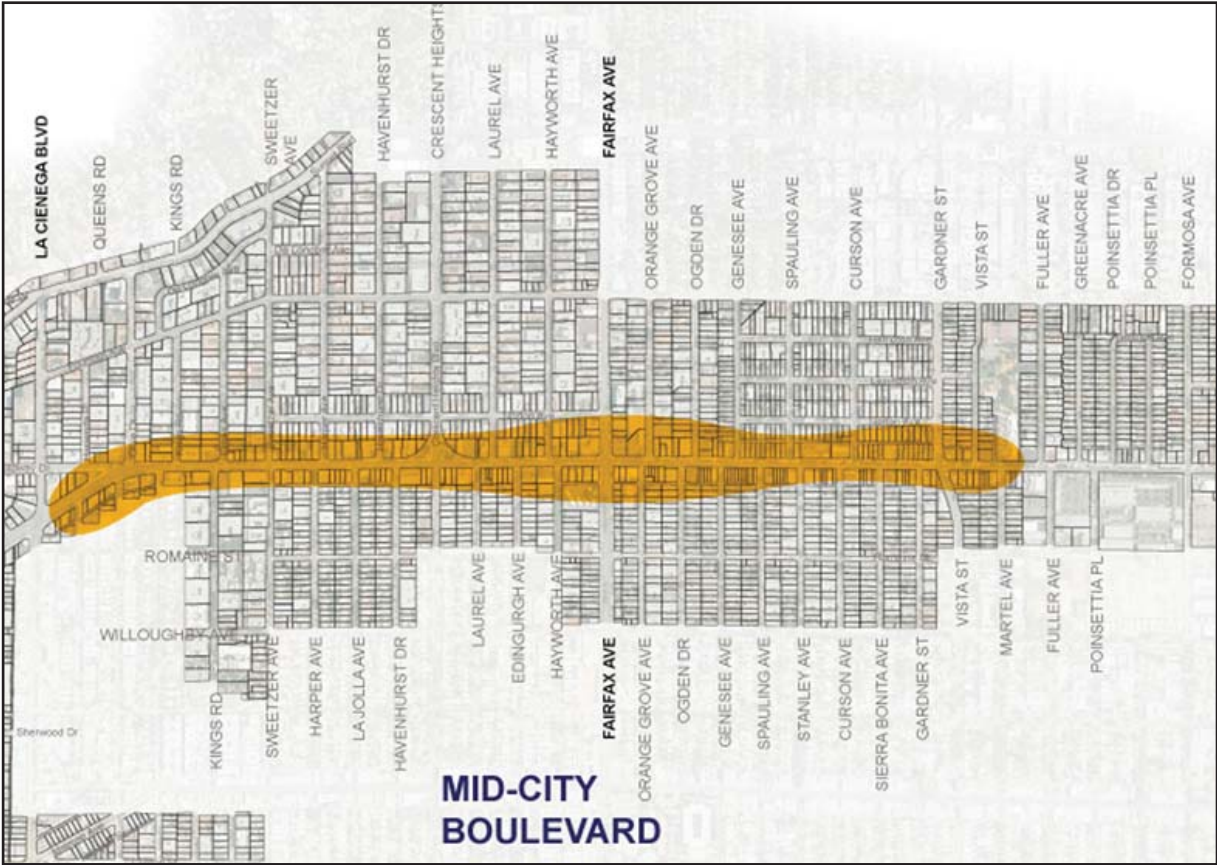
Transportation and Pedestrian Improvements

- Improve transit facilities to support the area's function as a major transit transfer node.
- Undertake streetscape improvements to create an attractive and safe pedestrian environment.

Other

- Develop incentives to consolidate parcels for redevelopment, especially on the small parcels along Fairfax.
- Explore opportunities for new uses (park, housing, or others) on the school district property.
- Support a mix of multi-family housing.

Mid-City Boulevard



Mid-City Boulevard



Vision

Mid-City Boulevard is 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 is a “commercial conservation” zone with a diverse mix of retail, commercial, and office uses that support the adjacent neighborhoods, as well as 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. The area will be made more attractive through façade improvements, sensitive infill development and streetscape enhancements.

Urban Form and Land Use

- Include a diverse mix of retail, residential, and office uses.
- Encourage new commercial and mixed use buildings to ensure continued economic vitality in the Mid-City area.
- Maintain existing building height limits of up to four stories.
- Discourage large-format retail in this area by limiting retail frontage and floor plate sizes.

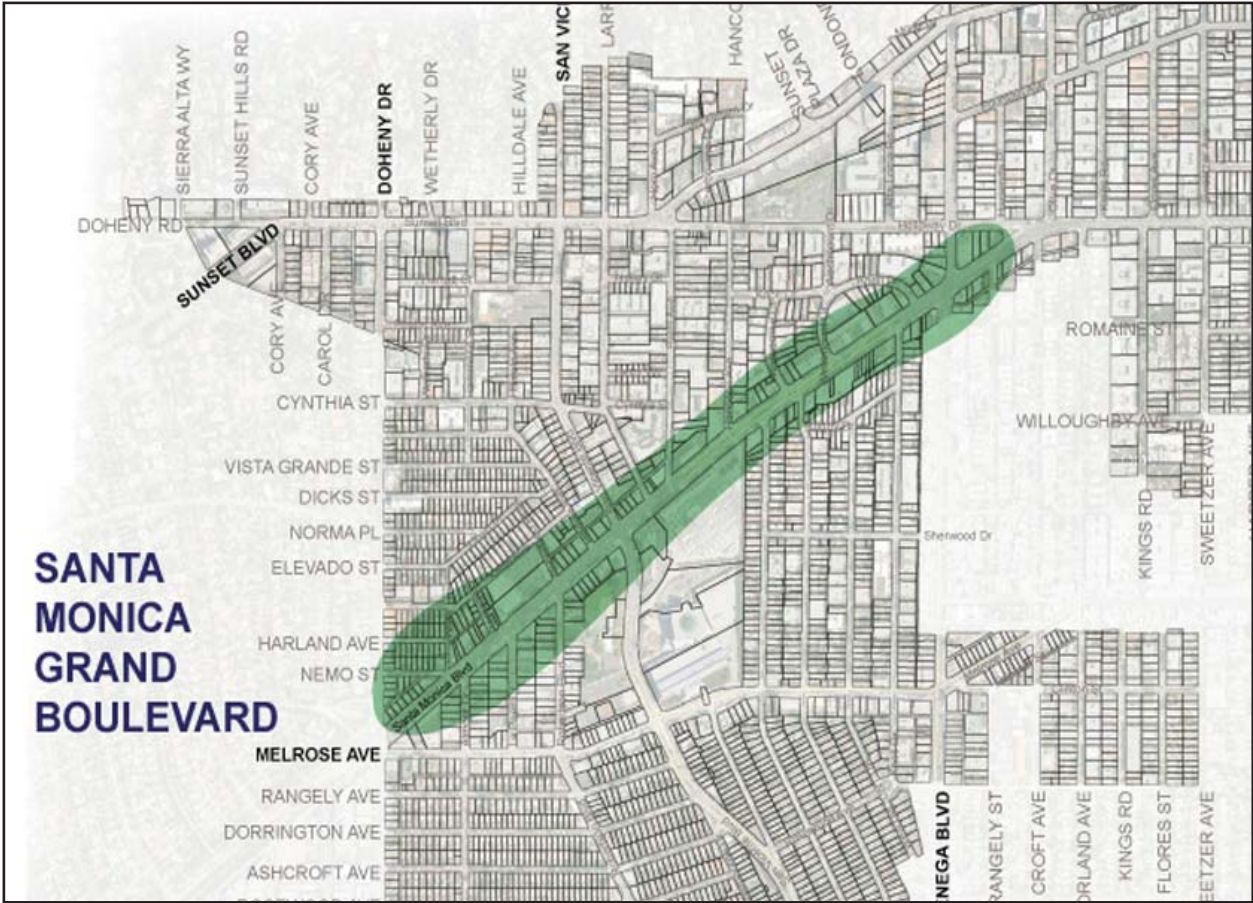
Transportation and Pedestrian Improvements

- Continue to implement the streetscape improvement program for Santa Monica Boulevard.

Other

- Protect residential neighborhoods through appropriate setbacks and buffers.
- Promote a façade improvement program to enhance the street and support existing businesses.
- Develop policies and incentives to encourage parcel assembly for future development.

Santa Monica Grand Blvd



Santa Monica Grand Blvd



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 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 is allowed near the intersection with Doheny and east of San Vicente to support the future subway station.

Urban Form and Land Use

- Maintain the number and diversity of restaurants, clubs, bars and entertainment venues.
- Encourage spaces for neighborhood-serving uses that support the residents of the area.
- Preserve 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.
- Allow mixed use and commercial buildings of four stories along the majority of the corridor.
- Encourage higher density development in proximity to the proposed subway station (between Hancock and Westmound Drive) to support increased transit use.
- Enhance Melrose Triangle as a gateway to the City and allow increased building heights in this location.
- Require ground floor retail along the entirety of this sub-area.

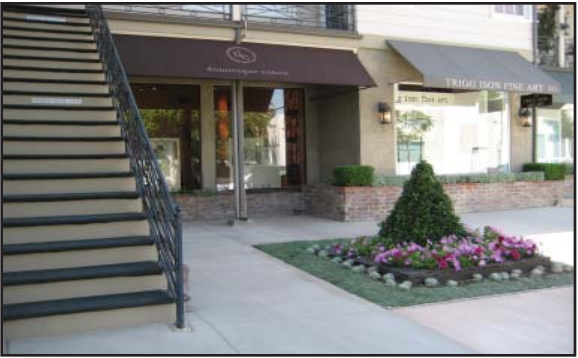
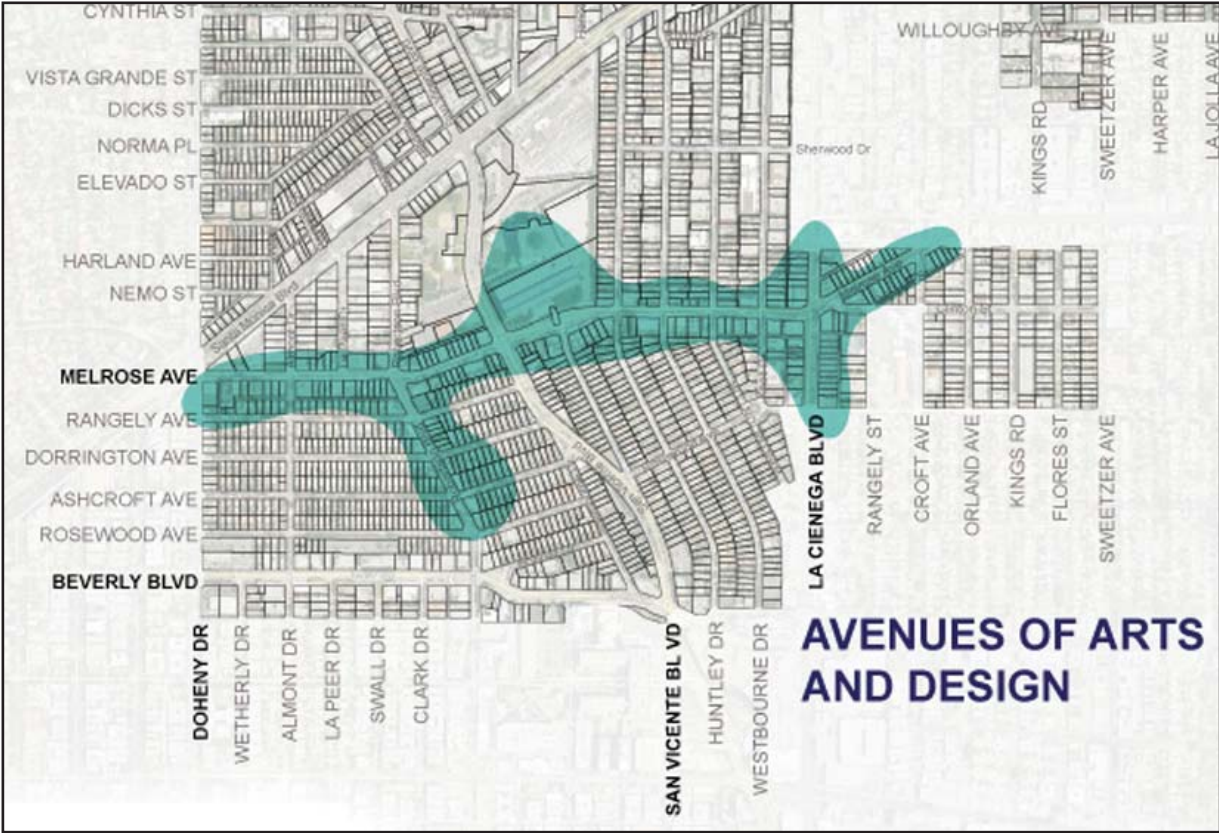
Transportation and Pedestrian Improvements

- Support a high volume of pedestrian activity along Santa Monica Boulevard.
- Enhance pedestrian connections from Santa Monica Boulevard to the Melrose Triangle District and the Avenue of Arts and Design.

Other

- Develop appropriate building setbacks to protect single-family residential areas from the activity on the Grand Boulevard.

Avenues of Arts and Design (Melrose/Robertson)



Avenues of Arts and Design (Melrose/Robertson)



Vision

The Avenues of Arts and Design capitalizes on the existing galleries, boutiques and the Pacific Design Center to become the premiere destination for galleries, boutiques and creative businesses in the Los Angeles Area. The Avenues support a wide diversity of creative uses tied together with wide sidewalks, street trees and lush landscaping. The Pacific Design Center evolves into an international destination for conferences, meetings and arts and design events while maintaining its role as a leading center of arts and design showrooms and office spaces. 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. High quality and varied architecture enhances the area's appeal and showcases international design talent.

Urban Form and Land Use

- Support uses including galleries, boutiques, cafes, restaurants, creative office space and similar commercial uses; residential is not allowed in this area.
- Encourage small-scale buildings of up to three stories
- Capitalize on the proximity to the Pacific Design Center (PDC) and the area's image as the iconic West Hollywood design district.
- Expand the PDC's role as an economic generator by hosting conferences, meetings, and community events.
- Maintain the small-scale character of the area and enhance the area with new uses that support its destination-oriented nature.
- Capitalize on the MOCA annex as a tourist and arts-related destination.
- Pursue higher intensity projects along La Cienega at Melrose.

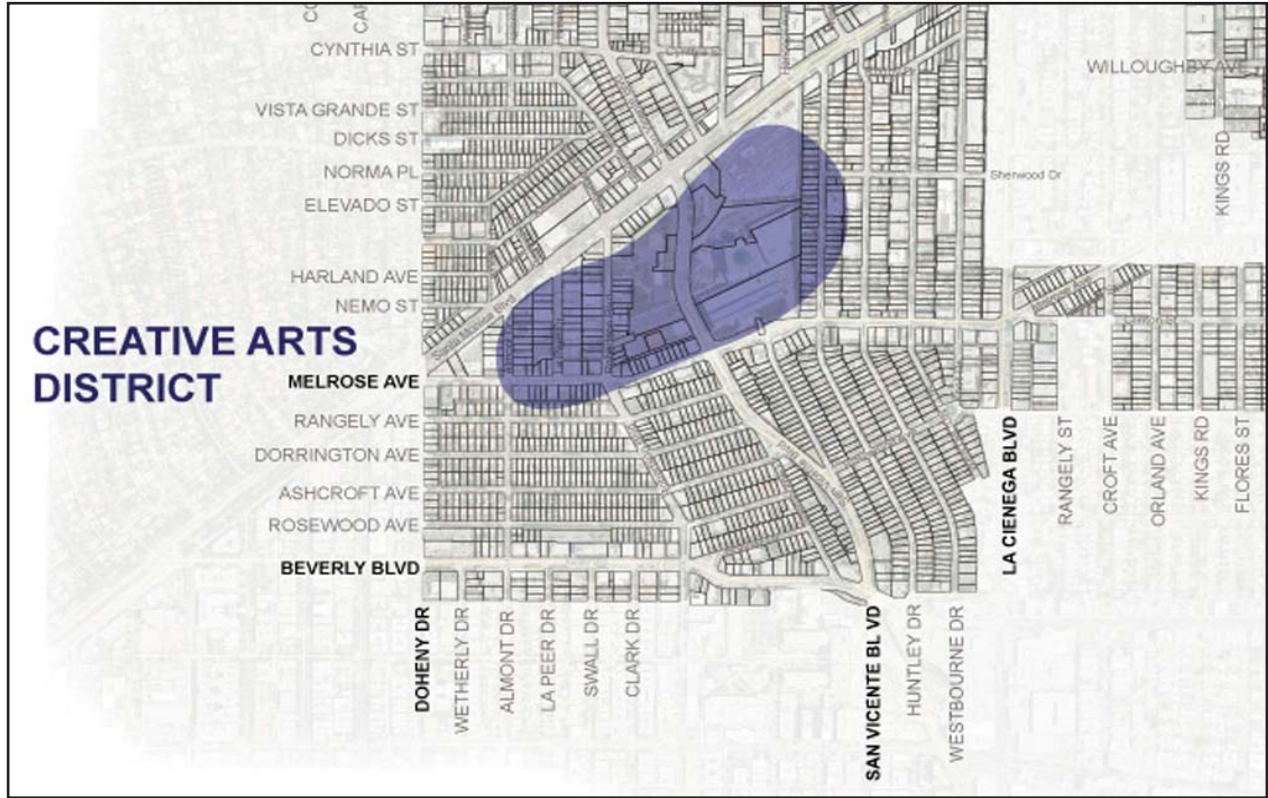
Transportation and Pedestrian Improvements

- Explore improvements to pedestrian amenities in the area, especially east of La Cienega

Other

- Improve pedestrian connections to enhance integration of the PDC into the community
- Explore opportunities for small parks and public plazas on existing surface parking lots.

Creative Arts District



Creative Arts District



Vision

This area will continue to evolve as a multi-media “creative arts” district that builds upon the uses, clientele and energy at the PDC, Santa Monica Boulevard and the Avenues of Arts and Design. The area will have a variety of showrooms, galleries, film and multi-media office and design space and supporting uses such as restaurants, night clubs and boutique hotels. A cornerstone of the change will be the transformation of the Metro facility into a mixed use development project that supports future transit service and the street life along Santa Monica Boulevard.

Urban Form and Land Use

- Allow a wide variety of uses including retail, restaurants, art galleries, entertainment venues, bars, night-clubs and hospitality uses.
- Pursue a major mixed use redevelopment project on the Metro Site to help catalyze the transformation of the area, support future transit and beautify Santa Monica Boulevard. Heights above four stories may be allowed in this location.

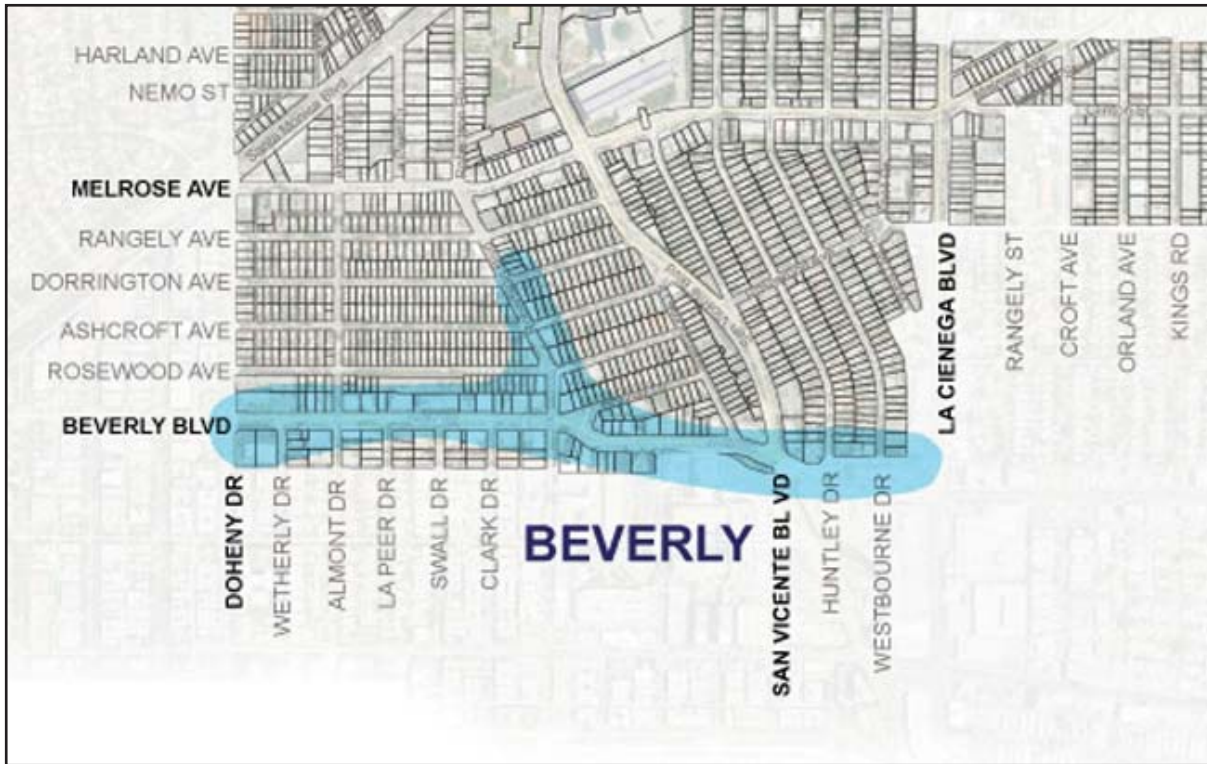
Transportation and Pedestrian Improvements

- Maintain a beautiful and attractive pedestrian environment with wide sidewalks, benches, and street trees.
- Pursue mid-block pedestrian connections and paseos to improve pedestrian flow through the area.
- Allow sidewalk dining and street retail to enhance the pedestrian experience.
- Improve San Vicente Boulevard with wide sidewalks, street trees, and other pedestrian amenities.

Other

- Preserve historic buildings in the district.
- Prepare a Specific Plan or master plan for the area.
- Capitalize on West Hollywood Park as an anchor for the area with strong connections to existing and new businesses.

Beverly Boulevard



Beverly Boulevard



Vision

Beverly Boulevard is transformed 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. Add neighborhood-serving retail, medical office and residential uses to the existing mix of design-related stores. The street itself is transformed from an auto-dominated road into a more multi-modal corridor with increased space for pedestrians, bikes and transit.

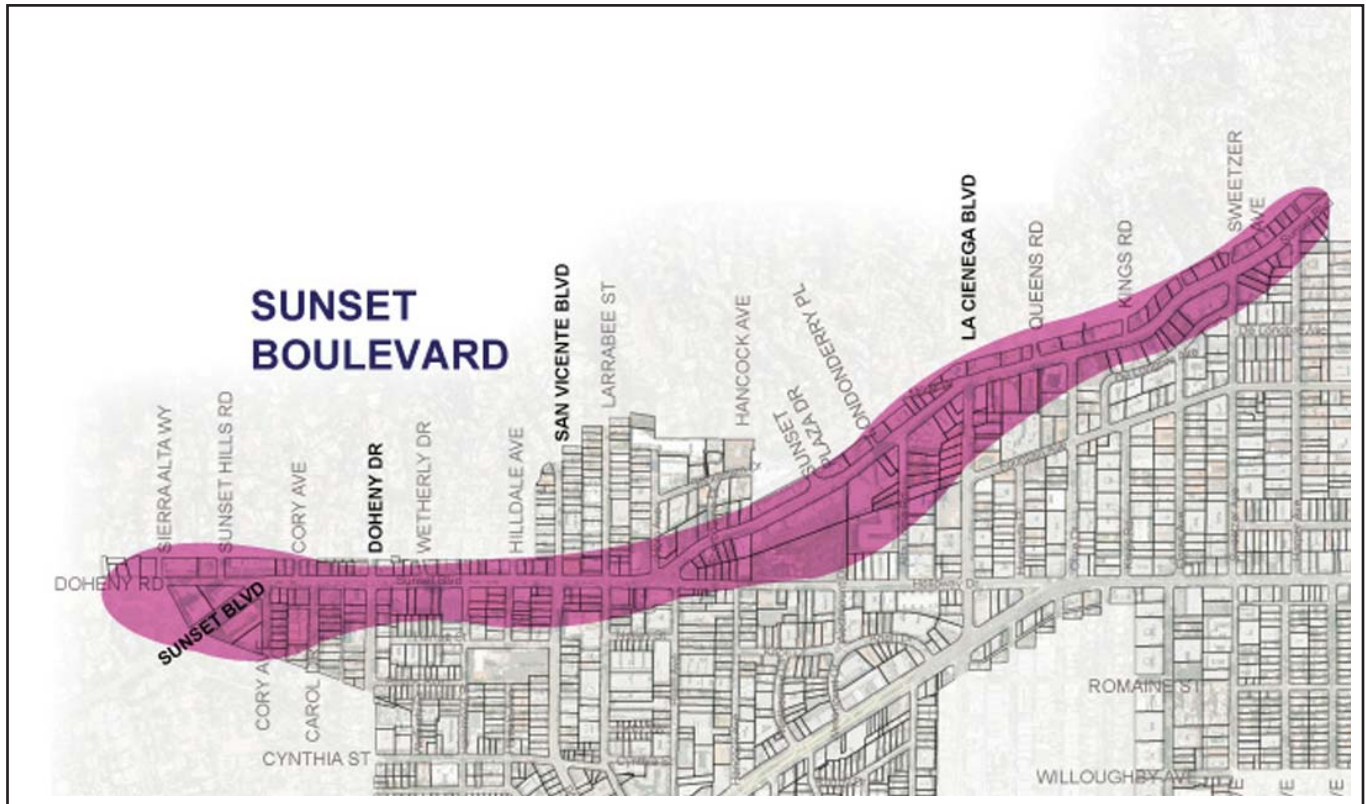
Urban Form and Land Use

- Encourage mixed-use or commercial only buildings.
- Encourage buildings of four to six stories on the south side of the street and maintain heights of up to four stories on the north side.
- Provide appropriate setbacks to and buffers with residential areas.
- Support and expand design-related uses such as galleries and boutiques, and connections with the Avenues of Arts and Design.
- Require retail on the ground floor to encourage pedestrian activity.
- Pursue medical office related uses to capitalize on the areas's proximity to Cedars-Sinai.
- Build buildings to the sidewalk to create a uniform and attractive pedestrian environment.

Transportation and Pedestrian Improvements

- Create strong pedestrian connections to the Avenues of Arts and Design.
- Explore streetscape improvements, including wider sidewalks, street trees, landscaping and improved sidewalks.
- Create a multi-modal boulevard that supports bus, bike, vehicular and pedestrian mobility.

Sunset Boulevard



Sunset Boulevard

Vision

The General Plan vision is to maintain and enhance Sunset Boulevard, the highest intensity area of West Hollywood, as a national and international destination for entertainment and the primary economic engine of the City. As part of the destination, hotels and tourism-related uses will be enhanced. The pedestrian environment in the area will continue to be improved and the streetscape supports the scale and eclectic nature of the street. While the area will remain a popular destination, Sunset Boulevard will also be maintained as a regional roadway with improved traffic flow.

Urban Form and Land Use

- Maintain a wide variety of uses along Sunset including retail, restaurant, hotel, office, entertainment, and live theaters.
- Encourage entertainment and related uses to support the vision of a national and international entertainment destination.
- Residential uses should be allowed so long as they do not conflict with the entertainment and destination activities of the area.
- Encourage cutting edge stores and restaurants.
- Continue to allow high-rise buildings in appropriate locations on Sunset Boulevard.

Transportation and Pedestrian Improvements

- Allow for regional traffic flow on Sunset Boulevard.
- Undertake streetscape improvements to reflect the high-intensity vision for the area.

Other

- Revisit the existing Sunset Specific Plan goals.