



# Land Use Designations

General Plan Advisory Committee #3

27 October 2009

## Agenda

- 01 Introduction
- 02 Review of GPAC #2
- 03 Land Use Designations
- 04 Proposed Map Changes
- 05 Discussion of Map Changes by Sub-Area
- 06 Public Comment
- 07 Summary and Next Steps



## Introduction

## GPAC Schedule and Topics

- October 7: Commercial Sub-Area Visions
- October 28: Land Use Designations
- November 4: Finalize Land Use Designations and Commercial Sub-Area Visions
- December 2: General Plan Policy Framework and Transportation
- January 6: General Plan Policy Framework
- February 3: Wrap-up, resolution of unresolved issues

## 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*

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## Review of GPAC #2

## GPAC #2 Summary

- 8 Commercial Sub-Areas presented
  - La Brea/Santa Monica Transit Node
  - Santa Monica/Fairfax Transit Node
  - Mid-City Boulevard
  - Santa Monica Grand Boulevard
  - Avenues and Arts and Design
  - Creative Arts District
  - Beverly Boulevard
  - Sunset Boulevard
- 5 small groups discussed each sub-area and provided guidance on the overall direction

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## GPAC #2 Results

- **La Brea/Santa Monica Transit Node**
  - Overall agreement
  - Create “grand entrance” to City
  - Expand entertainment businesses
- **Santa Monica/Fairfax Transit Node**
  - Overall agreement
  - Allow high-rise housing and additional height on south side
- **Mid-City Boulevard**
  - Overall agreement
  - Explore additional height close to Fairfax
  - Concern over preserving retail without allowing for change
  - Expand employment focus
- **Santa Monica Grand Boulevard**
  - Overall agreement
  - Change name
  - Acknowledge gay/lesbian focus

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## GPAC #2 Results

- **Avenues of Arts and Design**
  - Overall agreement with vision
  - Allow live-work
  - Combine with Creative Arts and Beverly sub-areas
- **Creative Arts District**
  - Overall agreement
  - Combine with other sub-areas
- **Beverly Boulevard**
  - Overall agreement
  - Increase height on south side
  - Make more walkable
- **Sunset Boulevard**
  - Some agreement; “rethink the vision”
  - Find daytime uses that compliment the nighttime uses
  - Focus on entertainment and tourism-related uses

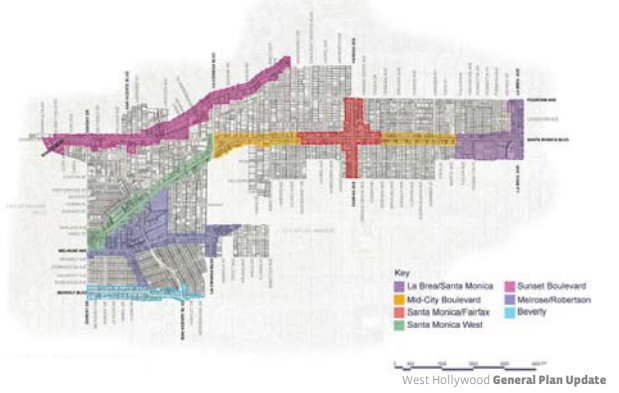
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## Results

- Kept the majority of the visions and policy directions
  - Sunset had greatest difference of opinion; reflect different ideas to City Council and Planning Commission
- Added height in some areas (reflected in designations)
- Added specific policy ideas to some of the sub-areas
- Combined Creative Arts with Avenues of Arts and Design
- Made boundaries parcel-specific
- Renamed some sub-areas
  - “Avenues of Arts and Design”/“Creative Arts” to “Melrose/Robertson”
  - “Santa Monica Grand Boulevard” to “Santa Monica Boulevard West”

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## Commercial Sub-Areas



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## Land Use Designations

## Land Use Regulations

### General Plan Land Use Designations

- Identify the future intended use of every parcel of land
- Define the allowed uses, development intensity/density, building height, lot coverage and parking
- Sets a broad general direction, leaving the specifics to zoning

### Zoning Districts

- 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, 2<sup>nd</sup> story), open space requirements, landscaping, parking requirements, signage, etc.

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## Approach

- Used zoning as the basis for creating new land use designations
  - Created a unified General Plan/Zoning Map
  - Same designation names and locations
- Eliminated “stories” as a measure of intensity
- Added 2 new designations
- Maintained residential designations
- Created “bookend” approach to FAR/height (with base and bonus)

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## Components of Designations

- Allowed uses
- Intensity (FAR and density)
- Height

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## Proposed Designations (R1,R2,R3,R4)



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## Commercial Neighborhood – 1 (CN1)

	FAR	Feet
Base	1.0	25
w/ bonus	1.5	35
Uses		
	Retail-neighborhood	
	Retail-general	
	Restaurant	
	Office	
	Housing above	



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## Commercial Neighborhood - 2 (CN2) - New

	FAR	Feet
Base	1.0	25
w/ bonus	1.5	45
Uses		
	Retail-neighborhood	
	Retail-general	
	Restaurant	
	Office	
	Housing above	



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## Commercial Community – 1 (CC1)

	FAR	Feet
Base	1.5	35
w/ bonus	2.0	45
Uses		
	Retail-neighborhood	
	Retail-general	
	Restaurant	
	Office	
	Housing above	



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## Commercial Community – 2 (CC2) - New

	FAR	Feet
Base	2	45
w/ bonus	2.5	60
Uses		
	Retail-neighborhood	
	Retail-general	
	Restaurant	
	Office	
	Housing above	



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## Commercial Arterial (CA)

	FAR	Feet
Base	2.5	60
w/ bonus	3.0	95
Uses		
	Retail-neighborhood	
	Retail-general	
	Restaurant	
	Office	
	Housing above	



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## Commercial Regional Center (CR)

	FAR	Feet
Base	3.0	90
w/ bonus	3.5	125
Uses		
	Retail-neighborhood	
	Retail-general	
	Restaurant	
	Office	
	Housing above	



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## Public Facilities (P)

	FAR	Feet
Base	---	---
w/ bonus	---	---
Uses		
	Retail-neighborhood	
	Retail-general	
	Restaurant	
	Office	
	Housing	
	Public Facility	



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## Sunset Specific Plan (SSP) and PDC Specific Plan (PDCSP)



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## Proposed Designations



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## Designations for Commercial Sub-Areas

## Questions for Discussion

- Do the designations reflect the vision of the sub-area?
- Do you agree with the designations?
- Do you recommend any changes to the designations?

## La Brea/Santa Monica Transit Node



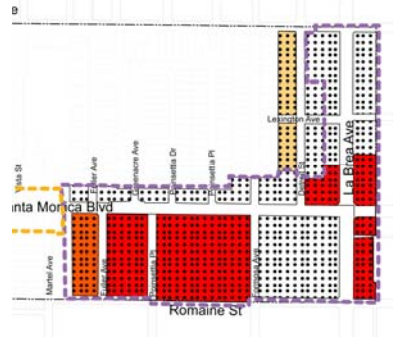


## La Brea/Santa Monica Transit Node

- 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)

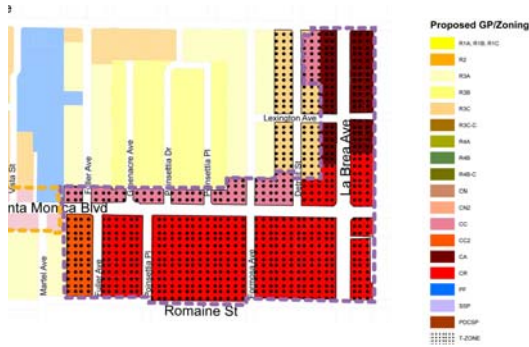
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## La Brea/Santa Monica Transit Node



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## La Brea/Santa Monica Transit Node



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## Questions for Discussion

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## Santa Monica/Fairfax Transit Node



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## 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

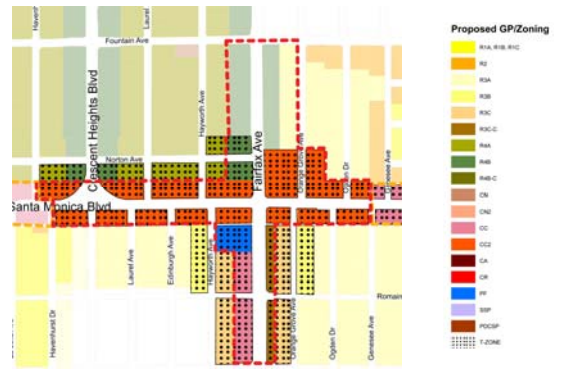
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## Santa Monica/Fairfax Transit Node



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## Santa Monica/Fairfax Transit Node



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## Mid-City Boulevard



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## Mid-City Boulevard

- Preserve and enhance commercial and retail uses that support neighborhood residents *while allowing for new commercial uses*
- Encourage locally-owned and multi-cultural businesses
- Beautify the area through façade and streetscape improvements
  - 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

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## Mid-City Boulevard



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## Mid-City Boulevard



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## Questions for Discussion

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## Santa Monica West



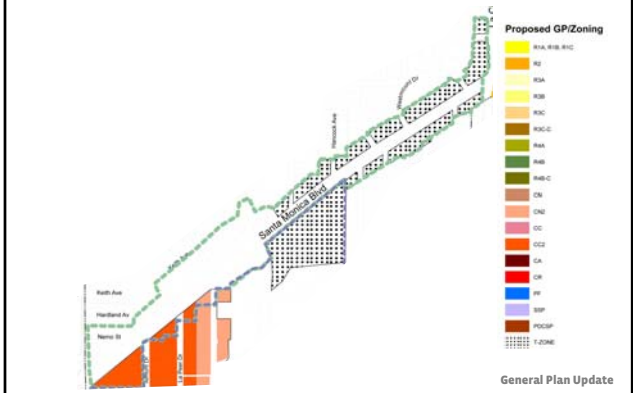
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## Santa Monica West

- 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

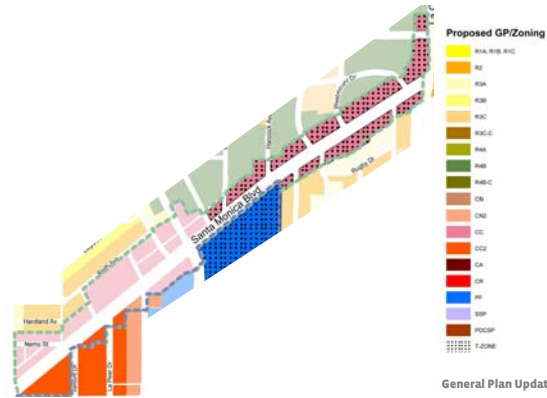
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## Santa Monica West



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## Santa Monica West



## Questions for Discussion

- Do the designations reflect the vision of the sub-area?
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## Melrose/Robertson



## Melrose/Robertson

- Expand the area's role as an international destination for arts and design
- Maintain and enhance existing character and uses with a focus on galleries, boutiques, showrooms and creative businesses
- Expand uses to include multi-media, creative office and design
- Support related uses such as restaurants, cafes, and creative office space
- Enhance the pedestrian environment with wide sidewalks, street trees and landscaping, plazas, and mid-block paseos
- Pursue a major redevelopment project to transform the Metro facility into a vibrant mixed-use node

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## Melrose/Robertson



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## Melrose/Robertson



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## Beverly Boulevard



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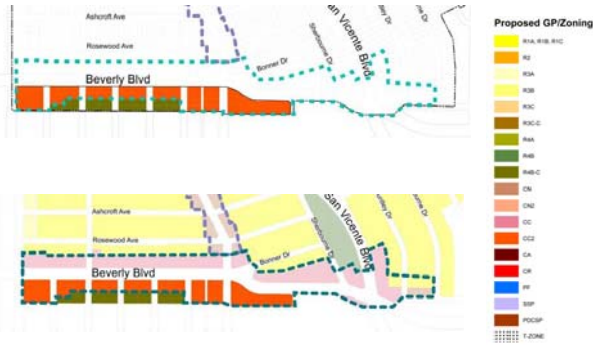
## Beverly Boulevard

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

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## Beverly Boulevard



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## Questions for Discussion

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## Sunset Boulevard

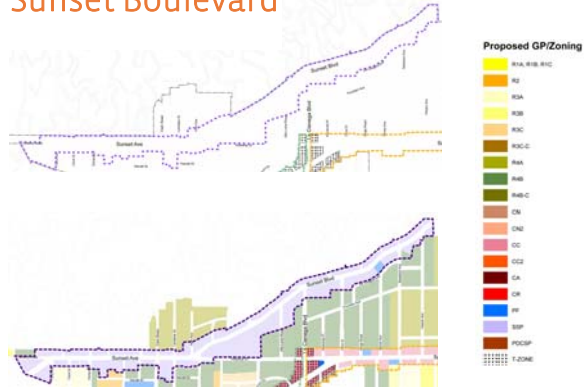


## Sunset Boulevard

- Preserve and enhance as a national and international destination for entertainment and tourism, and economic engine for the City
- 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
  - Keep as highest intensity area of West Hollywood; allow high-rise development in targeted locations

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## Sunset Boulevard



## Questions for Discussion

- Do the designations reflect the vision of the sub-area?
- Do you agree with the designations?
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**06**

**Public Comment**  
(2 minutes per speaker)

**07**

**Summary and  
Next Steps**





*Next Meeting:*

November 4

6:30 PM

West Hollywood Park Auditorium