

Commercial Sub-Areas

General Plan Advisory Committee Meeting #4
November 4, 2009

Instructions

The following document contains revised visions and policy directions for the Commercial Sub-Areas. The document was revised based on comments from the General Plan Advisory Committee at meeting #2 (on October 7, 2009) and, to a lesser degree, at meeting #3 (on October 27, 2009).

Our goal at meeting #4 (November 4, 2009) is to finalize the Commercial Sub-Area Visions and policies. If possible, please read this document prior to the meeting and come prepared with any notes or comments you may have on the Sub-Area Visions. During our discussion on November 4, please let us know your reactions to the vision and policy statements for each sub-area. This will be done in two ways:

- First, please indicate your general agreement or disagreement with the policy statements. **Place a “Y” for yes or “N” for no in the box next to each policy statement** for whether you agree or disagree with the statement. We will collect these responses at the end of the meeting.
- Second, there are several questions at the end of each area. We will be discussing these questions as a group during the GPAC meeting on November 4. We also encourage you to **provide written responses to these questions** at or after the meeting. Further, we welcome additional suggestions on policy directions for each commercial sub-area.

This information will be used to develop an overall policy direction for the commercial areas of the City as well as proposed land use designations.

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.

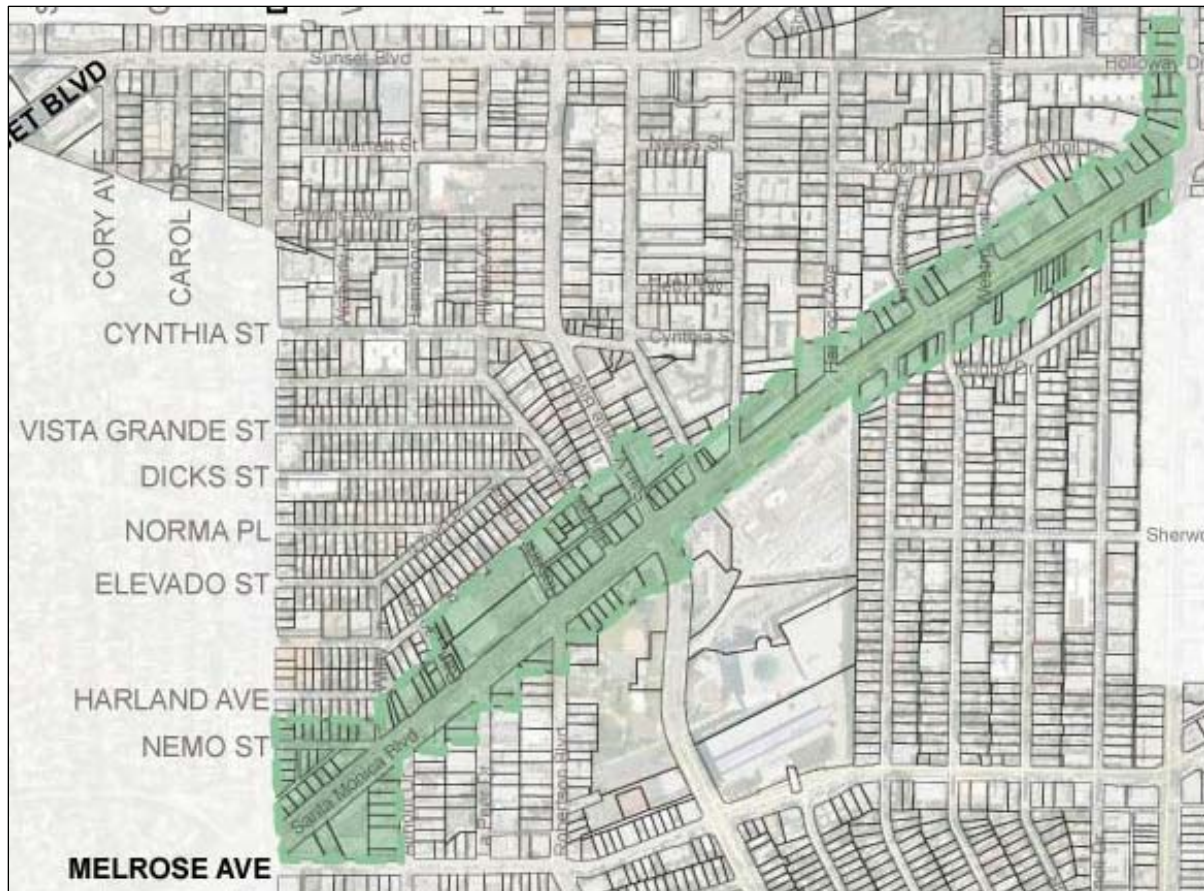


Key Questions

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

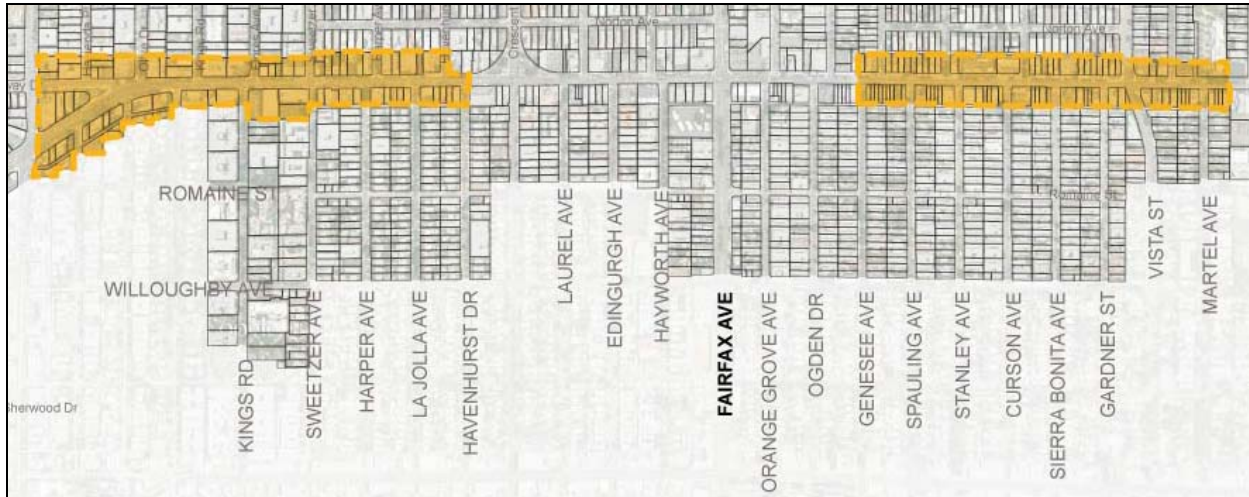
1. Support a mix of multi-family housing types.

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

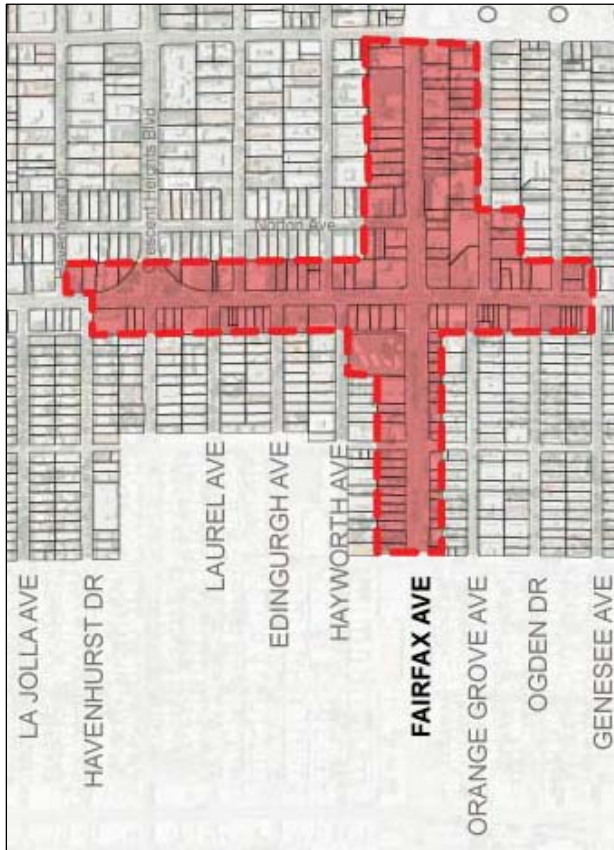
1. Develop incentives to consolidate parcels for redevelopment.
2. Promote a façade improvement program to enhance the street and support existing businesses.

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

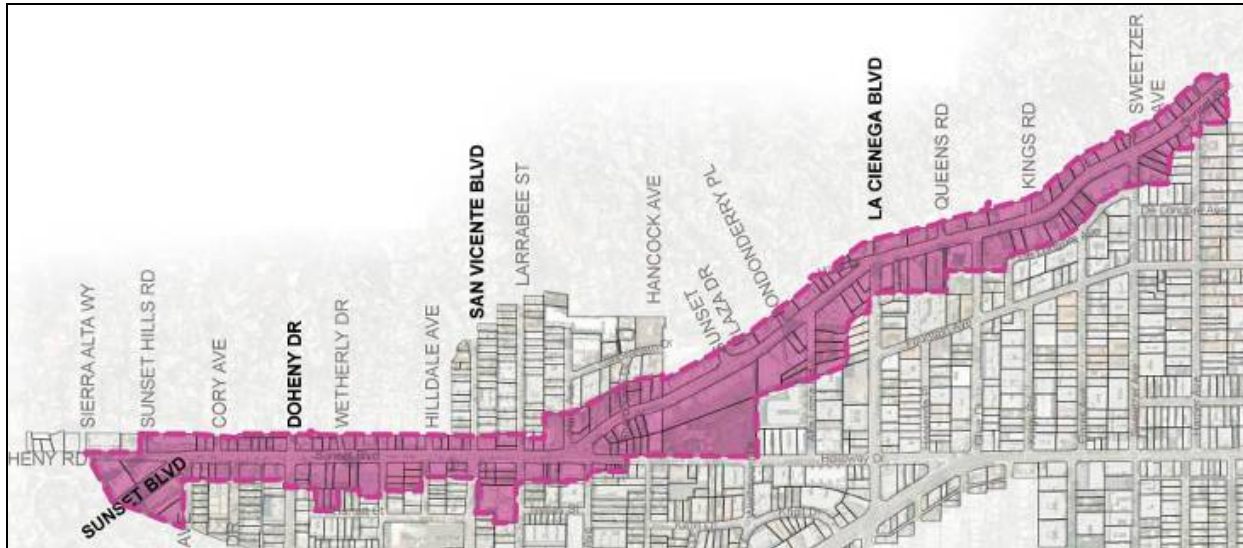
1. Develop incentives to consolidate parcels for redevelopment.

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?