

General Plan Update

July 7, 2008

CITY OF WEST HOLLYWOOD

Bulletin #7

Focus on: Sustainable West Hollywood

The General Plan Update offers an opportunity to rethink development and growth patterns in West Hollywood to create a sustainable infrastructure that will help the City remain economically robust, socially equitable, and environmentally healthy.

Providing access to local jobs, housing, and amenities is important to sustainable long-term growth, as is developing our inter-modal transportation system. Nationwide, transportation accounts for over 26% of greenhouse gases, while consuming 68% of oil. "Growing Cooler," a recent study by the Urban Land Institute, concluded that in general, compact communities can reduce driving, measured as vehicle miles traveled (VMT), by 20-40%, while reducing carbon emissions by 7-10%. In addition to reducing oil consumption, pollution, and greenhouse gas emissions, walkable communities can reduce obesity, create vibrant public spaces, and enhance community trust.

West Hollywood benefits from a relatively dense, compact urban form with small lots, a mix of land uses, and a walkable street grid. Commercial corridors, such as Sunset Boulevard, Santa Monica, Beverly and Melrose provide amenities within walking distance of adjacent neighborhoods. During the General Plan Update process, West Hollywood stakeholders will consider where new businesses and housing should be located, choices that can help to reduce the City's environmental impacts. The General Plan Update is an opportunity for the community to discuss and develop ways in which West Hollywood can direct growth to capitalize on its strengths to create a stronger, more sustainable city.

What's Next?

July: A group of highly qualified consultants is preparing technical background reports on a range of issues to be addressed in the General Plan Update. City staff and consultants will present the reports at a City Council meeting in July.

September: A random telephone survey of West Hollywood households, asking questions about a range of critical General Plan subjects will be conducted by a consultant. The survey will help the project team to evaluate key community issues and to accurately represent those concerns in the updated General Plan.



Have you heard of West Hollywood's new Green Building Program? Under the Program, all new construction or remodeling projects must comply with a list of simple environmental measures. Large projects must demonstrate additional green features, and high-achieving projects can be eligible for bonuses. The city-wide environmental goals in the General Plan Update, along with the Green Building Program, will work to make West Hollywood the greenest city it can be.

Update Phases

1: Curiosity & Clarity

DURATION: 9 Mo.

PURPOSE: DEVELOP A THOROUGH UNDERSTANDING OF KEY ISSUES AND COLLECT BACKGROUND DATA

2: Creativity

DURATION: 11 Mo.

PURPOSE: WORK WITH THE COMMUNITY TO IDENTIFY A LAND USE AND CIRCULATION ALTERNATIVE THAT REFLECTS SHARED VALUES

3: Confidence

DURATION: 9 Mo.

PURPOSE: DEVELOP CONTENT OF FINAL DOCUMENTS, CONDUCT CEQA REVIEW AND CONTINUED PUBLIC OUTREACH

Reminder:

We want your input! In addition to the many General Plan Update community outreach activities, we encourage you to submit comments or suggestions *any time* via the General Plan website, below.

To receive notice of new information, future meetings and events, sign up on the website for email updates!

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