

## ROLE OF THE GENERAL PLAN

Developed through an extensive public involvement process, and through analysis and review by community advisory boards and commissions, the General Plan provides a future vision, policies, and proposed actions to guide decision makers, staff members, project developers, businesses, and residents in West Hollywood. The General Plan provides a shared vision for the future and sets the policies and programs to achieve that vision. City officials use the General Plan as the basis for decision-making and to guide the development of new policies, ordinances, programs, initiatives and capital expenditures. The General Plan also informs community members - residents, businesses and developers - of the community consensus and ground rules that guide physical and social development within our community.

## GUIDING PRINCIPLES OF THE GENERAL PLAN

- 1. QUALITY OF LIFE.** Maintain the high quality of life enjoyed by West Hollywood residents.
- 2. DIVERSITY.** Value the social, economic and cultural diversity of our people, and work to protect people who are vulnerable.
- 3. HOUSING.** Continuously protect and enhance affordable housing, and support Rent Stabilization laws. Recognize the need for preserving our housing stock as well as understand the need to positively shape new construction to meet our future housing needs. Support diverse income levels in new housing development.
- 4. NEIGHBORHOOD CHARACTER.** Recognize the need to maintain and enhance the quality of life in our residential neighborhoods. Investigate standards to ensure buildings enhance the city's eclectic neighborhoods. Emphasize opportunities to meet housing needs and economic development goals along the commercial boulevards.
- 5. ECONOMIC DEVELOPMENT.** Support an environment where our diverse and eclectic businesses can flourish. Recognize that economic development supports public services, provides benefits associated with the City's core values, and adds character to our community.
- 6. ENVIRONMENT.** Support innovative programs and policies for environmental sustainability to ensure health and proactively manage resources. Provide leadership to inspire others outside City limits.
- 7. TRAFFIC AND PARKING.** Recognize that automobile traffic and parking are key concerns in our community. Strive to reduce our dependence on the automobile while increasing other options for movement such as walking, public transportation, shuttles, and bicycles within our borders and beyond. Continue to investigate innovative shared parking solutions.
- 8. GREENING.** Seek new areas to increase park space and landscape areas in our streets, sidewalks, and open areas to create space for social interaction and public life.
- 9. ARTS AND CULTURE.** Enhance the cultural and creative life of the community. Continue to expand cultural and arts programming including visual and performing arts, and cultural and special events.
- 10. SAFETY.** Protect the personal safety of people who live, work and play in West Hollywood. Recognize the challenges of public safety within a vibrant and inclusive environment.

## EASTSIDE-SPECIFIC GOALS AND POLICIES

**Policy LU-2.1:** Direct the majority of new development to the city's commercial corridors served by high levels of existing or future public transit, with an emphasis on developing transit-supportive land use mixes and intensities near high frequency transit stops such as Santa Monica Boulevard near Fairfax Avenue, La Brea Avenue, and San Vicente Boulevard.

**Goal LU-13:** Support a vibrant, high-density, transit-oriented commercial district centered around the intersection of Santa Monica Boulevard and Fairfax Avenue.

**Goal LU-14:** Encourage a high-intensity, lively and vibrant transit-oriented commercial area centered around the intersection of Santa Monica Boulevard and La Brea Avenue.

**Goal ED-9:** Continue the revitalization of the Eastside Redevelopment Area.

## COMMON POLICIES FOR THE EASTSIDE

- » Encourage mixed-use developments.
- » Encourage neighborhood-serving ground-floor retail and restaurant uses.
  - » Sub-Area 4 encourages regional-serving uses along La Brea and the south side of Santa Monica.
- » Require appropriate buffers between new development on commercial corridors and adjacent residential neighborhoods.
- » Seek to create a park-once district.
- » Enhance pedestrian activity through building and streetscape improvements.

## IMPLEMENTATION ACTIONS ADDRESSING THE EASTSIDE

**Action ED-8.5:** Commercial Sub-Area Analysis: Conduct a study to analyze the fiscal health and quality of life in each commercial sub-area.

**Action ED-A.12:** Neighborhood-Serving Businesses: Evaluate and adjust requirements for the Santa Monica/Fairfax and La Brea/Santa Monica commercial sub-areas to enable neighborhood-serving businesses.

## KEY CITYWIDE GOALS FOR THE EASTSIDE

- » Maintain unique neighborhoods with affordable, diverse, and safe housing.
- » Direct development toward commercial corridors and transit nodes.
- » Encourage high-quality design and architecture.
- » Provide for an urban environment oriented and scaled to the pedestrian.
- » Create a network of pedestrian-oriented, human-scale, and well-landscaped streets and civic spaces throughout the city.
- » Enhance walkability and transit access.
- » Create a balanced, multimodal transportation system (pedestrians, bicycles, transit, and automobiles).
- » Provide for strong social and human services.
- » Maintain a diverse and resilient economy; seek a balance between visitor-serving and local-serving businesses.
- » Support and encourage arts and cultural events.
- » Public safety – maintain adequate levels of law enforcement and promote community-based emergency preparedness programs.
- » Maintain a high level of customer service and accessibility; use media and technology to communicate with constituents.