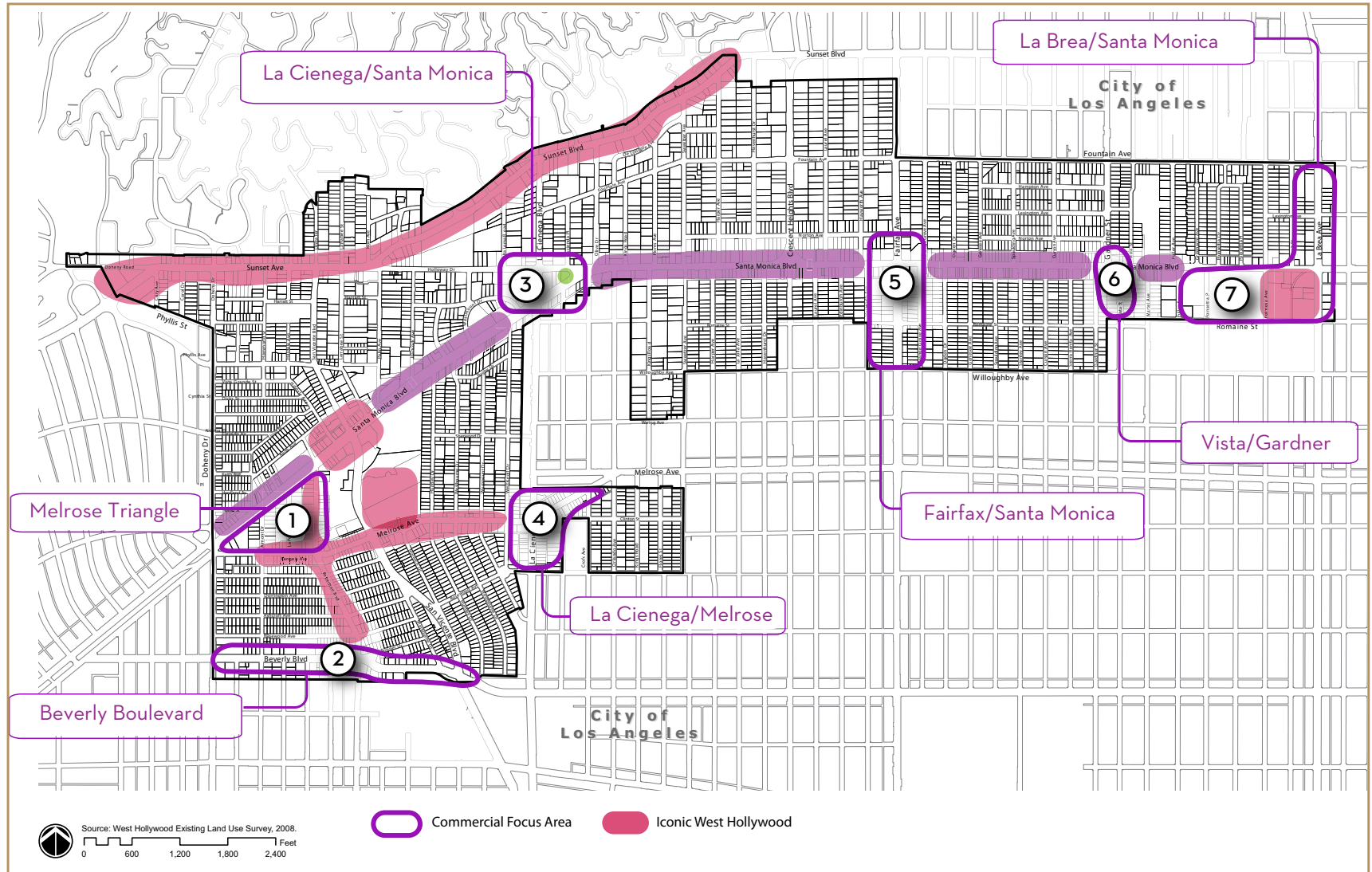


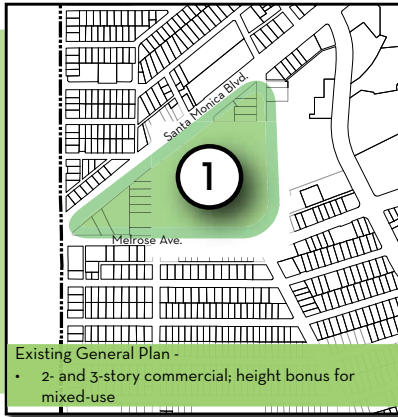


# WEST HOLLYWOOD COMMERCIAL FOCUS AREAS



# WEST HOLLYWOOD COMMERCIAL FOCUS AREAS

## MELROSE TRIANGLE



### Option A: Hospitality District

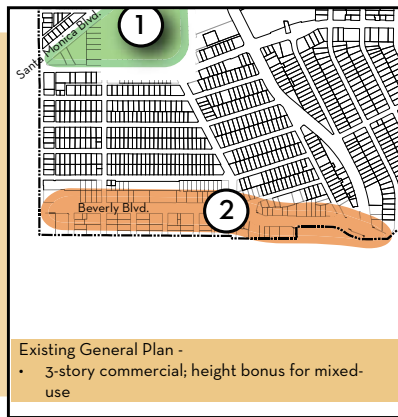
- Foster area as a commercial visitor destination, with shops/boutiques, hotels and diverse hospitality uses and services
- Prohibit residential development
- Maintain height limits
- Encourage connections to West Hollywood Park and between streets

### Option B: Creative Office District with Residential

- Foster area as a creative office district
- Allow residential development with height bonus, stepping down height to Melrose
- Encourage connections to West Hollywood Park and between streets



## BEVERLY BOULEVARD



### Option A: Boutique District

- Maintain focus on arts and design uses and preservation of small shops/boutiques
- Maintain current General Plan height and mixed-use bonus

### Option B: Boutique District with Residential

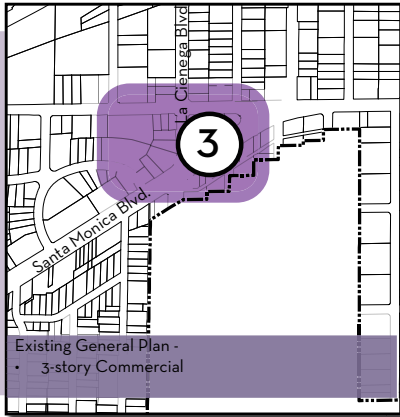
- Maintain focus on arts and design uses and preservation of small shops/boutiques
- Allow additional height bonus for mixed-use, with emphasis on south side of Beverly





# WEST HOLLYWOOD COMMERCIAL FOCUS AREAS

## LA CIENEGA/ SANTA MONICA



### Option A: Compact Mixed-Use and Higher Density Residential

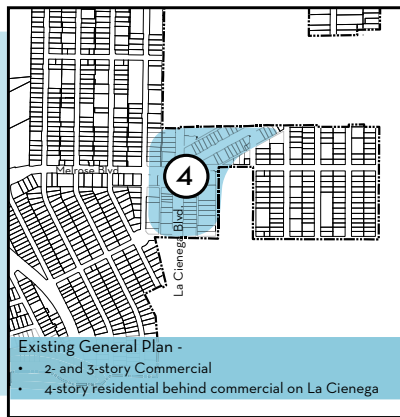
- Mixed-use node with height bonus around Santa Monica/La Cienega/Holloway triangle
- Encourage incorporation of civic and community gathering places adjacent to Veteran's Memorial Park

### Option B: Compact Mixed-Use and High Density Residential

- Mixed-use node with lower height bonus around Santa Monica/La Cienega/Holloway triangle, extending west on Santa Monica Boulevard to Westmount Drive and east to Olive Drive



## LA CIENEGA/ MELROSE

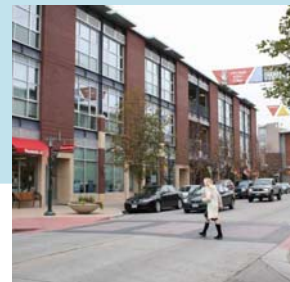


### Option A: Increased Commercial Heights

- Regional commercial uses along La Cienega and Melrose, with increase height at intersection and on La Cienega

### Option B: Increased Commercial Heights/Allow Mixed Use

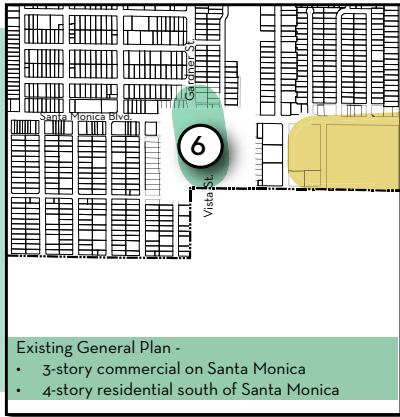
- Regional Commercial uses along La Cienega and Melrose, increased height for mixed-use at intersection and on La Cienega
- Maintain residential height limit at 4-stories





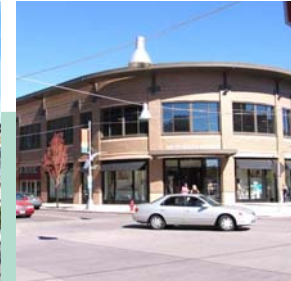
# WEST HOLLYWOOD COMMERCIAL FOCUS AREAS

## VISTA/GARDNER

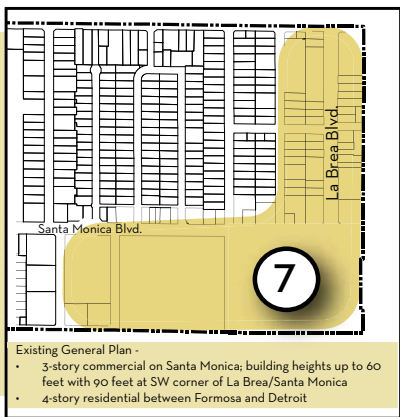


- Option A: Local Commercial and Mixed-Use**
- Neighborhood-serving commercial uses at Vista/Gardner and Santa Monica intersection
  - Maintain 4-story residential height limit along Vista/Gardner south of Santa Monica; allow mixed-use up to 4 stories

- Option B: Local Commercial and Live/Work**
- Neighborhood-serving commercial uses at Vista/Gardner and Santa Monica intersection
  - Live/Work along Vista south of Santa Monica up to 4 stories

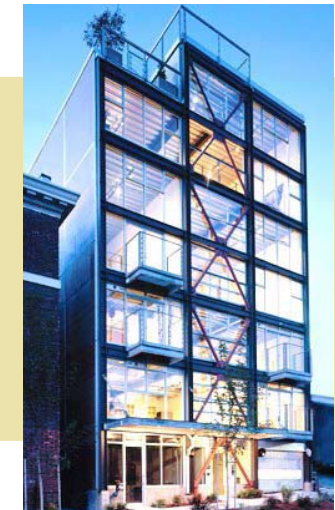


## LA BREA/SANTA MONICA



- Option A: Urban-scale Mixed-Use with High Density Residential**
- Mixed-use at Santa Monica/La Brea and extend maximum height to all four corners of the intersection
  - Allow mixed-use to extend to Detroit, provided that residential uses face Detroit

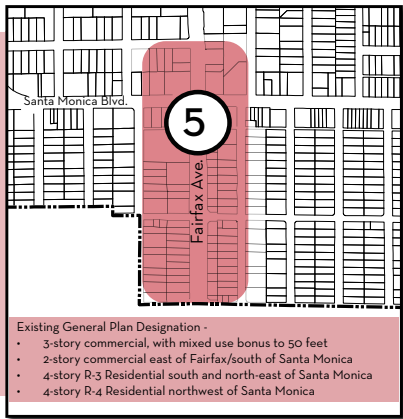
- Option B: Mixed-Use Corridor with High Density Residential**
- Mixed-use at Santa Monica/La Brea and maintain existing height limits on La Brea
  - Allow Live/Work along east side of Detroit
  - Reduce residential height from 4- to 3-stories on block between Detroit and Formosa to transition to Greenacre/Poinsettia neighborhood





# WEST HOLLYWOOD COMMERCIAL FOCUS AREAS

## FAIRFAX/SANTA MONICA



**Option A: Compact Mixed-Use Corridor with High Density Residential**

- Mixed-use node at Santa Monica/Fairfax with increased height (excluding SW corner)
- Fairfax north of Santa Monica: Continue to allow 4-story residential
- Fairfax south of Santa Monica/east side: Allow mixed-use on east side of Fairfax to extend to Orange Grove
- Fairfax south of Santa Monica/west side: mixed-use with height increase on Fairfax stepping down toward residential on Hayworth, with residential required on Hayworth frontage



**Option B: Compact Mixed-Use/Live-Work with Higher Density Residential**

- Mixed-use node at Santa Monica/Fairfax with increased height (excluding SW corner)
- Surrounding mixed-use node: maintain the 4-story height limit
- Allow Live/Work south of Santa Monica and east of Fairfax, extending to Orange Grove

