



WELCOME

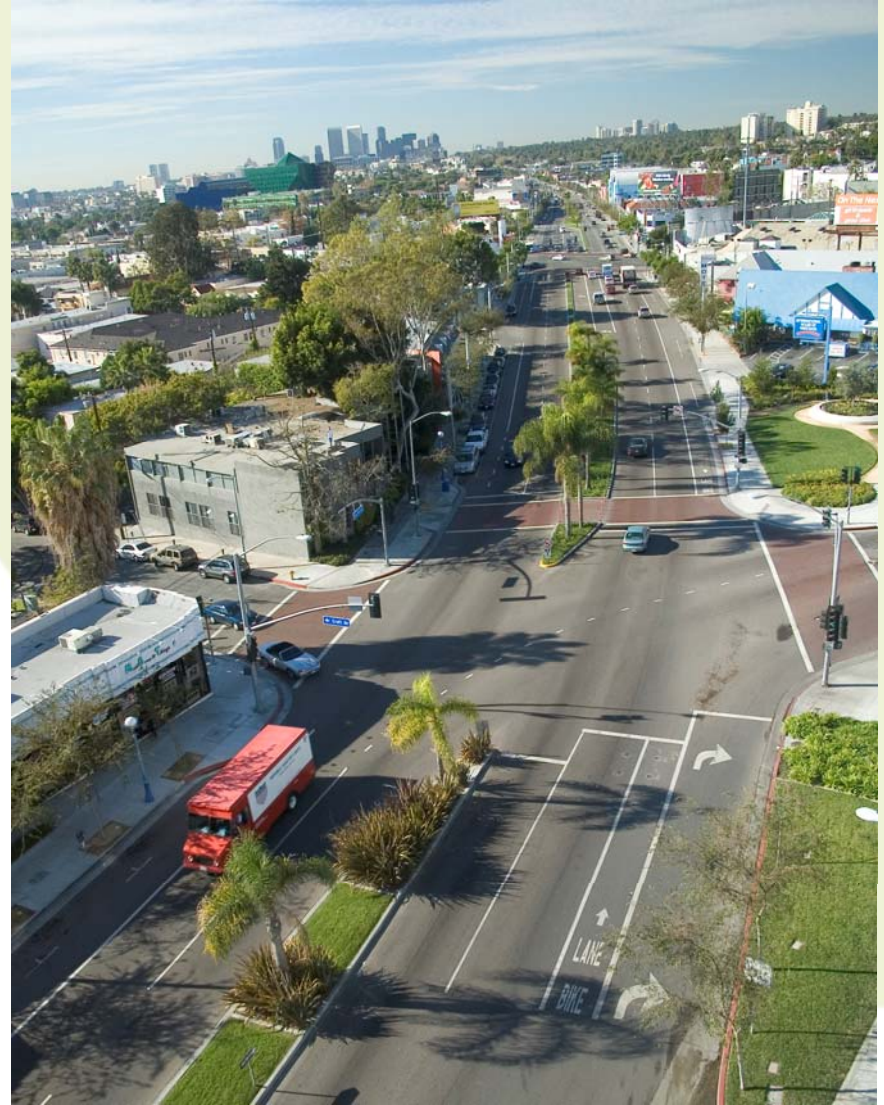
General Plan Community Fair: Issues and Options

November 8, 2008

Santa Monica Boulevard – Before



Santa Monica Boulevard Reconstruction



West Hollywood Gateway



1980s



Today

Affordable Housing Projects



Pacific Design Center – 1980s

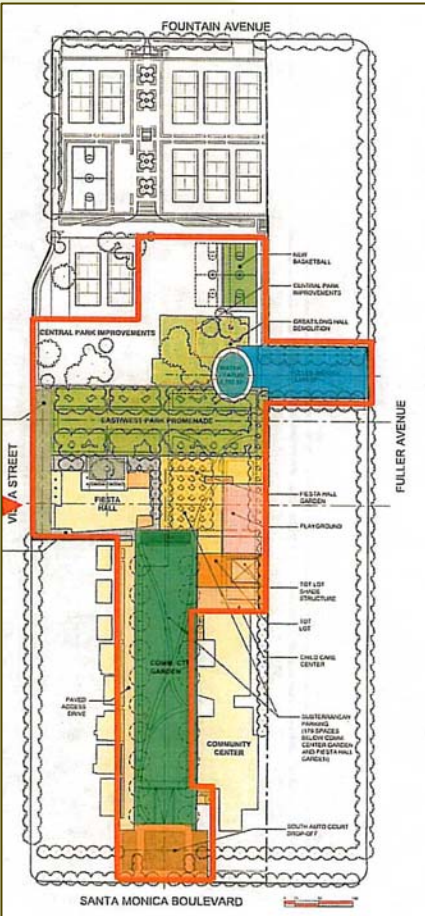


Pacific Design Center - Today

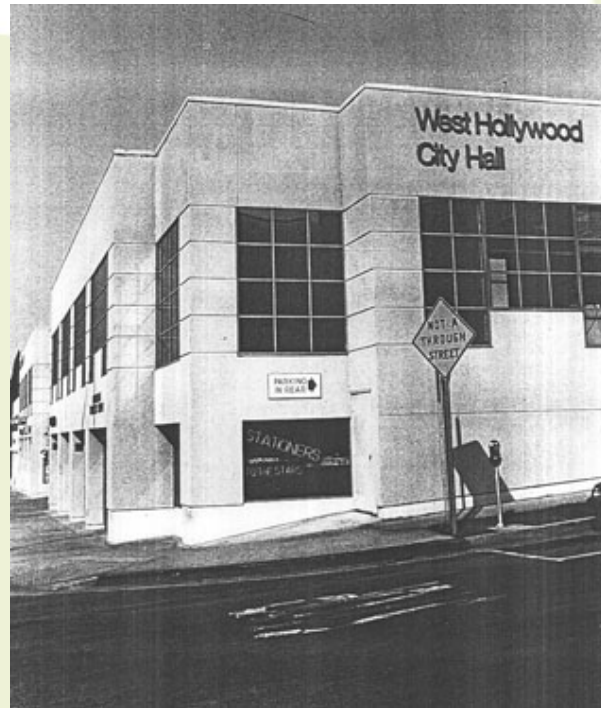


Tomorrow

25th Anniversary Capital Campaign



City Hall



1980s



Today



Workshop Objectives

- ❑ Provide status report on General Plan Update program
- ❑ Discuss options for residential and commercial focus areas
- ❑ Share preliminary ideas about policy direction for other General Plan topics

Agenda

- ❑ Provide Overview of General Plan Activities to Date
- ❑ Identify General Plan Themes
- ❑ Identify and Discuss Commercial and Residential Focus Areas - Break-out Sessions
- ❑ Reconvene for Wrap Up

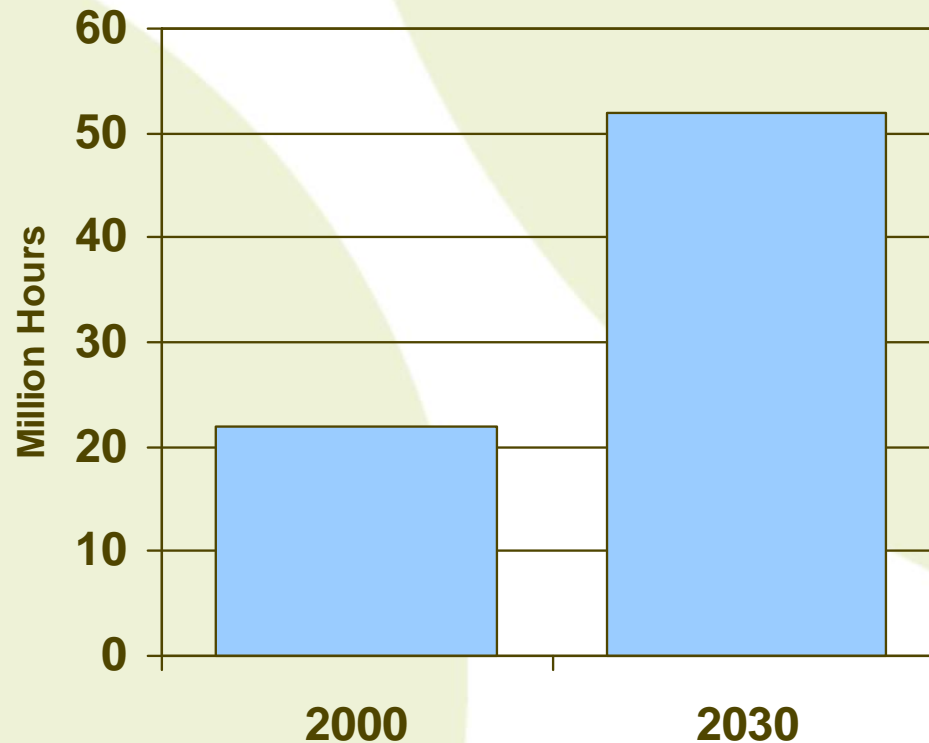


Revise Policies?

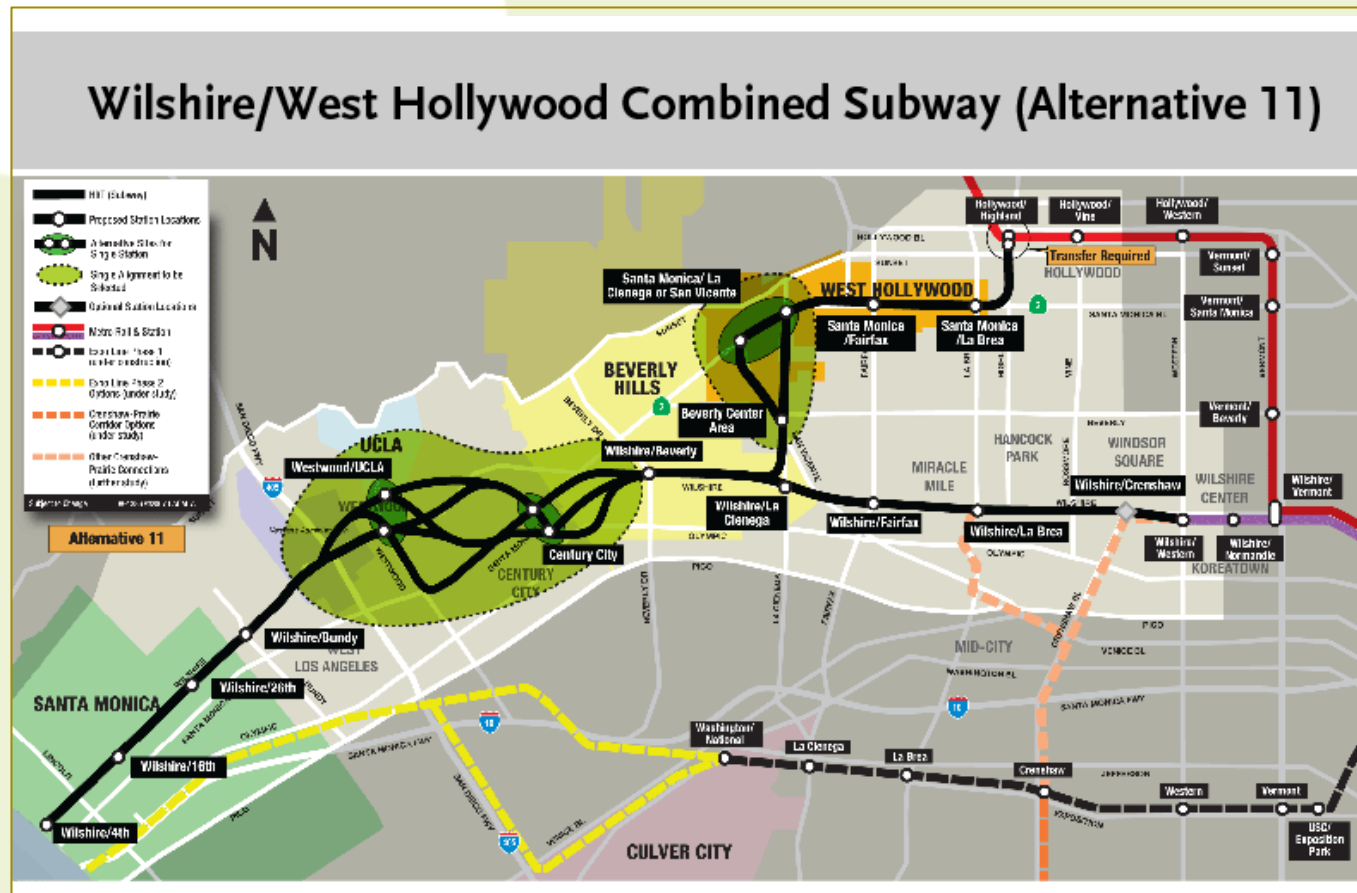
Maintain Policies!

Regional Influences on Decision-making

- Traffic conditions, including freeway delay



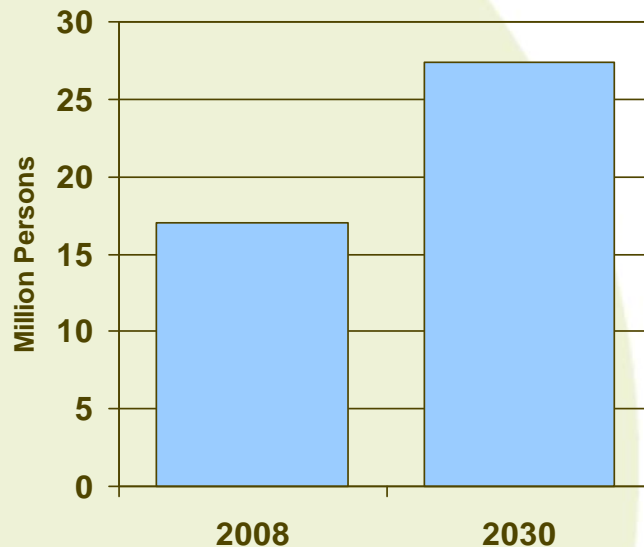
Regional Influences on Decision-making



□ Regional mobility decisions

Regional Influences on Decision-making

- State mandates:
 - Density bonuses
 - Waste reduction



- Population increase in Southern California



Role of the Updated General Plan

Establish policies that respond to regional influences and community desires in a way that benefits West Hollywood over the long term

General Plan Scope

- ❑ Land Use and Community Design
- ❑ Housing
- ❑ Economic Development
- ❑ Mobility and Parking
- ❑ Infrastructure
- ❑ Arts, Culture, and Historic Preservation
- ❑ Parks and Open Spaces
- ❑ Human Services and Recreation
- ❑ Environmental Sustainability
- ❑ Public Safety and Noise

Activities to Date

- ❑ Technical background reports
- ❑ Interviews with over 125 people
- ❑ Visioneering – 1400+ response cards
- ❑ Focus Groups
- ❑ February 23 Community Fair – 200+ participants
- ❑ Many General Plan Team meetings
- ❑ Workshop with Planning staff
- ❑ Executive management team meetings
- ❑ General Plan workshops – Sept. 3, 9 & 10, 2008
- ❑ Telephone survey
- ❑ Input from Boards and Commissions



Developing Policy Options: Key Themes

- ❑ Keep WeHo an Urban Village
- ❑ Maintain the character of residential neighborhoods
- ❑ Increase affordable housing opportunities



Developing Policy Options: Key Themes

- ❑ Find innovative parking solutions
- ❑ Enhance WeHo's "walkability"
- ❑ Provide local shopping for local folks



Developing Policy Options: Key Themes

- ❑ Support the subway extension to WeHo and expand local shuttle service



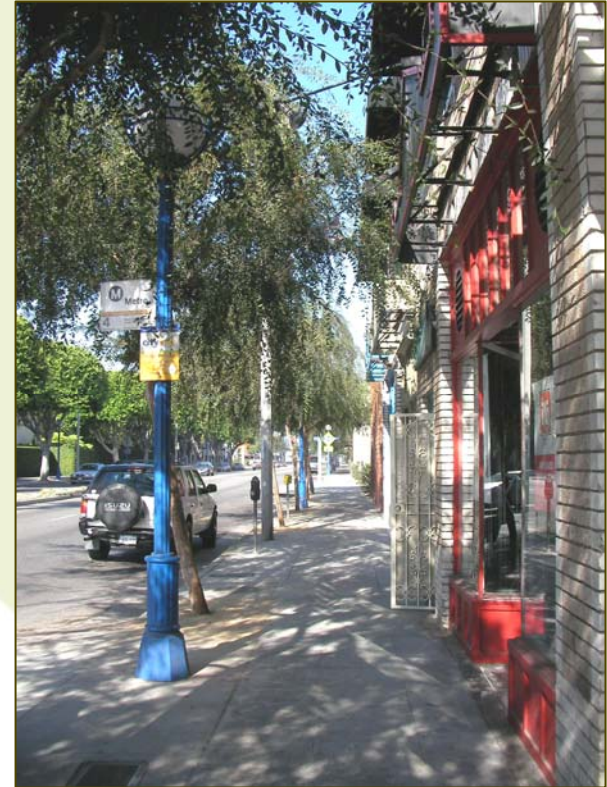
Developing Policy Options: Key Themes

- ❑ Maintain a strong economy to create local jobs and continue funding human services programs



Developing Policy Options: Key Themes

- ❑ “Green up” WeHo
- ❑ Sustainability:
 - Environmental
 - Economic
 - Social
- ❑ Quality urban design



Developing Policy Options: Key Themes

- ❑ Promote and celebrate arts and culture
- ❑ Continue the City's excellent record of providing quality public safety services

How These Themes Translate to Land Use Policy Options

- ❑ Residential designations (zoning) that reflect desired neighborhood character
- ❑ Concentrated density at specific locations along commercial corridors
- ❑ Urban forms that support transit
- ❑ Diverse commercial districts



Imagining West Hollywood 20 Years from Now: Options to Consider

Identifying Focus Areas



Identifying Focus Areas

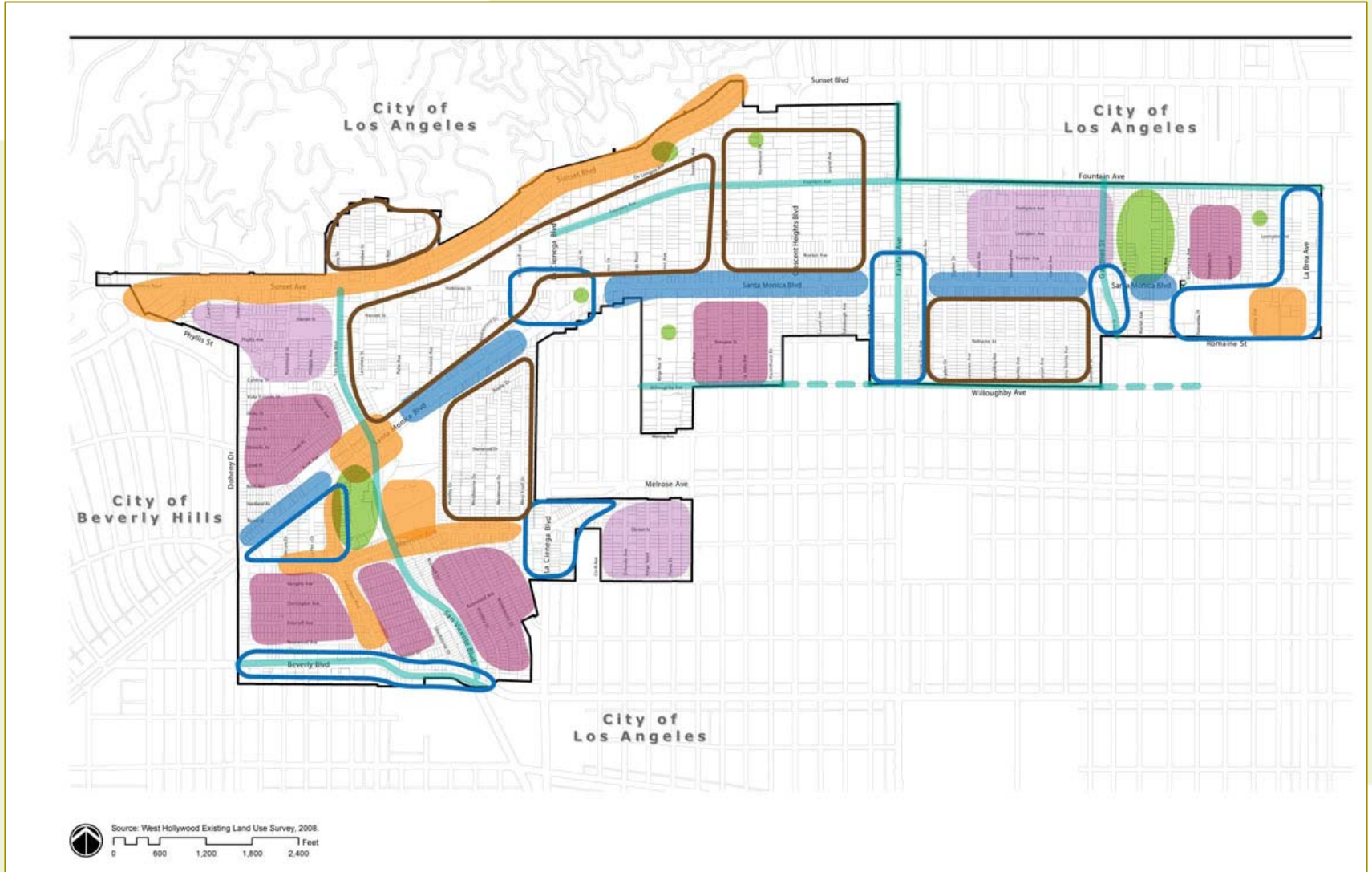


Source: West Hollywood Existing Land Use Survey 2008

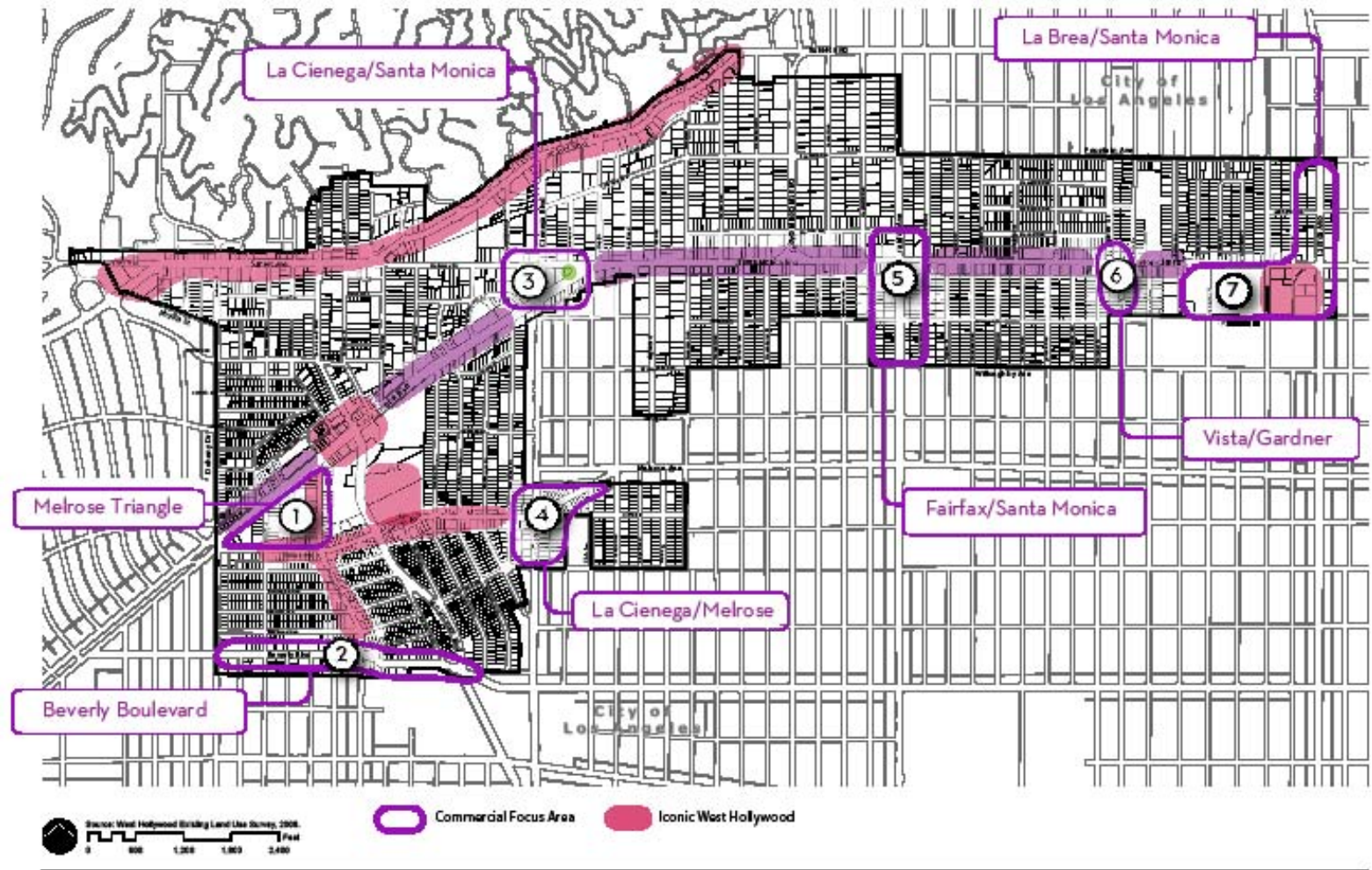


0 600 1,200 1,800 2,400 Feet

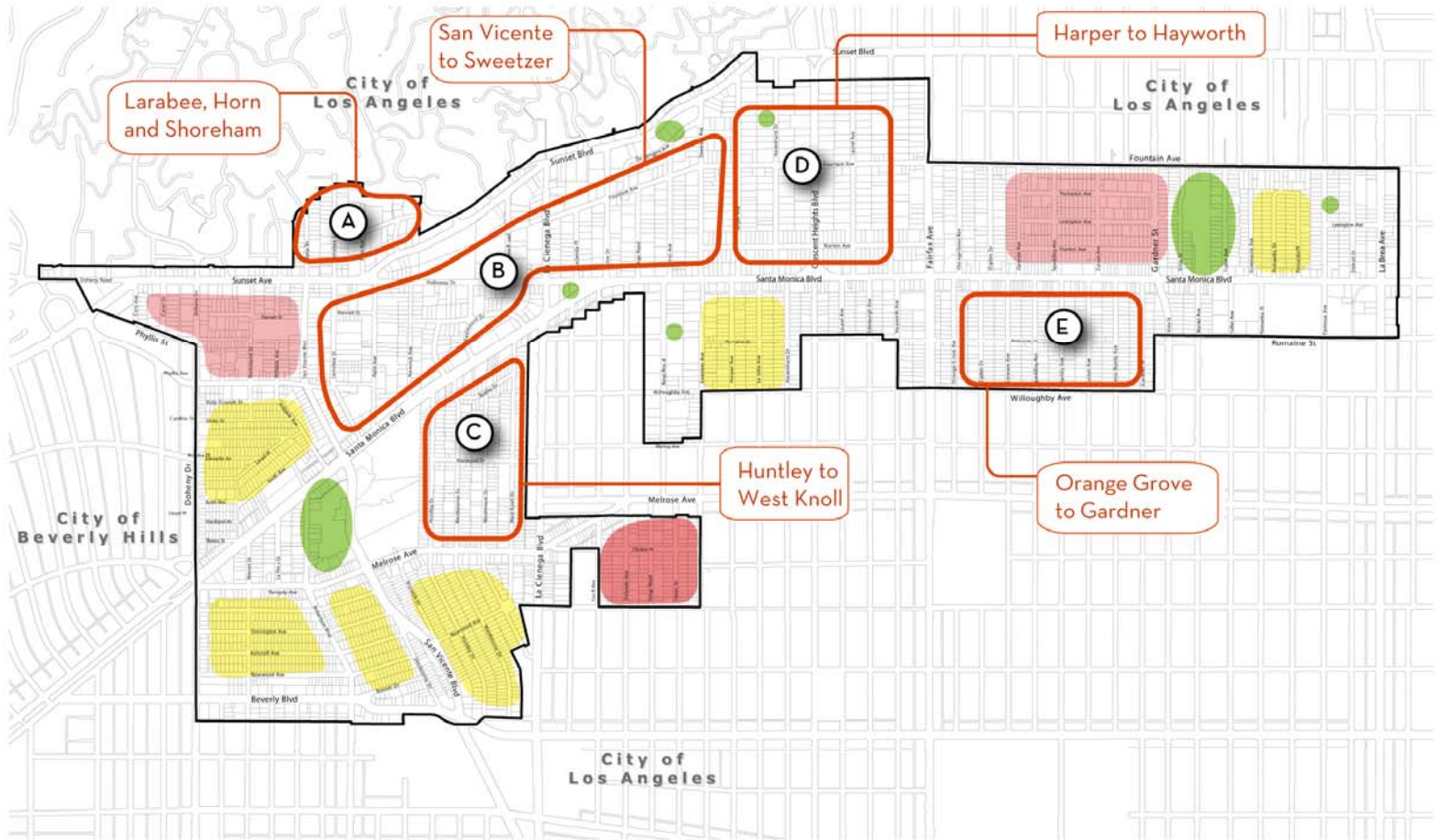
Identifying Focus Areas



Commercial Focus Areas



Residential Focus Areas



Larabee, Horn and Shoreham

San Vicente to Sweetzer

Harper to Hayworth

A

B

D

E

C





Huntley to West Knoll

Orange Grove to Gardner

Source: West Hollywood Existing Land Use Survey, 2008
0 600 1,200 1,800 2,400 Feet

- Parks
- Other multi-family residential
- Residential Focus Area
- Other single-family residential

Break-out Sessions: How They Work


Yellow		Community Rooms 1 & 2
Blue		Community Rooms 1 & 2
Red		Fiesta Hall
Green		Fiesta Hall



Break-out Sessions: How They Work

- ❑ Options for commercial and residential focus areas
- ❑ Your comments and ideas:
Facilitated discussion
- ❑ Graphic recording of comments
- ❑ Note cards for additional comments

Schedule for Balance of Today




10:55 – 11:05	Walk to Session 1
11:05 – 11:45	Session 1
11:45 – 11:55	Switch to Session 2
11:55 – 12:35	Session 2
12:35 – 12:45	Break; all return to Fiesta Hall
12:45 – 1:00	Wrap-up in Fiesta Hall
1:00 – 2:00	Informal discussion period in foyer (attendance optional)



Thanks!

**General Plan
Community Fair:
Issues and Options**

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