



# General Plan Community Workshops

A summary of questionnaire responses as well as maps and comments from interactive group activities at three General Plan Community Workshops held September 3<sup>rd</sup>, 9<sup>th</sup>, and 10<sup>th</sup>, 2008 at West Hollywood City Hall and Plummer Park.



September 3, 2008 – Group 1



- Bike lanes along Melrose and Fairfax with center islands and greening
- Universal transit pass
- Metro stops at Santa Monica and La Brea/Fairfax/La Cienega
- Community Gardens at vacant lots
- Trees along Robertson and San Vicente
- More entertainment and shopping along Sunset and Santa Monica Boulevard
- Preserve the area east of La Cienega and Melrose
- More mixed-use on Santa Monica Boulevard



September 3, 2008 – Group 2



- Streetscape and landscape improvements on Melrose, Beverly, La Cienega, Crescent Heights
- Bike paths on San Vicente and Romaine
- Keep Sunset visitor-oriented
- Boystown as gay cultural destination
- Metro stops at La Brea/San Vicente/Fairfax
- Additional landscaping to protect pedestrians
- San Vicente as a “Grand Boulevard”
- Office space on Sunset, Beverly (lower rise such as the design on Beverly and Robertson)
- Make Melrose Triangle a landmark
- More neighborhood-serving businesses
- More mixed-use on Santa Monica Boulevard, clustered around the Metro stops
- Use of alleys as public spaces, use these space for further economic development and growth

September 3, 2008 – Group 3



- 4 Metro stops
- Bus shuttle along Santa Monica Boulevard doing a Sunset Loop with lots of parking garages to reduce congestion on Sunset
- Sunset stays an entertainment district but with enough office space
- Fairfax/La Cienega can be used for more office space
- San Vicente and Sunset should have bike lanes
- More mixed-use on Santa Monica
- Keep existing single family and multi family neighborhoods
- Mixed use on Fountain going east
- More outdoor cafes
- Multi-family should be limited to 3 stories



September 9, 2008 – Group 1





- Flex Car stations
- Preserve residential neighborhoods
- More development along the Boulevards
- Move or redevelop the MTA site
- Create more pedestrian life
- Multi-family should be capped at 3 stories
- More mixed-use along the Boulevards
- Transform the east side so that it looks more like Sunset Plaza with more cafes and shops
- Underground parking structures in the City of West Hollywood
- Bike-share program
- More transit stops between La Brea and Fairfax
- Compatibility zone/historic



- Limit height on Santa Monica Boulevard to 3 stories
- Higher heights on La Cienega
- Office development on Fairfax
- Community gardens at Movietown Plaza
- More neighborhood-friendly retail
- Parking at the MTA site
- Shuttles from parking lots
- Metro stops at La Brea/Santa Monica, Fountain/Crescent Heights, MTA site
- Fountain: greening/bike lane, but keep traffic moving, add fountains, have off-hours bike lanes
- Pro-mixed use, 2-3 stories with the 4<sup>th</sup> story set back
- Parking at the MTA site so people can take a shuttle from there to City destinations. The shuttle can be supported by local businesses.
- Set back higher stories





- East/west market rate housing balance
- More market rate housing near the Gateway
- Loop shuttle from Plummer Park to West Hollywood Park
- Add parking and expand existing parking
- Maintain single-family areas, build more multi-family
- Build restaurants and shopping with housing
- More office space for small businesses
- Safety concerns on the east side (dispensaries)
- 3 Metro stops
- More destination hotels
- Increase FAR and relax parking requirements
- Cluster parking in structures

September 10, 2008 – Group 2





- Keep the diversity of the City with local and affordable shops
- Housing throughout the City that is affordable for teachers, nurses, etc
- Scale is important
- Aging population needs access to healthcare
- More affordable mixed-use
- Group destination uses at the edges of the City for entertainment, etc.
- Community facilities
- Too much traffic on Fountain—should discourage this by having bike lanes and lowering densities
- Improve Santa Monica on the east side with more bike lanes, transit options
- Improve bus service
- Light rail
- Pocket parks



- More green space
- Medians, traffic circles
- Expand parks
- Bike paths on Santa Monica and Melrose
- Tunnel under Santa Monica Boulevard for through-traffic?
- Solar panels on buildings
- 5 stories
- Underground parking
- Bike barns
- Underground utilities
- Employment opportunities on Sunset, more office space
- Arts district at the Lot
- Annex the LA portion
- Green building
- Low water planting



Workshop participants were asked to write down their thoughts on a series of five questions, prior to beginning the group mapping exercise. Responses to each question are compiled below.

**What can be done to make West Hollywood a more environmentally sustainable city?**

- Expand real open space – create more park space. Real “green development” – mandatory solar – smaller building footprints so water can actually run into ground to help aquifer – more actual green space (for trees, lawns) in residential developments
- Retrofit existing apartments
- More trees, not over trimmed, closer to people, not 20 feet up
- Recycle at commercial uses
- Development/encourage solar and wind power/encourage increased green space
- Encourage more solar panels on businesses and residences. Help get tax credits for existing structures to add on, will help to create more than needed that can be sold back to utilities some day.
- Don’t develop – slow it down! Require environmentally friendly building – solar energy, green, etc.
- Increase density at boulevards / increase mass transit
- Electric transportation on Sunset, Santa Monica, Melrose, Fairfax, Crescent Heights, Fountain, La Brea – use on major east-west and north-south streets. Alternate office hours – not all out at same time (e.g. 9-5) to cut down on auto traffic.
- Launch more proactive green initiatives, look at next generation green building and energy ordinances.
- Encourage environmentally friendly development, use of solar energy
- Green/garden roofs; work with State or federal government to subsidize solar panel installation on residential and commercial buildings; food composting for residences; more parks
- Solar panels on apartment buildings and commercial. More native planting: less lawns – less water
- Leave the historic buildings in place
- Put solar panels on all city buildings. Real and more bike lanes. Help make biking safer so many more people could bike. Put electric transformers underground (now too near to bedrooms and balconies).
- No plastic bags. Reusable materials. Solar everything.
- Plant more trees, ban all parking on commercial streets.

- Bike lanes! Public recycling bins where trash cans are. Expanded residential recycling, with enforcement. Fee for plastic bags within City. Better commercial and restaurant recycling. Expand micro-bus lines.
- Green space – using indigenous plants to maintain low water. Green housing – solar panels on new buildings. Good public transportation including local transportation
- Emphasis on improved public transit and affordable/available parking. Increased green space, green ways, and street trees. More incentives for developers, businesses, to build LEED-certified structures and promote public open spaces. Address aging housing (structures) supply.
- Educate population; have campaigns on different issues.
- More public transportation – subway, shuttles, monorail
- Remain on cutting edge with zero-waste objective. Educate public re: techniques to recycle; bottled water/plastic bag waste; landfills, etc.
- Build an underground tunnel for all the pass-through cars – people going to and from work from areas around West Hollywood. More space for pedestrians and busses.

**How/where can West Hollywood accommodate housing for people at all income levels?**

- Everywhere – not just low-income housing as part of new development, but allowing single family homeowners to put a small unit above their garage.
- Stop allowing and encouraging demolition of rent controlled housing. We currently have a good mix. The city is pushing out working people from the City. Outside mixed use threatens our quality of life and character of our city.
- Preserve existing ones
- Building higher, especially in Sunset, Boystown and La Brea area.
- More residential and mixed use along Sunset Boulevard. Nuisance businesses need to be controlled/replaced, and this will help.
- Set-asides for low and moderate and disabilities in new development. Look at housing above MTA site and along Santa Monica Boulevard.
- Redevelopment of Eastside commercial streets a la La Brea and Fairfax for mixed use properties. West side has adequate luxury condo development.

- That's a tough one. West Hollywood has become too upscale for its own good – property values are high, both commercial and residential.
- Mixed-use at boulevards/within neighborhoods
- Stop luxu-condo development – low income people won't be able to live here except in their cars! Underground parking.
- Encourage mixed-use development on major boulevards except in entertainment districts, i.e., Sunset Strip.
- Mandate: all new buildings are mixed income, or at least a % of units are for low-income residents. Buy out closed/abandoned spaces in Eastside for housing. For every 1 unit luxury: 2 units moderate/low income. Allow for high rise buildings, greater than or equal to 8 stories.
- Multi-use on Santa Monica and Fountain and Melrose and La Cienega and Fairfax and La Brea.
- Support the Casden project.
- Taller buildings with open space provided
- Housing should be considered in all neighborhoods. Stand-alone mixed use.
- Other senior buildings; the city will be for the rich.
- Affordable housing for seniors/low income residents should be available East/West side of West Hollywood. Enforce inclusionary affordable housing not allowing in lieu fees. Create affordable rent for senior LGBT communities.
- Support subway extension. Incentives (limited) for developers to build/renovate housing for lower-income residents. More reliable, extensive, and affordable transit to key residential areas.
- Planning and organized better and in different neighborhoods.
- Mixed use development with affordable housing – add FAR. Public parking structures.
- Housing is needed, especially affordable homes, which may be unrealistic. If more housing is built, make sure it does not compromise our skyline. Don't want skyscrapers!
- Inclusionary housing in all new housing construction.

**What areas will change in the next 20 years? Which ones should stay the same?**

- Much given that the age of buildings – a very active, yet progressive preservation must go on – that looks forward yet respects the past.

- Santa Monica Boulevard will change – much of our aging housing will change – we need to keep new development within reason and not create huge impacts.
- The Metro Terminal
- Santa Monica Boulevard/Neighborhoods
- Sunset more dense, Santa Monica more dense, less destruction of old trees/affordable housing
- Let's hope Sunset Boulevard changes – its hyper-saturation with alcohol produces severe impacts to adjacent residents, particularly noise.
- All areas will change as demand for space becomes more and more desirable location. Selected locations for increased height limits.
- Single family residential areas should stay same. Historic districts should stay same. Sunset should be limited growth as traffic does not allow for more use. Traffic mitigation should happen before large developments approved. Eastside should change.
- Eastside needs redevelopment – encourage rehab of Eastside. Westside is doing fine as is.
- Everything except R1 / None (except maybe R1)
- Fairfax – but with more people friendly atmosphere and transportation like jitney busses.
- Enough density. Maintain the mix of local businesses, regional sentiment, and gay oriented culture.
- East side (east of Sweetzer) needs to change to be more economically viable – must rebuild/update buildings. Sunset is attractive, but also needs more areas for average person: not all high end boutiques.
- Sunset Blvd – change. Santa Monica Blvd – change. Fountain – change.
- East side will change decidedly as more development or market increases.
- La Brea and Santa Monica needs better development. Put subway stations at La Brea and Fairfax.
- Commercial corridors with infill of existing residential with strong design guidelines.
- Most areas will build up, nothing except park land will stay the same. Indian casinos will finance the rebuilding of WeHo and senior buildings.
- Santa Monica Boulevard will go upmarket and become new artery for non-tourist traffic. Sadly, single family residential neighborhoods will retreat to only the richest enclaves near Beverly Hills and to the North.
- More density will occur. Make sure affordable rents remain. Make sure resident rights are enforced. Make sure smaller local businesses are not eliminated.



- I anticipate increased density in residential areas as more houses are replaced by high-rises. The city needs to find a balance between need for housing and loss of the “feel” of WeHo. Also, transit will become more greatly impacted as the growth occurs.
- Residential \_\_\_\_\_ change to maintain costs. Business improve to be more friendly.
- Hopefully, areas east of Fairfax will be updated/gentrified. Change or remove MTA structure near San Vicente.
- Who really knows. It really hasn’t changed much in the past 20 years. \_\_\_\_\_ has improved.

### **How can the city help people get to stores, work, and entertainment by walking, cycling and taking transit?**

- Safer streets and crossings and actual bike paths. Clustering of shops and services we actually can use and would need to go to – not only high-end designer clothing stores.
- Doing a good job with police to make us feel safe. More parking including creating parking structures would help.
- Flex Car programs. Rentals by the hour.
- Allow bicycles on sidewalks, more bike lanes, subsidize bicycle parking in apartment buildings. Less police patrols.
- Not lose more neighborhood-serving businesses, as otherwise travel is required.
- Develop a shuttle system or trams tied to Metro site. Educate through a “Walk WeHo” program. Provide more bike racks in public ways.
- Until traffic all over City is mitigated, there’s not much you can do. No one wants to be stuck in traffic on busses.
- More bike lanes – don’t allow bikes on sidewalks.
- Mixed-use/increased density – put people with the jobs and retail.
- More accessible transit – coordinate all transit on one pass or fee.
- Electric shuttles/trolleys; a regional Westside light rail along Santa Monica Blvd to the beach (above ground to encourage tourists, promote safety); electric car share programs, bike share programs, enhance separation between cars and pedestrians, bicycles.
- Repave sidewalks and widen sidewalks where there are opportunities.
- Must do something to curb air pollution from car emissions along Santa Monica and Sunset – noise and particulate matter = deterrents. Plant leafier trees (seriously) to provide shade on Santa Monica Boulevard.

- Transit on Fountain and San Vicente. CityLine and Dial-a-Ride longer hours and Saturday and Sunday. Limos from outlying [parking] lots to clubs.
- Having bicyclists on our sidewalks is unsafe for all citizens – especially the seniors. Build more traffic circles on intersections of streets to slow traffic and create more green space.
- Will occur with mix of uses. Build parking.
- Separate bikes from cars.
- Bike Lanes!
- Combine wonderful local transportation. Make sure MTA maintains bus services – frequently and affordable.
- Tightly control cost of transit. Incentives to businesses to provide commuter passes to employees. Better, more reliable scheduling on transit routes.
- Signage/education/access to public services
- Shuttles from parking structures. More bike racks.
- City lines
- Encourage use of small vans and busses. Also sell shopping carts to food shoppers for a small charge so that walking from the markets could be easier.

**Other visions for West Hollywood in the year 2030?**

- Keep West Hollywood’s “urban village” character as much as possible – we want to be more like Larchmont than Manhattan. More pocket parks in residential areas.
- More trees, not trimmed too much – more protection.
- A city that has respect for the people who live here – as opposed to favoritism for “entertainment” interests. An “alcohol economy” is not sustainable for neighborhoods. A livable urban village.
- Increases density. High end to low diversity.
- Limit height of new construction. Max 3 stories for residential / 5 stories for commercial.
- Re-do roadway of Santa Monica Boulevard like north Hollywood. Add green for bike lanes. Quadruple fines for road rage on cyclists.
- Maintain small town feel, enhance smaller people-scale development/neighborhoods/commercial areas.
- Retain and enhance the Sunset Strip experience as the place to shop, dine, stay, and entertain.

- Increase/attract more racially diverse residents and visitors. Have continuous bike lanes. Have bus-only lane along Sunset and Santa Monica (BRT). Make sure dog owners completely pick up after dogs.
- More children – turn car wash on Santa Monica and Vista into swimming facility.
- Support Heritage Tree Program – advertise and fund. Allocate funds for maintaining existing trees and look for spaces for additional tree plantings. Put real effort to expand park space by purchasing new property. Become a Tree City USA city by recognizing Arbor Day.
- Subway/rail transit within the city boundaries.
- Who knows.
- Get the recycling center on Santa Monica out of there! It is a magnet for the homeless (both criminal and non-criminal).
- I think West Hollywood should find ways to encourage higher income employment opportunities for residents such as, perhaps, professional office employment – it seems much of the local employment is low income because the tourist and entertainment industries are preeminent.
- Make sure LGBT community remains, and is not pushed out because of high rents and rental stock being eliminated.
- The absence of any industrial spaces while environmentally desirable, prevents certain revenue sources for the City and its residents. Improved parking – more available and more affordable – is needed.
- Control crime in all our City.
- Remain a progressive, creative City.
- I can only envision the next 5-10 years.