

# EASTSIDE COMMUNITY PRIORITIES PLAN



CITY OF WEST HOLLYWOOD







# ACKNOWLEDGMENTS



## CITY OF WEST HOLLYWOOD

Lauren Meister  
John Heilman  
John D'Amico  
John J. Duran  
Lindsey P. Horvath

Mayor  
Mayor Pro Tempore  
Councilmember  
Councilmember  
Councilmember

Paul Arevalo  
City Manager

Stephanie DeWolfe  
John Keho  
Bianca Siegl  
Garen Srapyan

Community Development Director and Deputy City Manager  
Assistant Director of Community Development  
Manager, Long Range and Mobility Planning  
Associate Planner, Long Range and Mobility Planning

## EASTSIDE WORKING GROUP (EWG)

Alexander Bazley  
Marina Berkman  
Justine Block  
Chad Blouin  
Carlos Florez  
Emily Gable  
Tod Hallman  
Brian Holt

Steve Martin  
Jared Meisler  
Katherine Sears  
Dani Shaker  
Jesse Slansky  
Agassi Topchian  
Neal Zaslavsky

## FORMER EWG MEMBERS

Lisa Anderson  
Cathy Blaivas  
Rose DiSarno  
Michael Dolan  
Jeannie Orlander  
Andrew Rakos  
Jeff Yarbrough

## RAIMI + ASSOCIATES

Matt Raimi  
Leeanne Singleton  
Stephanie Miller  
Melissa Johnson

## RSG

Jane Carlson  
Alexa Smittle

## NELSON/NYGAARD

Steve Boland

## HERE DESIGN

Amber Hawkes  
Shannon Davis  
Alex Jung

## COMMUNITY ARTS RESOURCES

Aaron Paley  
Mariana Perez-Seda  
Nate Larson







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# 1 INTRODUCTION



## OVERVIEW + PLAN PURPOSE

The Eastside Community Priorities Plan is an implementation-focused plan for the Eastside community of West Hollywood, generated by the Eastside Working Group with input from Eastside community members. The Plan provides specific recommendations, such as physical improvements, policy changes, and programs, to improve the quality of life, enhance the identity and expand economic development in the area. Developed through a collaborative two-year and two-stage engagement process, the Plan addresses a wide range of topics prioritized by the Working Group that effect every-day life: Housing, Urban Design, Economic Development, Mobility, Arts and Events, and Sustainability and Public Space.

The Community Plan provides a foundation for ongoing collaboration between the City and community in addressing issues and opportunities specific to the Eastside neighborhood. The Community Plan is intended to be action-oriented, and implemented incrementally; recommendations in the Plan will be used by the City to inform the budget process and should assign implementation responsibility to City departments, including an estimate of costs. It is anticipated that the list of priority implementation items in the Plan will be updated by the Working Group annually following adoption.

This chapter provides background information on how the Plan was developed, the community engagement opportunities provided throughout the process, and the structure of the recommendations provided in each of the subsequent chapters.

## GENERAL PLAN + CLIMATE ACTION PLAN

The City Council adopted the West Hollywood General Plan 2035 and West Hollywood Climate Action Plan in 2011. The General Plan builds upon the City's tradition of progressive policymaking, with innovative goals and policies to balance increased density with enhanced mobility, while maintaining quality of life and neighborhood character. The Community Plan will support the goals and citywide policies identified in the General Plan and Climate Action Plan, but will include action-oriented and detailed policy recommendations for the Eastside.

## BRIEF HISTORY

Until 2012, the Eastside of West Hollywood was the City's Redevelopment Area. Redevelopment was a State-funded program intended to assist communities in need. The Redevelopment Area included the Eastside Project Area Committee (PAC), which advised the City on redevelopment opportunities and neighborhood enhancements. With the demise of the Redevelopment program by the State and an uptick in new development, the City Council appointed the Eastside Task Force in 2013 to assess the evolving conditions of the Eastside. The Eastside Task Force recommended to the City Council the formation of the Eastside Working Group to lead the development of a Community Plan to address the most pressing issues and concerns for the Eastside. The Eastside and adjacent neighborhoods in Los Angeles will continue to observe the opening of several major residential, office, and mixed-use projects, which are expected to bring thousands of new residents and employees to the area. These projects will shape the physical, social, and economic landscape of the Eastside, bringing new opportunities and challenges. The Community Plan will help the City to address the needs of this evolving neighborhood.



*The West Hollywood General Plan and Climate Action Plan were adopted in 2011.*



# LOCATION

The Eastside Community Priorities Plan area is at the eastern edge of the City of West Hollywood, adjacent to the City of Los Angeles. The area is bounded by La Brea on the east, Fountain on the north, Hayworth on the west and the city limit on the south (which is generally Willoughby west of Gardner and Romaine east of Gardner). The Eastside area has a total acreage of 314 acres and accounts for approximately 25% of the total land area of West Hollywood. Santa Monica Boulevard is the main arterial running through the Eastside, with a variety of retail and commercial uses on both sides of the street. Other major corridors are La Brea and Fairfax Avenues. Major destinations in the Plan Area include the West Hollywood Gateway, The Lot, and Plummer Park. The residential neighborhoods include a range of homes and apartments or condominiums. The Plan Area is surrounded on the north and south by residential neighborhoods, and on the east by a low-scale media and industrial neighborhood in the City of Los Angeles.

**FIGURE 1-1: CITY OF WEST HOLLYWOOD MAP**



FIGURE 1-2: PLAN AREA MAP





# PLAN DEVELOPMENT PROCESS

Efforts to develop the Eastside Community Priorities Plan have taken place in two phases designed to address the vision and most pressing issues identified by the Eastside residents.

## PHASE I: 2014 - 2015

The City initiated Phase I of the project in 2014, when the City Council appointed 15 Eastside community stakeholders to form the Eastside Working Group, as recommended by the City’s former Eastside Task Force. During Phase I, the primary objective was for the project team to compile and review background information about the Eastside, and for the Working Group to develop a list of topics to be considered for the Eastside Community Priorities Plan. During this phase, the Eastside Working Group met on four occasions and conducted a bus/walking tour to visit recently built mixed-use projects, commercial activity areas, and various streets and public spaces.



Phase I community engagement included a booth at National Night Out events in 2015.

The community engagement conducted during this phase included the use of the interactive website “Neighborland,” and participation at community events like National Night Out. The Neighborland site and in-person activities asked the community, “What could make the Eastside of West Hollywood even better?” Ideas also could be submitted to the site via Twitter and SMS text messages. During this outreach process, the following top ten priorities rose to the top:

1. Off-leash dog park
2. A subway station on Fairfax Avenue
3. More housing for middle class
4. Cleaner sidewalks and park space
5. Good restaurants, gastropubs, and cafés
6. Move forward with the approved Master Plan for Plummer Park
7. Underground all power lines
8. Safer crosswalks
9. Plummer Park to retain its history, character, and charm with high-visibility paint, signage and lighting
10. Install a left-hand turn signal at the La Brea/ Fountain intersection

A major component of the background information compiled during Phase I was the development of the Eastside Market Study (Appendix 3), which documented the economic and demographic conditions present on the Eastside. Facts and information about the Eastside presented in this report included the current and projected population of the Eastside, statistics about the changing demographics of the area, an assessment of the housing options present, summary of the commercial building stock and economic trends of the Eastside.

At the end of the Phase I process, the Eastside Working Group identified the topics they felt should be a priority in the development of the Eastside Community Priorities Plan:

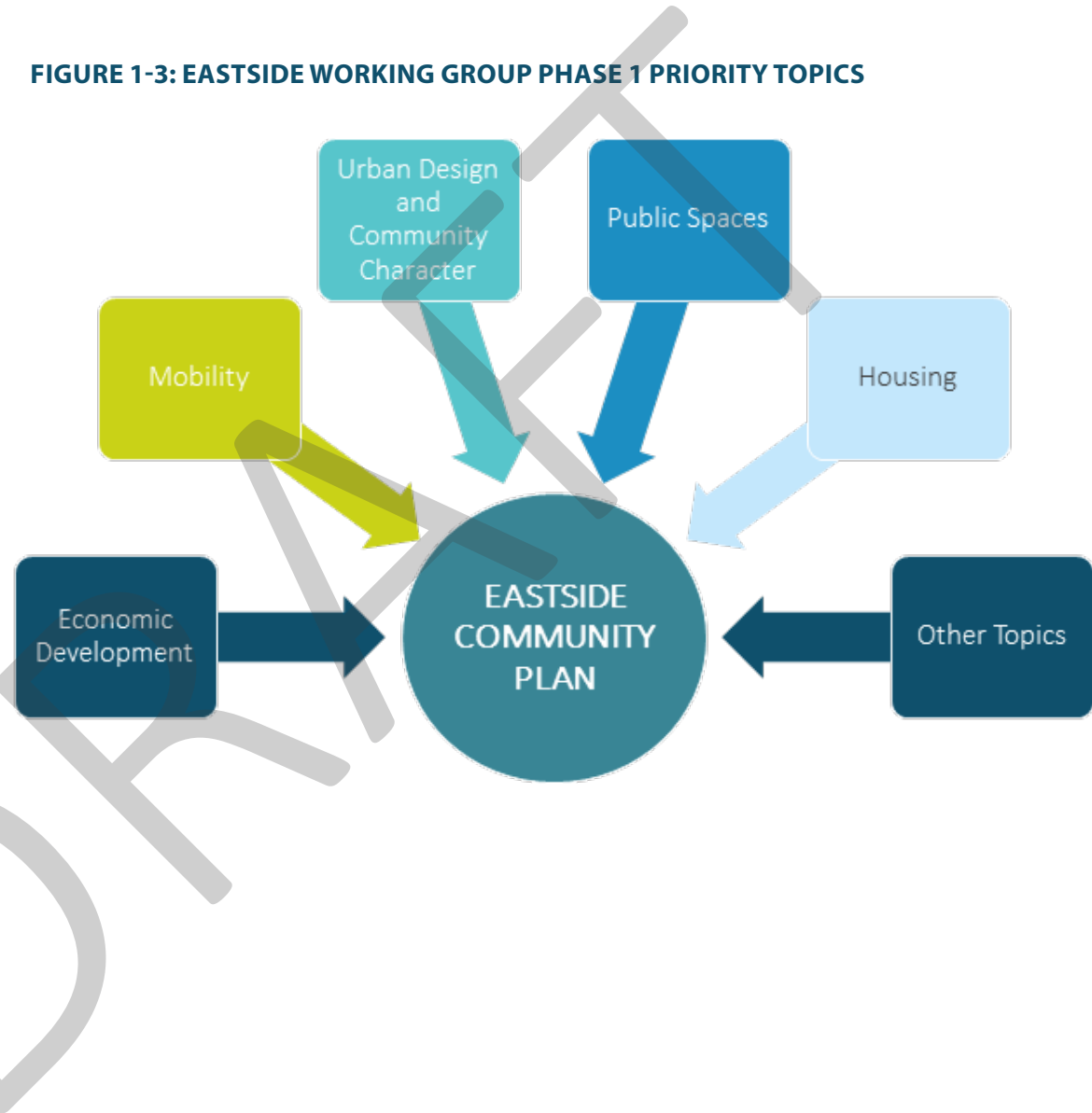
- Economic Development
- Mobility
- Urban Design/Community Character
- Public Spaces
- Housing

Additional topics discussed included sustainability, arts, events, and public safety, which are integrated throughout this Plan.

The EWG also identified desired outcomes from the Community Plan process, and developed a statement guiding how the identity of the Eastside neighborhood should be addressed in the Plan as it is developed during Phase II. The following is the language developed by the EWG for each of these two topics:

- Eastside Working Group Desired Outcomes.** We, the Eastside Working Group, look forward to developing the Eastside Community Priorities Plan, with support from City staff and an expert consultant team. Our primary goal is the completion of an Eastside Community Priorities Plan that includes a long-term vision and priority implementation actions which are workable and realistic. The Plan should address issues specific to the Eastside, seek to enhance what is great about our neighborhood, and identify opportunities for improvements. The community planning process should generate community involvement, excitement, and support.
- Eastside Working Group on the Identity of the Eastside.** The City of West Hollywood is one unified city with a number of different neighborhoods, including the Eastside. The Eastside neighborhood is an eclectic, inclusive, changing, and engaging community that we cherish and want to enhance and protect. We do not feel that Eastside-specific branding is needed, but we do think that additional City of West Hollywood signage in the area is desirable.

**FIGURE 1-3: EASTSIDE WORKING GROUP PHASE 1 PRIORITY TOPICS**





## PHASE II: 2015 – 2016

Phase 2 consisted of the development of the draft and final Eastside Community Priorities Plan, including technical studies and additional community engagement efforts, in collaboration with the Eastside Working Group.

In 2015, the City Council re-appointed members to the Eastside Working Group, and public meetings with the Eastside Working Group began in February 2016. Over the course of approximately one year, the Eastside Working Group met ten (10) times, and heard from members of the public attending each meeting. The first five meetings with the Eastside Working Group focused on discussing each of the priority topics. The August 2016 meeting was a walking tour with the Working Group and interested

members of the public. The meetings with the Working Group in September and November of 2016 and January of 2017 were to review and prioritize the potential recommendations and priorities in the Eastside Community Priorities Plan.

To document the existing conditions on the Eastside, as it relates to the priority topics, City staff and the consultant team worked together to develop the State of the Eastside Report. The State of the Eastside Report (see Appendix 2 for the report), was used to provide detailed background information on the Eastside. This information was summarized for the EWG at their meetings.

To facilitate community engagement in the development of the Eastside Community Priorities Plan, the City hosted the “Engage-A-Lot” event at the City parking lot on the corner of Spaulding Avenue and Santa Monica Boulevard. The purpose of the event, which was held on September 18, 2016, was two-fold: (1) to collect community input on the future of the Eastside and ideas or priorities for improving the Eastside; and (2) to celebrate the unique culture and identity of the Eastside community. The Event included music, bread-baking, and invited community members to give input regarding the vision and recommendations for the Community Plan. Overall, the event was a success and more than 200 people attended. A full summary of the event, engagement activities, and entertainment is provided in Appendix D.



*Phase II engagement included a walking tour with the Eastside Working Group.*



*A community fair was held in September 2016 with art, music, cultural activities, and interactive booths to collect community input on the draft recommendations for the Eastside Community Priorities Plan.*

# HOW TO USE THIS DOCUMENT

Following this Introduction, the Eastside Community Priorities Plan includes a vision statement and set of guiding principles that are intended to describe how the Eastside might look and feel in the future through the implementation of this Plan. The subsequent chapters of this Plan are organized by the following:

**PRIORITY TOPIC CHAPTERS**

- 1 INTRODUCTION
- 2 VISION + GUIDING PRINCIPLES
- 3 URBAN DESIGN + CHARACTER
- 4 ECONOMIC DEVELOPMENT
- 5 HOUSING
- 6 MOBILITY
- 7 ARTS + EVENTS
- 8 SUSTAINABILITY + PUBLIC SPACE
- 9 PUBLIC SAFETY

APPENDIX

Each priority topic chapter includes a summary of the conditions related to this topic, an assessment of the City’s existing policies, plans, and programs relevant to the topic, and a set of recommendations that can be implemented in the future. The recommendations include specific ideas from the EWG, the community and City staff on the studies, policy changes, physical improvements and programs that could be implemented to improve the quality of life and enhance the character and identity of the Eastside. Each recommendation includes the following information:

- **Description.** A description of the recommendation including the purpose, intent and directions for City staff to implement the recommendation. This is the main section of each recommendation.
- **Short-term (1-4 years).** Since some recommendations will be necessarily implemented over a long period of time, the Plan identifies a subset of actions that could be implemented in a shorter timeframe.
- **Relationship to Existing Plans/ Programs.** Some recommendations relate directly to or supplement existing plans or programs in the City. This section lists the plans/ programs and the relationship.
- **Department or Division Lead.** This lists the division or department that will lead the implementation of the recommendation.

- **Department or Division Support.** This lists the division or department that will support the implementation of the recommendation.
- **Priority.** The priority of the recommendation, ranging from Low to High. The priority ranking was developed through discussions with the Working Group.



Recommendation supports sustainability initiatives



The **Appendix** in the Eastside Community Priorities Plan will include:

### Appendix A - Implementation Strategy

Implementation Strategy that lists the key priorities for the Eastside for short and long-term implementation, outlines the responsible divisions and department to oversee work, and establishes a magnitude of cost for completion. The Implementation Strategy will serve as a tool for staff and City Council members to update the City's work plan and allocate funding to the Capital Improvements Plan budget for Eastside related improvements, programs, and policies.



The **Technical Appendix** attached to the Eastside Community Priorities Plan will include the following:

### Appendix A - State of the Eastside Report

Completed in 2016, the State of the Eastside Report summarizes existing conditions within each topic area and evaluates future opportunities for the Eastside. The report includes a visual depiction of the current policies and projects recommended for the Eastside through maps or similar illustrations.



### Appendix B - Eastside Market Study

Completed in 2014, the Eastside Market Study provides an overview of changing demographics and market dynamics in the Eastside.



### Appendix C - Eastside Visual Survey

Completed in 2015, the Visual Survey takes an inventory of the building facades along Santa Monica Boulevard in terms of their width, types, and percentages of facade elements. The Survey helps to striate and pick apart the specific urban design characteristics that identify Santa Monica Boulevard as the commercial heart of the district and lays the groundwork for potential design guidelines for commercial buildings.



### Appendix D - Eastside Community Event Summary

A full summary of the Eastside Community event, Engage-A-Lot, held on Sunday, September 18, 2016. The summary includes input gathered from the community through various engagement activities.

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# 2 VISION AND GUIDING PRINCIPLES

# EASTSIDE VISION

The Eastside Community Priorities Plan envisions a place that looks toward the dynamic opportunities of the future while retaining the neighborhood charm of the Eastside. At the core of this vision is a desire for the Eastside to embrace its diverse, eclectic and unique character – while remaining integrated and unified with the City of West Hollywood community. We – the Eastside Working Group – believe the Eastside community vision is made up of the following shared values:



## SENSE OF PLACE AND NEIGHBORHOODS

The Eastside will capitalize on its existing strengths – its history in film, diverse demographic of seniors, young people, and immigrants, and its “small town” character – while creating a safe, hip, urban, and progressive community that balances quality of life with future growth. The Eastside is a welcoming place, with attractively designed buildings, streetscapes and open space that create a pedestrian friendly community and provide opportunities for culture, social connectedness, and diversity.

One of the great assets of the Eastside- its eclectic neighborhoods- is preserved and enhanced with quality housing renovations, sensitive new development, and maintenance of tree-lined residential streets which provide a variety of housing types to serve the diverse households, demographics, and incomes of the community. Improved and increased public safety will be a top priority for Eastside neighborhoods with safety initiatives that are tailored to the unique needs of the Eastside community.



## ECONOMIC DIVERSITY

Santa Monica Boulevard, La Brea Avenue and Fairfax Avenue will be enhanced as pedestrian-oriented, economically strong and beautiful corridors with a combination of housing, retail and office uses. New construction is balanced with the renovation and modernization of existing buildings, enhanced building facades, attractive landscaping, and signage that collectively contribute to beautiful and active commercial corridors.

Shops and businesses are conveniently located to serve the residents of the neighborhood and new small, boutique businesses enhance the Eastside’s reputation as an eclectic shopping district. A diversity of uses, such as creative office and incubator spaces, are conveniently located and capitalize on the energy from vibrant growth catalysts in the existing film industry – promoting a socially vibrant, pedestrian focused neighborhood where people come first. The Eastside will be a vibrant place to live, eat, work, shop and play.





## MOBILITY

The Eastside will emphasize transportation options to encourage walking, biking, and transit use - with improved sidewalks and crosswalks, new bicycle facilities and expanded transit service, including a future light rail system- so that the Eastside will have safe and convenient options for local and regional trips. The Eastside will be a sustainable, clean, walkable, bike/transit friendly, safe and vibrant community – contributing to a clean green and friendly neighborhood.



## CREATIVITY AND COMMUNITY CONNECTIONS

The Eastside will garner recognition as a “creative” community by emphasizing arts and culture, the cultural traditions of Russian-speaking and other community members, community events, and support for new creative businesses. The Eastside will offer welcoming, well-loved public spaces that have their own unique character and provide residents with a variety of locally serving amenities and creative cultural venues, along with a range of mobility options and an attractive pedestrian environment. The Eastside will be an inspiring, beautiful, safe and engaging neighborhood.



# GUIDING PRINCIPLES

To implement the vision of the Eastside Community Priorities Plan, the City of West Hollywood, working closely with the community, will aspire to implement the recommendations based on the following guiding principles.



## IDENTITY + QUALITY OF LIFE

**Diversity.** Continue the Eastside’s tradition of diversity by providing programs and support for all residents regardless of age, income, race, ethnicity or sexual orientation.

**Quality of life/happiness.** Continually improve the quality of life on the Eastside and ensure that all programs and activities contribute to the overall happiness of residents and employees.

**Safety.** Continually implement safety programs and initiatives that are tailored to the unique needs of the Eastside community.



## URBAN DESIGN + CHARACTER

**Visual quality.** Ensure that all new buildings and physical improvements on the Eastside improve the visual quality and identity of the area.

**Architecture.** Architectural design of all new projects will meet the highest standards of architecture and innovation reflective of the character of the Eastside.



## ECONOMIC DEVELOPMENT

**Local and small businesses.** Provide support to existing local and small businesses and encourage new small and local businesses to locate in the area.

**Neighborhood services.** Expand the diversity and quality of neighborhood serving businesses including retail, restaurants, and services.

**Destination uses.** Encourage unique destination uses that bring people to the Eastside and enhance the eclectic image of the businesses on the Eastside.



## HOUSING

**Housing diversity.** Maintain and expand the diversity of housing types and neighborhood character on the Eastside.

**Affordable housing.** Protect and expand affordable housing opportunities on the Eastside.

**Housing quality.** Improve the quality of existing housing to ensure that everyone has a safe and attractive place to live.



## TRANSPORTATION

**Non-motorized transportation.** Encourage bicycle and pedestrian trips on the Eastside and to nearby destinations to reduce traffic congestion and support greenhouse gas reduction goals.

**Transit.** Support the expansion of transit options and increased use of transit on the Eastside.

**Parking.** Develop creative solutions to residential and commercial parking that balances the needs of existing and new businesses to expand while protecting residential neighborhoods from spillover parking challenges.

**Improve transportation safety.** Expand transportation safety for all, with an emphasis on pedestrians and cyclists.



## ARTS + EVENTS

**Image and identity.** Create a thriving, unique and notable neighborhood that is part of the overall City of West Hollywood yet has its unique history, image and identity.

**Arts and events.** Support a wide diversity of arts and events including public art, cultural events, art galleries, and theaters.

## SUSTAINABILITY + PUBLIC SPACES

**Parks and green space.** Seek opportunities to add new or improve existing parks, public space and open space.

**Sustainability.** Support the sustainability goals of the City through actions such as green buildings, reduced GHG emissions, reduced water use, and promotion of non-motorized transportation.

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**3**

**URBAN DESIGN**

## BACKGROUND

The urban design and character of the Eastside is unique and distinguished from surrounding neighborhoods. The Eastside's mix of regional and small-scale local retail stores along Santa Monica Boulevard and the adjacent small and medium-scale residential areas on the north and south make for an urban neighborhood that is walkable and rich with the diversity of people that it serves and the experiences it creates. Santa Monica Boulevard has an urban form that is pedestrian-friendly in most cases, with commercial frontages primarily built to the edge of and accessed directly from the sidewalk. When entering the neighborhood from surrounding areas of Los Angeles, the Eastside is noticeably more "green" in many places; streets are lined with trees where space permits.

Urban Design recommendations focus on highlighting and enhancing the special character of the Eastside, while also creating a safe place that is enlivened by shops and cafes, entertainment and community spaces, and other types of uses that contribute to a walkable, pedestrian-oriented district.

The recommendations in this chapter focus on improvements to commercial and residential areas on the Eastside, including enhancing the existing buildings and street spaces and encouraging high-quality design for new development that defines, animates and frames the public realm. Additionally, this chapter includes recommendations that most influence the liveliness of the public realm, including urban design elements such as building frontages, facades, historic preservation, outdoor seating, and sidewalk elements. These enhancements are intended to create opportunities for many small shops and restaurants to spill out into the sidewalks – creating a well-loved and high-quality living environment.

## LOOKING FORWARD

The recommendations in this chapter are aimed at achieving the following outcomes:

- A cohesive urban experience that enhances the unique characteristics of the Eastside.
- Vibrant commercial corridors, with pedestrian-oriented storefronts with attractive frontages and a vibrant ground floor with a diverse mix of uses that contribute to a safe, pleasant and easy-to-navigate walking and shopping destination.
- Eclectic residential neighborhoods celebrate the architectural qualities of the Eastside and exemplify high-quality, well-designed, context-sensitive buildings.

**FIGURE 3-1: EASTSIDE FIGURE GROUND MAP**



## GENERAL PLAN 2035

The West Hollywood General Plan includes goals and policies associated with the character and urban design of the community within numerous elements, including Land Use and Urban Form, Historic Preservation, Mobility, and Economic Development.

Within the Land Use and Urban Form Element, policies address the scale and character of new development, the pedestrian environment, diversity in architectural styles, and public spaces. Meanwhile the Mobility Element seeks to accommodate pedestrians with amenities and improvements to the public right-of-way, while the Historic Resources and Economic Development Elements seek to preserve the character and enhance the physical appearance of the neighborhoods and commercial corridors in West Hollywood.

## EXISTING PLANS AND PROGRAMS

As of Fall 2016 several plans and initiatives are underway or have been recently completed in the City that relate to urban design on the Eastside.

### BUILDINGS AND FORM

**A Visual Survey of Santa Monica Boulevard (Completed).** The Visual Survey takes an inventory of the building facades along Santa Monica Boulevard in terms of their width, types, and percentages of facade elements. The Survey helps to striate and pick apart the specific urban design characteristics that identify Santa Monica Boulevard as the commercial heart of the district and lays the groundwork for potential design guidelines for commercial buildings.

**Historic Survey of Craftsman Homes (Ongoing).** This survey is being completed to analyze and potentially aid in the preservation of early 20th century homes on a specific area on the Eastside: Lexington Avenue between Genesee Avenue and Curson Avenue. This specific area was chosen because there are several structures in the early 20th century style in this neighborhood, some of which are over 100 years old. The survey will evaluate the appropriateness of an individual designation for specific properties in the area or the designation of several properties as a thematic grouping.

**Multi-family Housing Study (Ongoing).** The City of West Hollywood is currently studying its multi-family zoning districts (R2, R3 and R4). The study is being conducted in response to community concerns over the type, scale, pace and location of new multi-family residential development. In addition, the study will examine how the City's development standards and state-mandated housing bonuses affect the character, size, and impact of new housing on the adjacent properties. The result will be a set of recommendations and actions, which may include amendments to existing regulations that address the community's concerns and priorities around the future of multifamily development in the City.

### STREETS

**Street Media Project (Ongoing).** The City's Street Media Project will aid in Citywide accessibility and way-finding. Street Media refers to elements within the public right-of-way (including bus shelters, gateway signage, trash receptacles, etc.) which provide a platform for communicating messages and information to the public. These messages contribute directly to the navigation of the public realm, and allow various mediums for the City to display art, maps, and other geographic based information.

*Street Media Needs Assessment Report*





# RECOMMENDATIONS

## 3.1 DEVELOP EASTSIDE KEY CORRIDORS DESIGN GUIDELINES

### Craft a Design Overlay for the Eastside’s Key Commercial Corridors to encourage high-quality design and improve the legibility of the urban realm

At the heart of great, walkable neighborhoods often are great walkable retail and commercial corridors. The main retail and commercial corridors of the Eastside – Fairfax, Santa Monica, and La Brea Avenues—have differing levels and styles of commercial storefront design (e.g. location of doors, presence of windows, security bars, building styles, outdoor dining, awnings, etc.). Improving the visual quality and establishing consistency along each of these “key commercial corridors” can improve the experience of walking within the Eastside.

Design overlays are often used as tools to accomplish community goals relating to visual quality by establishing clear design criteria for new developments and remodels. Criteria can relate to facade design, loading and service access, lighting, signage, storefront design, parking design, and windows. Criteria set forth by the design overlay can be presented as guidelines or standards.

This ground floor design overlay for new buildings and remodels will improve the visual appearance of the Eastside’s commercial streets over time, while heightening the unique qualities that make the Eastside recognizable. The overarching goal of the overlay is to provide a pleasant experience for pedestrians along the street, along with places to walk, sit, and talk.

To accomplish these goals, the design overlay should focus on design guidance that improves the visual appearance of building facades, with a focus on the ground floor, and a consistent design approach on each street.

Based on the existing conditions along the three corridors, to improve the visual appearance of building facades, important aspects of the design guidelines or standards should include:

- Prohibiting bars on the outside of store windows
- Further restricting the coverage of windows by signage and other elements
- Establishing minimum percentages of openings for street-facing facades (e.g. using windows)
- Regulating the size, type, and location of building signage
- Establishing minimum distances between building massing and adjacent residential neighborhoods

In general, the overlay should heighten the design aesthetic of the Eastside’s key commercial corridors.

Recommendation 3.2- Develop Façade Improvement Program and Recommendation 3.3- Create Signage Standards are related recommendations. These three items can be combined into one document or separated, as desired. Some of the elements here overlap with those presented in these two sections.

#### RELATED EXISTING PLANS/PROGRAMS

Eastside Visual Survey (Appendix 4)  
Street Media Program

#### DEPARTMENT OR DIVISION LEAD

Community Development (CHPP)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (LRMP)  
Economic Development

**PRIORITY** 

## 3.2 DEVELOP FAÇADE IMPROVEMENT PROGRAM

### Develop an incentive or business support program to provide funds or technical support for existing retail spaces along the Key Commercial Corridors

There are many opportunities to improve or enhance the design of existing commercial building facades in the Eastside. From simple improvements such as paint jobs, awning and signage replacement, and removal of security bars, to more complex renovations or historic building rehabilitations, façade improvements have the potential to positively impact the pedestrian experience. Often the barrier to improvement is simply a property owner's lack of financial or technical resources. Improvements to commercial buildings have been found to increase retail sales in both the short and long-term.

The façade improvement program will encourage private property owners to update and better integrate existing retail façades with the adjacent context, while maintaining and celebrating the Eastside's eclectic "character." This will help to strengthen local businesses and attract customers by making a more attractive shopping experience. When implemented in tandem with the design commercial design guidelines recommendation, the façade improvement program can help accelerate the design overlay objectives, encouraging existing business owners to upgrade their frontages to reflect the latest guidelines or standards.

There are two components of the façade improvement program:

- Financial incentives which could include grants, matching grants, loans (low-cost or deferred), tax incentives and credits, and waiving permit fees

- Technical assistance for property and business owners relating to design of improvements, for example through a program committee of local architect and graphic artist professionals who can give specific project advice and drawing support

For the Eastside's key commercial corridors, elements that will have a big impact when upgraded (and therefore may be a focus for this program) are:

- Façade painting
- Replacement and addition of awnings
- Replacing or improving non-conforming or undesirable business signage (or removing signage and reflective coating that obscures store windows)
- Removing security bars in front of windows and storefront security gates

The façade improvement program should clearly lay out criteria for eligibility, a simple application process, and a method for evaluation. The Program can be funded through a variety of sources, for example municipal revenue, community and economic development federal and state grants, annual tax levy, application fees, and interest income from façade improvement loans.

This recommendation may work in tandem with the Recommendation 3.1 – Develop Eastside Key Corridors Design Guidelines and Recommendation 3.3 – Develop Signage Standards.

#### DEPARTMENT OR DIVISION LEAD

Economic Development

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (CHPP)  
Public Works

#### PRIORITY



*Vibrant retail spaces add to the character and sense of place within neighborhoods.*

Source: La Citta Vita via <http://tinyurl.com/jt4pyuf>

### 3.3 SIGNAGE STANDARDS

#### Create specific standards for signage on commercial properties in the Eastside

Along the key commercial corridors in the Eastside, there are a variety of sign types, some of which are less desirable from a pedestrian perspective because of their size (i.e. they are designed to be seen from a moving vehicle), type, or design. While the City's zoning code already restricts sign type, size, and placement, and provides a set of guidelines that are further character defining, the standards could be further refined for the Eastside to encourage pedestrian-oriented signage that balances consistency with creativity. Furthermore, the City's Sign Design Guidelines (Zoning Ordinance, Chapter G-34) are taken into consideration during planning review but are not obligatory. Some existing signs like internally illuminated plastic box signs, monument signs, or elevated monument signs that currently exist are not pedestrian-oriented or scaled.

This recommendation would create a small set of special additional standards for signage on commercial properties in the Eastside to assure that signage is pedestrian-scaled and pedestrian-oriented. Standards could relate to signage size, placement, type, and materials permitted. The signage standards can either be applied to the full lengths of the key commercial corridors, or to sub-areas along the corridors where pedestrian activity

is high or desired in the future. In these areas, signage regulations would be written to encourage a cohesive feel, where sign location, size, and type is mandated with a certain range. While design of signs and design personality will and should differ, establishing some elements of consistency can make the walking environment feel more pleasant and the area feel more like a cohesive neighborhood. In this regard, signage standards for the Eastside could include:

- Allowing a smaller selection of approved signage types for businesses, such as shingle signs, blade signs, canopy signs, externally-lit wall signs, and other more pedestrian-oriented types
- Further restricting the size of signs to be pedestrian-scaled (as compared to what is currently allowed by zoning)
- Allowing a smaller selection of sign material, for example by precluding plastic signs

This recommendation may work in tandem with the Recommendation 3.1 –Eastside Commercial Corridors Design Guidelines and Recommendation 3.2 –Façade Improvement Program.

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (CHPP)

#### PRIORITY



Retail signage that is coordinated helps contribute to a pleasant street ambiance and a visually-harmonious environment.

Source: La Citta Vita via <http://tinyurl.com/jb9c2as>



### 3.4 IMPROVEMENTS TO OUTDOOR SEATING STANDARDS

#### Evaluate and clarify the existing Outdoor Dining Permit Process to facilitate and encourage businesses to provide outdoor seating areas

The City has existing guidance relating to outdoor dining on the public right-of-way (Chapter 11.28 of the Municipal Code). The process for securing the appropriate licenses and permits, including a minor conditional use permit, is outlined in the Municipal Code. In order to encourage additional outdoor dining in appropriate locations, the process and standards should be evaluated to see what elements preclude interested business owners from taking advantage of the outdoor seating allowance and identify opportunities to streamline the process.

Through evaluation of the existing outdoor seating standards and clarification / simplification of the Municipal Code where needed, this recommendation would help businesses to take advantage of outdoor seating more often, thereby helping to activate the public realm.

The City also should create an informational brochure that outlines the process and requirements in order to help businesses navigate the requirements. The reference information should then be disseminated to local businesses.

This recommendation may work in tandem with the Recommendation 3.1 –Eastside Commercial Corridors Design Guidelines and Recommendation 3.2 – Develop Façade Improvement Program

**DEPARTMENT OR DIVISION LEAD**  
Community Development (CHPP, LRMP)

**DEPARTMENT OR DIVISION SUPPORT**  
Public Works (Engineering)  
Fire Department

**PRIORITY** ■■■



*Outdoor tables and chairs make for a more interesting walking, shopping, and dining experience and help announce a retail area as a real destination.*

Source: Lisa Picard via <http://tinyurl.com/jzgst49>

### 3.5 DEVELOP RESIDENTIAL DESIGN GUIDELINES

#### Develop Design Guidelines for single- and multi-family residential buildings

The residential areas of the Eastside are characterized by small and medium-scale buildings that together create a pleasant, quiet neighborhood feel. Many residential areas have a mix of new and older buildings with distinct architectural styles ranging from Bungalow, Courtyard, Mediterranean Revival, and Spanish Revival, to Mid-Century Modern, Post-war Courtyard, and contemporary. In many areas, buildings are oriented to the street, though often setback and not immediately built to the street edge or to their maximum buildable area.

The residential design guidelines will help articulate the community's expectations when it comes to design quality and appropriate characteristics of residential buildings, and they will give applicants a clear picture of the elements of neighborhood identity and quality that should be reflected in new buildings. The residential design guidelines will also help address the community's concerns about the relationship between new and existing buildings. The overarching goal of the Guidelines is to encourage neighborhood-appropriate design for new or renovated buildings and to assure not only high-quality, but also context-sensitive design.

The residential design guidelines will focus on building orientation to the street, building massing and high-quality, neighborhood-appropriate architectural details. The guidelines will also focus on capturing the special elements and defining architectural qualities that make the Eastside memorable, such as building styles, setbacks, and human-scale design. Of particular importance for the Eastside is:

- Encouraging the division of large building masses to create a more human-scale environment, and to maintain the existing smaller lot pattern
- Assuring that building additions and materials are complimentary to existing building types
- Avoiding building designs that interact poorly with adjacent buildings

The City has adopted residential design guidelines for homes in the West Hollywood West and Norma Triangle neighborhoods. The Eastside residential design guidelines would be developed through a similar community-based process, and would apply to both homes and multi-unit buildings.

#### RELATED EXISTING PLANS/PROGRAMS:

Citywide Multi-Unit Development Study

#### DEPARTMENT OR DIVISION LEAD:

Community Development (CHPP)

#### DEPARTMENT OR DIVISION SUPPORT:

Community Development (LRMP)

#### PRIORITY:



*Residential street on the Eastside. Bungalows and low rise buildings behind a landscaped street setback define the architectural character in this area. Source: Google Earth*

### 3.6 CONDUCT HISTORIC RESOURCES SURVEY OF R1 ZONES

#### Study potential historic districts in all R1-zones areas in the Eastside

In 2008, the City completed a historic resources survey for the City's R2, R3, and R4 multi-family residential zones, which included over 2,000 properties and focused on pre-1961 structures. The goal of the survey was to catalogue and understand the location and significance of historic buildings and sites in these areas. The City has also implemented a moratorium on the demolition of early 20th century homes on the Eastside and is currently conducting a historic resources survey.

The City will extend the historic resources survey to all lower-density residential neighborhoods (R1 zones) in the Eastside, to further bring attention to

buildings, or sub-areas that may qualify for local, state, or national preservation recognition and incentives. The survey would also help to identify parcels within which any new development would need to be specially designed to protect and respect historically designated or noteworthy buildings or areas.

This recommendation will be implemented as part of the Citywide R-1 Historic Resources Survey. This recommendation may work in tandem with the Recommendation 3.5 – Develop Residential Design Guidelines.

#### RELATED EXISTING PLANS/PROGRAMS

Citywide R-1 Historic Resources Survey

#### DEPARTMENT OR DIVISION LEAD

Community Development (CHPP)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (LRMP)

#### PRIORITY



### 3.7 UNDERGROUND UTILITY LINES

#### Explore opportunities to underground overhead utility lines

Above-ground utility lines can be a source of blight on the Eastside. While some areas already have undergrounded utilities, there are other streets that may benefit from the undergrounding of utility lines. Undergrounding utility lines helps to reduce the amount of visual clutter and improve the pedestrian walking experience.

The City will evaluate priority locations for undergrounding utilities and then develop an implementation approach for undergrounding utilities in these areas. The City should consider the following concepts in evaluating candidate areas and potential undergrounding improvements:

- Nearby land uses
- Proximity to city gateway or priority area/ neighborhood revitalization
- Whether the area is or is expected to become an area with high pedestrian activity
- Upcoming infrastructure improvements and development projects
- Criteria established by California Public Utilities Commission



*One of the Eastside's historically designated buildings and an example of the Spanish Revival style.*

#### DEPARTMENT OR DIVISION LEAD

Public Works (Engineering)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (CHPP)

#### PRIORITY



## 3.8 ADD/UPGRADE TRASH RECEPTACLES

### Upgrade existing and install new trash receptacles around the Eastside, with an emphasis on the commercial corridors such as Santa Monica and La Brea

The presence of litter, options for recycling, and the appearance of trash receptacles can detract or contribute to the cleanliness and character of the Eastside, particularly along commercial corridors. At present, there are trash receptacles along most commercial streets on the Eastside but many are old and do not contribute to the visual appearance of the Eastside. Further, merchants and residents have indicated that the receptacles are often full and are not well maintained.

This recommendation will enhance the cleanliness and character of the Eastside through the installation of additional trash receptacles. This recommendation will direct the City to:

- Replace and potentially add additional trash receptacles along the Eastside’s commercial corridors, particularly Santa Monica, La Brea and Fairfax Boulevards
- Wrap the receptacles in a graphic that identifies the Eastside or West Hollywood
- Utilize solar compactor receptacles as recommended in the Street Media Assessment Report

#### SHORT-TERM (1-4 YEARS)

Replace all existing trash receptacles on the Eastside with solar compactor receptacles through the Street Media Program.

#### RELATED EXISTING PLANS/PROGRAMS

Street Media Program

#### DEPARTMENT OR DIVISION LEAD

Public Works and Economic Development (Innovation)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (LRMP)

PRIORITY: 

#### Solar Compacting Receptacles

Solar compacting trash receptacles can overcome some of the current issues with trash receptacles. The receptacles use solar power to compact the trash and increase the capacity five-fold compared to standard receptacles. They also alert the City when the receptacles are at or near capacity which can reduce the frequency that trash needs to be collected.



Solar compacting trash compactors were recently added to some of the busiest pedestrian areas along Santa Monica Boulevard.



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# 4 ECONOMIC DEVELOPMENT

## BACKGROUND

By most measurements, the Eastside is a largely successful, and evolving, commercial area. The Eastside (1) maintains a low commercial vacancy rate, (2) has been experiencing both new development and renovations of existing buildings, (3) is home to a combination of national retailers and local businesses, and (4) has a diversity of jobs.

Historically, the Eastside was known for its diversity of Russian markets and locally-oriented shops that reflected the population that lived and recreated in the area. In recent years, the Eastside’s population has experienced a shift in demographics with an influx of new residents, a declining number of residents of Eastern European descent, and more families with children. Chapter 2 in Appendix B provides a detailed analysis of the Eastside demographics. Community members want an Eastside that adapts to these changes – one that still reflects their composition and cultures, and remains a place of community interaction and entertainment.

There is a desire to maintain a lively and walkable environment along Santa Monica Boulevard, have a diversity of retail and restaurants, and limit vacant storefronts. Additionally, the Eastside acknowledges the importance of fostering a range of job types – ensuring a high quality living and working environment that meets housing and employment goals. The recommendations in this chapter focus on providing opportunities for healthy economic development and growth on the Eastside. There is a focus on programs that encourage a range of small, boutique businesses to set up shop on the Eastside. By facilitating property investment to establishment of support networks, the City has an opportunity to continue building and fostering commercial areas that respond to the needs of the local community and adapt to challenges facing commercial retailers throughout the region.

## LOOKING FORWARD

The recommendations in this chapter are aimed at achieving the following outcomes:

- A more diverse economy with a wider mix of retail, office and service uses
- Thriving stores and restaurants located along walkable and lively commercial corridors and that serve both local and regional needs for shopping and entertainment
- Limited vacant storefronts and improved building façades
- Opportunities to enhance the existing entertainment market and new incubator spaces for new and emerging businesses
- Engaged local businesses working collaboratively with the City to expand economic development opportunities on the Eastside



Businesses within the study area range in their level of service and influence, from the local to regional level



Ground floor typologies from the Eastside Survey of Santa Monica Boulevard



## GENERAL PLAN 2035

The West Hollywood General Plan includes an Element dedicated to Economic Development and recognizes the importance of the tourism and nightlife, art and design, entertainment and media industries, as well as, neighborhood serving and independently-owned businesses to the economic vitality of West Hollywood. The Economic Development Element includes policies and strategies to balance visitor and local-serving commercial activities, leverage resources and incentives to encourage the retention and expansion of businesses, and partnerships with Business Improvement Districts, the Chamber of Commerce, and the Marketing and Visitors Bureau. Specific to the Eastside, the Economic Development Element includes policies to:

- ED 3.3- Develop a strategy for business attraction in key commercial sub-areas
- ED-9.2 - Continue to support the Eastside commercial revitalization program and assist property owners and businesses in rehabilitating existing commercial buildings, as feasible
- ED-9.4- Encourage new, innovative businesses to locate in the City, particularly in the Eastside Redevelopment Area

Additionally, the Land Use and Urban Form Element contains policies relevant to economic development on the Eastside primarily related to the distributed nature of commercial services to be within walking distance of neighborhoods and the retention, refurbishment, and reuse of existing buildings along commercial corridors to maintain the character and scale of neighborhoods.

**FIGURE 4-1: EASTSIDE RETAIL AND OFFICE SPACE BY CLASS**

### Class A Characteristics:

Three or more stories, high levels of architecture and design, glass and steel construction, common area amenities.

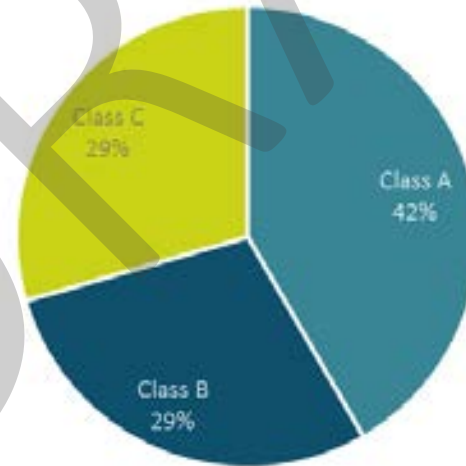
### Class B Characteristics:

Two to four stories, moderate levels of architecture and design, brick and stucco construction. May include outdated or obsolete Class A structures in some cases.

### Class C Characteristics:

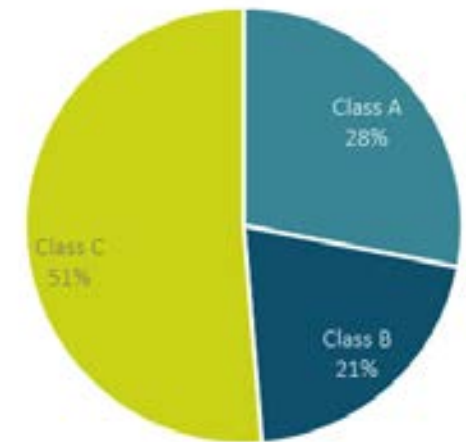
One to two stories, minimal to no architectural or design features, stucco or concrete construction. May include outdated Class B in some cases.

Retail - 817,842 SF



Source: CoStar, 2014

Office - 338,783 SF



Source: CoStar, 2016

## EXISTING PLANS AND PROGRAMS

The City facilitates or participates in several programs to support local businesses, including the following.

**The Pickup.** A weekend nighttime shuttle service to help people traverse the city. Moving people in and out of the Eastside may be one of the most critical things the City can do to support businesses in the area.

**Business seminars with the Chamber of Commerce.** The West Hollywood Chamber of Commerce hosts various business seminars to assist business owners and operators within the city.

**Start up in a Day Pledge.** In August 2015, the City Council adopted a resolution to take the Startup in a Day Pledge whereby the City has one year to develop a website or application that helps entrepreneurs and business owners obtain information within one day for all necessary business licenses and permits. Phase one of that work is complete. An update to Council was presented in January 2017.

**10-day permit turnaround.** As part of the City's Plan Submittal Review Program, most commercial rehab and minor renovation projects will pass the Plan Check phase within 10 business days.

**Eat Shop Play.** Eat Shop Play is a partnership with the Chamber of Commerce to encourage support of local businesses. The program is intended to encourage newer residents to stay in the community and patronage their local businesses.

**I Am West Hollywood.** I Am West Hollywood is an interactive program to encourage WeHo businesses and employees to learn more about West Hollywood and share that information in customer interactions.



*The Pickup, a weekend nighttime shuttle service was launched in 2014 to help people get from place to place along Santa Monica Boulevard.*



# WEST HOLLYWOOD

# RECOMMENDATIONS

## 4.1 PARKING REQUIREMENTS FOR EXISTING COMMERCIAL BUILDINGS

### Revise parking standards within the zoning code to reduce requirements for existing commercial properties under 10,000 square feet

Parking standards for commercial uses are intended to ensure some parking is available for patrons, with different amounts of parking required for office, retail, and restaurant uses. However, parking standards for commercial properties can be a barrier to renovating buildings and attracting new businesses. On the Eastside, many commercial buildings were built before widespread auto use and the parcels are relatively small. This results in businesses that do not meet the current zoning code requirements for parking and limited opportunities for adding new on-site parking spaces.

This creates an issue since the zoning code generally requires on-site parking when a building is significantly redeveloped or when a new use is proposed. Thus, if the use changes, the amount of parking required may increase, for example, when a

retail space is converted to a restaurant. This can be problematic in areas with small lots and established commercial buildings like the Eastside, where additional space on-site to accommodate additional parking may be infeasible.

To address this issue, the City should revise the parking requirements in the zoning code for existing commercial properties under 10,000 square feet and study reducing the number of parking spaces required for different uses. The goal of the program will be to make it easier for new uses to locate on the Eastside without needing to provide significant amounts of new on-site parking. This program is intended to work in concert with the Parking Credits Program and Shared Parking Incentives to expand parking opportunities, promote business development, and the renovation of existing buildings.

#### RELATED EXISTING PLANS/PROGRAMS

- Parking Credits Program
- Shared Parking Incentives
- Transportation Demand Management

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

- Community Development (CHPP)
- Economic Development (Business Development)

PRIORITY 



*A parking incentives program can help smaller businesses and buildings update or renovate buildings where the ability to add on-site parking is limited.*



## 4.2 PARKING CREDITS PROGRAM ON EASTSIDE

### Explore implementation of a parking credits program and expansion of public parking supply on the Eastside

In an effort to provide creative solutions to increase the supply of commercial parking, the parking credits program currently allows businesses in select parts of the City to pay a fee to use a central, shared supply of parking rather than having to satisfy minimum parking requirements on-site. This program is an innovative solution to reducing the regulatory burden on small businesses while ensuring that parking is available to customers.

This recommendation directs the City to study expanding the parking credits program to the Eastside. To implement the recommendation, the City will need to identify potential sites for public or semi-public parking that could be developed in the future. The primary challenge to this program will be to identify one or more locations for parking that can serve a large number of businesses.

#### RELATED EXISTING PLANS/PROGRAMS

Parking Credits Program

#### DEPARTMENT OR DIVISION LEAD

Department of Public Works (Parking)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (CHPP and LRMP)

#### PRIORITY



*Parking credit programs and shared parking strategies can help to avoid dedicating too much space for parking that goes unused.*

## 4.3 SHARED PARKING INCENTIVES

### Review and modify the City's policy and practices for shared parking in all Eastside commercial areas.

The City offers a variety of ways for small businesses to comply with minimum parking requirements in the zoning code, including the fee-based parking credits program (currently available only in the Design District and Mid-City areas), parking use permit provisions of the code, and reduced requirements for restaurants opening in small, historic spaces. However, additional incentives may be needed to encourage new businesses to locate on the Eastside in vacant or underutilized commercial properties.

In addition to the proposed modifications to the zoning code regarding reduced commercial parking requirements for small buildings and the parking

credits program, the City also should examine and modify the existing programs to reduce shared parking restrictions, thereby encouraging more shared parking between businesses. Additionally, the City will explore new shared parking incentives. To achieve this, the City should:

- Explore best practices in other communities
- Hold focus groups with business owners who are currently taking advantage of the shared parking allowance
- Meet with prospective users of the shared parking program to see what additional incentives may be needed

#### DEPARTMENT OR DIVISION LEAD

Community Development (CHPP)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (CHPP)

#### PRIORITY



## 4.4 RETAIL POP-UPS

### Create a streamlined process to encourage more pop-up retail spaces

Pop-up retail spaces allow for the short-term use of a retail space for a business and provide opportunities to maintain a vibrant pedestrian experience when buildings and storefronts would otherwise be vacant.

Property owners benefit because their vacant space is activated and they are provided with some rental income, even if it is below market rates. The community benefits from the new uses and the improved attractiveness of the pedestrian environment. The small businesses that move into the pop-up space gain visibility and can use it as a stepping stone to expand their business. One barrier to the program is that property owners are normally responsible for delivering a “white box” to the pop-up, which may be a change of practice and require some building improvements. Additionally,

the willingness of landlords to participate and the City’s regulatory and business licensing process are deterrents to temporary or short-term tenants like pop up retailers.

This recommendation will direct the City to create a retail pop-up program for the Eastside. The first step will be to work with businesses and landlords to gauge their interest in participating in a pop-up program. The City also should evaluate the current business licensing practices to determine whether any modifications are needed to remove barriers or streamline requirements for pop-up retailers. Finally, the City should provide assistance to landlords to set standards for insurance requirements and performance schedules and perhaps provide some technical assistance like short-term lease samples.

#### DEPARTMENT OR DIVISION LEAD:

Economic Development (Business Development)

#### DEPARTMENT OR DIVISION SUPPORT

Communications  
Community Development (LRMP)  
Public Safety

#### PRIORITY



Pop-up retail spaces can help to maintain a vibrant pedestrian atmosphere when storefronts would otherwise be vacant.

## 4.5 SMALL BUSINESS ASSISTANCE PROGRAM

### Encourage outreach and networking events to assist small business owners

Small businesses that support the needs of local residents are critical to the quality of life on the Eastside. However, small business owners are often focused on making payroll and maintaining inventory and do not have much time left to focus on business development. Some limited coaching and more accessible resources can help small businesses immensely.

The West Hollywood Chamber of Commerce provides various business assistance programs; however, most businesses on the Eastside are

predominately small, locally-owned operations that would benefit from some tailored attention.

This recommendation directs the City to pursue a partnership with the Chamber of Commerce to bring programs or activities to the Eastside that focus on coaching the Eastside businesses on the use of social media to broaden the audience, taking advantage of community events, applying for Small Business Assistance loans or other state and federal programs, and landlord and lease negotiations.

#### DEPARTMENT OR DIVISION LEAD

Economic Development (Business Development)

#### DEPARTMENT OR DIVISION SUPPORT

Communications

#### PRIORITY



## 4.6 EASTSIDE MERCHANTS' ASSOCIATION AND/OR BUSINESS IMPROVEMENT DISTRICT

### Support the development of a Merchants' Association for the Eastside

At present, there is not a Merchants' Association or Businesses Improvement District (BID) on the Eastside. The purpose of a merchants' association would be to bring together retail and restaurant owners to participate in regular meetings to address local concerns, share experiences, and brainstorm ways to attract patrons. Active merchants' associations may, among other things, also put on events or share marketing opportunities to better leverage their time and investment. The merchant's association could also be expanded to become a BID where funds are collected from businesses to reinvest toward improving the physical environment in the area. This could include activities such as street cleaning, promotion, events and physical design improvements such as banner signs.

Additionally, the Merchants' Association or BID will be responsible for exploring a neighborhood identity program, which may include a logo, marketing materials, etc. This recommendation will work in tandem with Recommendation 8.1- Support Neighborhood Identity Program.

To implement the recommendation, the City should bring businesses together to gauge the interest in starting a merchants' association. City staff could also provide assistance at early meetings and provide resources such as seed funding and meeting space. Ultimately, the merchants' association or BID would operate on its own and independent of the City. This recommendation would strengthen the small business community in the Eastside by creating an information sharing environment.

#### DEPARTMENT OR DIVISION LEAD

Economic Development (Business Development)

#### DEPARTMENT OR DIVISION SUPPORT

Public Works (Engineering)

#### PRIORITY





## 4.7 MENTORING SUPPORT TO SMALL TECH AND ENTERTAINMENT BUSINESSES

### Provide mentoring to small tech and entertainment businesses and start-ups that occupy commercial space on the Eastside

While employment patterns show that the Eastside has historically been dominated by retail and service jobs, there has been some growth in recent years in the media and technology industries, with a few standout application design firms and an influx of media and tech firms through development at The Lot. Like any small business, start-ups can benefit from lessons learned by others with more experience. Ideally, representatives from more established firms can be brought in with smaller, newer business members.

To implement this recommendation, the City should work with the Chamber of Commerce to create a program that provides mentoring and training to small tech/entertainment businesses and start-ups. Mentoring and training may be offered in the form of guides or other printed/digital materials, provision of meeting space, or hiring of technical consultants to provide training or coaching to start-ups. After the initial phase, the mentoring support program could be run by the merchants' association or the Chamber of Commerce.

#### DEPARTMENT OR DIVISION LEAD

Economic Development (Business Development)

#### PRIORITY



## 4.8 CREATIVE OFFICE SPACES

### Identify opportunities and barriers for new creative offices spaces on the Eastside

Creative office space is in high demand, and its expanded presence in the Eastside would help foster diversity in jobs available locally. The Eastside has some potential resources to draw upon, including underutilized medical-office buildings and aging retail spaces that may provide an opportunity for reuse. By actively seeking to expand creative/entertainment jobs in the Eastside, the City opens a greater opportunity to residents that currently commute outside the neighborhood for work.

This recommendation directs the City to:

- Review cost of land and parking requirements, and survey actual operation of these spaces to better understand the barriers to developing, or rehabilitating existing uses into creative office space
- Consider changes in zoning and building requirements to encourage the conversion of existing retail space into creative office while still maintaining a pleasant pedestrian experience

#### DEPARTMENT OR DIVISION LEAD

Economic Development (Business Development)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development

#### PRIORITY



*Opportunities to renovate existing buildings into creative office spaces could help to attract new and expanding tech and creative businesses to the Eastside.*

## 4.9 RENOVATION ASSISTANCE FOR OLDER COMMERCIAL BUILDINGS

### Develop regulatory incentives or changes in code requirements for older buildings that require renovations

Investment in aging building stock helps make spaces useful for tenants and improves the aesthetic of buildings. In total, 66% of commercial buildings in the Eastside are 50 years old or more (with the oldest commercial buildings on the Eastside dating back to 1912). Eastside community members have expressed concern that aging buildings with limited investment and renovation to date could progressively become less functional over time and unable to attract good tenants.

Many different upgrades can be performed by property owners to improve their buildings including systems improvements like electrical or plumbing, improving broadband access, performing structural repairs that remove walls, upgrading interior space and performing energy efficiency upgrades. These

improvements help to keep buildings viable and safe and attract new, modern uses. However, sometimes an upgrade to one part of the building will require that the entire building is brought up to code. For older buildings, that can be quite expensive and is a deterrent to building owners modernizing their building.

This recommendation directs the City to explore options to relax or modify certain building code requirements for buildings built before a specific year. The program could include a variety of building code requirements that do not pose health and safety risks. This recommendation will encourage the renovation of older commercial buildings by reducing the expense of bringing older buildings up to code.

#### DEPARTMENT OR DIVISION LEAD

Community Development (CHPP)

#### DEPARTMENT OR DIVISION SUPPORT

Communications, Business Development (Economic Development), Human Services & Rent Stabilization, and Public Works

#### PRIORITY

This recommendation will work in tandem with Recommendation 4.10 - Information Campaign To Encourage Commercial Reinvestment.

*There are many small-scale older commercial buildings along Santa Monica Boulevard that could benefit from upgrades and renovations.*



## 4.10 INFORMATION CAMPAIGN TO ENCOURAGE COMMERCIAL BUILDING RE-INVESTMENT

**Develop a proactive and targeted information campaign for Eastside small business owners that focuses on how to make space more marketable, perform upgrades, utilize rebate programs and other incentives.**

It is important that existing property owners and businesses are aware of all resources available that would provide financial support and other assistance to renovate, repair and modernize the existing building stock.

The purpose of this program is to create an information campaign that is primarily focused on aging commercial structures in need of renovation and investment. The program would ensure that this business community understands:

- Benefits of investment in properties over time
- Local, State and Federal programs that offer financial assistance (including the requirements and scope of all available resources such as rebate programs)
- Technical assistance to advise business owners on affordable improvements and upgrades to improve the marketability of commercial space

This recommendation directs the City to perform outreach and education to local property owners and businesses to take advantage of different programs offered. Activities that the City could consider include:

- Business ambassadors to help businesses navigate government processes and connect to resources;
- Case studies and success stories of other businesses that have successfully utilized available resources to invest in properties
- Informational brochures, mailers, and web resources to highlight the benefits of re-investment and available resources
- Site visits to businesses or community organizations made up of Eastside business owners by City staff and/or consultants

### DEPARTMENT OR DIVISION LEAD

Economic Development (Business Development)

### DEPARTMENT OR DIVISION SUPPORT

Communications and Community Development

**PRIORITY** 

This recommendation will work in tandem with Recommendation 4.9 - Renovation Assistance for Older Commercial Buildings.

## 4.11 RETAIL REFERRAL PROGRAM

### Proactively work to attract small, boutique businesses, neighborhood services, restaurants and nightclubs to the Eastside through retail referrals

A retail referral program is an effort to help curate the Eastside tenants in a more targeted manner than currently exists. It is not uncommon for individuals interested in opening a business or retail shop to contact the City or Chamber of Commerce as they put together a business plan and begin to identify suitable locations for their business.

Currently, the City and the Chamber of Commerce both actively recommend the Eastside to small businesses that are seeking suggestions about where to locate in the City. This program is a next step in that it refers specific types of tenants to Eastside commercial spaces in an effort to enhance the identity and uniqueness of the area.

To implement the recommendation, the City should utilize networks of local real estate brokers, the Chamber, and other local businesses, to communicate the uses the community would like to attract, such as boutique businesses, neighborhood serving retail and business services, restaurants, and nightclubs so that businesses seeking a space will be encouraged to look in the Eastside. Overall, the program has the ability to enhance the identity and character of the Eastside by attracting new businesses that meet the vision of the community.

*A proactive and curated retail referral program can help to attract businesses and services desired by Eastside residents.*



#### DEPARTMENT OR DIVISION LEAD

Economic Development (Business Development)

#### DEPARTMENT OR DIVISION SUPPORT

Communications

PRIORITY 



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# 5 HOUSING

## BACKGROUND

West Hollywood has had a long history in demonstrating its commitment to protecting and enhancing affordable housing opportunities, ensuring the maintenance of its existing housing stock, and promoting a high quality of residential life. The City's core values still reflect that today, particularly the pledge to protect quality of life and safeguard housing affordability.

California is experiencing a housing crisis. Housing costs are well above national averages, driven by extremely competitive real estate markets and high land costs. Affordability is notably low with Californians paying a larger percentage of their income for housing than in any other state, and many paying more than 50% of their income for housing in the greater LA region.

The Eastside is not immune to these pressures. Below are some of the key characteristics of the housing stock on the Eastside:

- Nearly all housing stock (92%) is comprised of multi-family units.
- The housing stock is a mix of older and newer multi-family buildings, with a few single-family streets, and new mixed-use multi-family buildings on the commercial corridors.
- Current residents are most likely using a very high percentage of their income to pay rent, limiting their disposable income.

The Eastside offers great amenities, is close to job centers, and presents a desirable quality of life. The lack of available real estate, in combination with the Eastside's appeal, drives up the cost of land necessitating high density to cover acquisition and development expenses; or at the least, very high price points for lower density for-sale products. Resulting increases in market rents simultaneously attract higher-earning households while deepening the rental burden on those who seek out the area for its quality of life features. For a more detailed analysis of housing on the Eastside, please visit Chapter 6 in Appendix B.

The City has persevered in its efforts to uphold its core values and provide a range of housing options for residents of various incomes, ages, and family structures. The recommendations in this chapter focus on continuing and enhancing the existing housing programs to meet the housing challenges on the Eastside.

The primary themes of this chapter include:

1. Preservation and improvement of existing housing,
2. Fair regulation of rental housing, and
3. Creation and continuation of market-rate and affordable housing opportunities.

Specifically, Eastside housing recommendations focus on:

- Investment in older buildings to maintain neighborhood character and extend the useful life of rent-stabilized units
- Promotion of features in new developments that encourage resident interaction
- Aging in place design and amenities to encourage long-term tenancy and support older residents
- Ongoing and expanded outreach to educate tenants and landlords to foster positive relationships in the neighborhoods and encourage investment.

## LOOKING FORWARD

The recommendations in this chapter are aimed at achieving the following outcomes:

- Housing that meets quality of life standards and fosters a nurturing environment for residents
- Maintenance of existing buildings
- Responsible and consistent efforts to keep and expand opportunities for affordable housing

## GENERAL PLAN 2035

The West Hollywood General Plan has an entire element dedicated to the topic of Housing. Additionally, the Land Use and Urban Form, Governance, and Human Services Elements are relevant to the design, form, and provision of affordable housing in West Hollywood.

In particular, the Housing Element incorporates goals and policies focused on maintaining and renovating existing housing, developing a diverse range of housing types, and use of support networks to provide affordable and independent living options. The Land Use and Urban Form Element identifies opportunities to create smaller and more diverse housing options to accommodate the range of family, income, and accessibility needs of West Hollywood residents.



## EXISTING PLANS AND PROGRAMS

As of Fall 2016 several plans and initiatives are underway or have been recently completed in the City that relate to housing on the Eastside.

**Rent Stabilization.** The City enacted the Rent Stabilization Ordinance (“RSO”) in 1985, which governs annual rent increases and requires certain property maintenance standards in most rental properties issued Certificates of Occupancy before July 1, 1979; and provides eviction and harassment protections to all tenants in rental units, regardless of when units were issued Certificates of Occupancy.

**Inclusionary Zoning and Deed-Restricted Units.** The City’s Inclusionary Housing Ordinance generates affordable deed-restricted rental units when market rate units are constructed. A deed restriction makes a unit available only to households that meet a defined income category, and a cap is placed on the rent that can be charged for the unit.

**Density Bonus Law.** To encourage the construction of on-site affordable units, California law (Senate Bill 1818) authorizes projects not utilizing an in-lieu fee to apply for a housing density bonus of up to 35%. A density bonus allows a developer to increase a project’s density when a percentage of the units are restricted to affordable levels as defined by state law. In West Hollywood, R3 and R4 Zones have a Permanently Dedicated Affordable Housing Density Bonus.

**Housing Choice Voucher.** The Housing Choice Voucher Program (Section 8) in West Hollywood is run by the Housing Authority of the County of Los Angeles (HACoLA). The program assists extremely low and very low income households by providing a rent subsidy to the participating property owner.

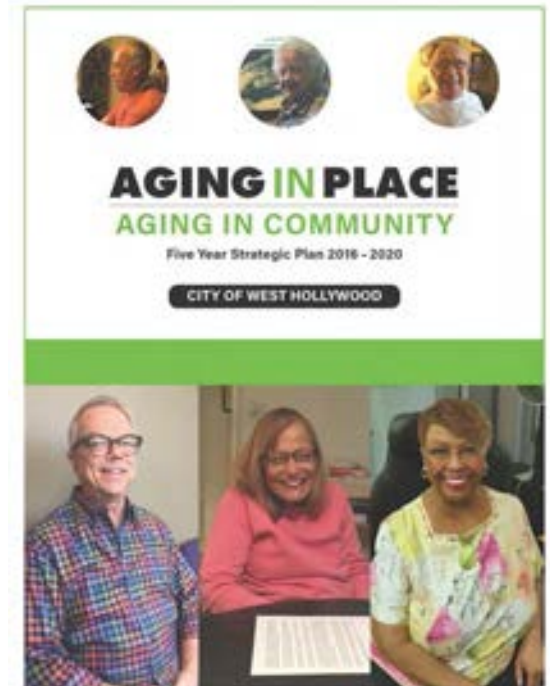
**Available Rental Housing.** The City compiles and provides a free list of available apartments in the City weekly. In 2015, the City upgraded the rental referral list making it map based, and searchable.

**Home Secure Program.** The City’s Home Secure Program offers low income seniors and disabled residents free safety and security devices such as no-slip strips and grab bars in the bathroom, and security deadbolts and window locks on doors and windows. The program also offers two and three step exterior ramps when needed to improve building access.

**Aging in Place/Aging in Community 5-Year Strategic Plan.** A key goal of the Strategic Plan, adopted in 2016, is to improve the quality of life for and maintain the health and well-being of older adults and of city residents who are moving forward in years. Currently, the City provides an array of services for its senior, at-risk and disabled community members; however, the scale of the needs for those aging in the City is growing along with the increase in the aging population.

The Five Year Strategic Plan is designed with a social model, community-based approach to wellness. West Hollywood is a caring and supportive City where aging is embraced. Therefore, the Plan has the vision that adults as they age are supported in ways that help them to remain in their homes, as much as possible. The City, as an age-friendly community, is a place where older adults can age safely with health and dignity.

**Educational Seminars.** The City offers a wide range of educational seminars to inform the public on issues related to housing. Topics are meant to engage tenants, landlords, developers, business owners, and other community members; and materials often focus on rights and responsibilities within the West Hollywood Municipal Code. These seminars are provided at no cost to attendees, and are part of an ongoing community outreach and strategic effort of the Rent Stabilization and Housing Division to promote West Hollywood’s rent-stabilization and housing programs.



# RECOMMENDATIONS

## 5.1 PROMOTE AFFORDABLE AND LOW-COST HOUSING

### Continue programs that preserve existing low-cost housing, and promote new income-restricted housing

The City has created comprehensive affordable housing policies and implements several affordable housing programs including the Rent Stabilization Program (which maintains existing low cost housing), the Inclusionary Housing Program (that requires a certain percentage of all new housing be reserved for moderate and low-income households), and the Affordable Housing Trust Fund (which is an affordable housing fee for residential projects with 10 or fewer units, and commercial projects with 10,000 square feet or more new floor area). Together, these and other programs make West Hollywood a State-wide leader in protecting existing low-cost housing and building new affordable housing.

The City puts extensive resources into affordable and low-cost housing. On average, the Eastside has lower income levels than citywide averages, thus, there is a need to target affordable housing programs to the Eastside.

With this recommendation, the City will:

- Continue to promote affordable and low-cost housing through a variety of citywide programs focused on maintaining and encouraging reinvestment in rent stabilized housing, increasing inclusionary housing opportunities, and providing supportive affordable housing
- Create and implement additional outreach and education programs tailored to Eastside landlords to encourage preservation of the existing stock of rent stabilized housing and participation in County rent subsidy programs
- Continue to build strong partnerships with non-profit organizations providing housing and supportive services on the Eastside

This recommendation will result in expanded affordable housing opportunities for Eastside residents.

#### RELATED EXISTING PLANS/PROGRAMS

Apartment Rehabilitation Study  
RSH Educational Seminars

#### DEPARTMENT OR DIVISION LEAD:

Human Services & Rent Stabilization (RSH)

#### DEPARTMENT OR DIVISION SUPPORT:

Community Development

**PRIORITY** 

## 5.2 ENCOURAGE RANGE OF HOUSING OPPORTUNITIES

### Maintain policies that allow for a range of housing types to be developed, including for-sale and rental products that can meet a wide variety of income levels and preferences

Providing for a diversity in housing types offers the flexibility needed to meet the varied housing needs of the community. Providing units that reflect the diversity of the community and offering variety allows residents the opportunity to stay in West Hollywood as their family, income, and style preferences or needs change.

To achieve this goal, the City will:

- Review the City's development standards and housing bonuses/incentives to ensure that the types of multi-unit buildings needed in the community are encouraged
- Potentially expand or refine incentives and bonuses for new housing development as the market and demographics of the Eastside change and evolve
- Continue to review and catalog each proposed multi-unit housing project to determine if the vision and goals of the community are reflected and common expectations and/or concerns regarding development projects are addressed
- Work with the development community to encourage construction of units that meets the needs of under-served populations including seniors and young people joining the workforce.

#### RELATED EXISTING PLANS/PROGRAMS

Citywide Multi-Unit Development Study  
Inclusionary Housing Program

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP/CHPP)

#### DEPARTMENT OR DIVISION SUPPORT

Human Services & Rent Stabilization

#### PRIORITY



*Variety in housing opportunities helps to meet the various income levels and preferences of Eastside residents.*



## 5.3 ENCOURAGE MICRO-UNIT HOUSING

### Explore flexible development requirements for micro-units

Micro-units, broadly defined as living spaces under 350 square feet, offer housing at a lower price point than is typically available in areas like West Hollywood. While micro-units may lack individual space, they can often provide access to similar levels of shared amenities, and can fit a greater number of units into a similar building envelope than traditional apartment buildings. However, there are several development requirements or standards that can increase the cost to developers providing low-cost housing options for small households.

The purpose of this recommendation is to facilitate the development of innovative and lower cost housing in the Eastside.

To achieve this, the City will:

- Study the short and long-term feasibility and challenges or advantages of allowing a greater number of micro-units, including the demographic(s) that will benefit from micro-units
- Consider parking requirements, minimum unit size, and provision of shared space amenities regulations and their impact on the cost of micro-unit development
- Explore the possibility to develop additional micro-units through the use of various funding opportunities, incentives, and tax credits

#### RELATED EXISTING PLANS/PROGRAMS

Citywide Multi-Unit Development Study  
Innovative Housing Types and Policies Study

#### DEPARTMENT OR DIVISION LEAD

Community Development (CHPP/LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

Human Services & Rent Stabilization (RSH)

#### PRIORITY

## 5.4 REDUCE HOUSEHOLD EXPENDITURES WITH DEVELOPMENT DESIGN

### Encourage housing development design that reduces household expenditures through shared amenities

New developments that include community amenities (such as shared laundry rooms and community kitchens) can minimize travel and costs for basic household functions. Such amenities may also help to support smaller unit sizes, slightly increasing affordability if cost savings are passed on to tenants. Furthermore, shared amenities increase community interaction which has been shown by studies to improve quality of life and resident satisfaction.

With this recommendation, the City will review the zoning code requirements for shared spaces and amenities and examine how these amenities affect overall affordability and housing costs. The outcome will be to further the affordability of proposed housing units and facilitate the addition of amenities desired by residents. This recommendation will evaluate the zoning code as needed to incentivize and/or encourage shared amenities.

#### RELATED TO EXISTING PLANS/PROGRAMS

Citywide Multi-Unit Development Study

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP/CHPP)

#### DEPARTMENT OR DIVISION SUPPORT

Human Services & Rent Stabilization (RSH)

#### PRIORITY



## 5.5 HOUSING TO SUPPORT AGING IN PLACE

### Ensure that code requirements support evolving needs as residents age

The design of spaces, layouts, and materials in housing development is traditionally oriented toward accommodating able-bodied persons. This approach to design can often mean that as tenants grow older and their abilities change, they are no longer able to safely use or move through their unit without making potentially costly changes.

The City will evaluate and modify code requirements and the process for requesting reasonable accommodation to consider aging in place practices. Recommendations for changes to the code could entail requiring new units (or a portion of new units) to be developed with features that support Domain 4, Housing, Priority 3 of the Aging in Place, Aging

in Community, Five-Year Strategic Plan 2016-2020, City of West Hollywood. Priority 3 seeks to integrate older adult safety features such as friction patio tiles, exterior ramps, and curb-less showers into new units as well as those undergoing rehabilitation or upgrading. Additionally, the City should evaluate and potentially streamline the approval process for installing aging in place features on both the interior and exterior of existing buildings.

This recommendation will widen the potential tenant audience of existing units to include older adults and allows residents to age in place so they can stay in their unit longer.

#### RELATED EXISTING PLANS/PROGRAMS

Aging in Place, Aging in Community, Five-Year Strategic Plan 2016-2020

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP/CHPP/BS)

#### DEPARTMENT OR DIVISION SUPPORT

Human Services & Rent Stabilization (RSH)

PRIORITY 

## 5.6 FACILITATE AGING IN PLACE UNIT TRANSFER REQUESTS

### Support and facilitate the relocation of seniors seeking accommodating units

Seniors in need of more accessible accommodations (e.g. ground floor units) may avoid making unit change requests because they may risk a rent increase. A collaborative effort to inform tenants and property owners of their rights and responsibilities is critical to support the needs of the high rate of renters and an aging population that is more prevalent on the Eastside than in other areas of the City.

This recommendation will direct the City to work with landlords and renters to educate them regarding unit transfers and to explore how the City could best support unit transfers taking place. It encourages and expands opportunities for aging in place in the Eastside and citywide.

#### RELATED EXISTING PLANS/PROGRAMS

Aging in Place, Aging in Community, Five-Year Strategic Plan 2016-2020

#### DEPARTMENT OR DIVISION LEAD

Human Services & Rent Stabilization (RSH)

#### DEPARTMENT OR DIVISION SUPPORT

Communications

PRIORITY 

### Relocation requirements

In the future, widespread education on relocation requirements and procedures should help implementation of age-friendly design, retrofits, and rehabilitation of units.

## 5.7 INCENTIVES FOR RESIDENTIAL REHABILITATION

### Develop a package of incentives that encourages property owners of multifamily buildings to upgrade their properties

Upgrades and rehabilitation of residential buildings are critical to maintaining the viability of buildings and the character of the Eastside. Incentives can make upgrades more attractive to property owners without having to significantly raise the cost of rents to pay for upgrades and improvements.

This recommendation will direct the City to identify incentives through the Rehabilitation Incentive Study for Aging Apartment Buildings (currently underway) and other studies that may study opportunities to:

- Provide information for low cost loans, or waivers/reductions/deferrals of building permit fees for property owners that reinvest in aging building systems or seismic safety measures
- Improve facades
- Update mechanical, plumbing, or electrical systems for energy efficiency

The purpose of this recommendation is to encourage multifamily property owners to rehabilitate and renovate properties. The incentive package could potentially incorporate Property Assessed Clean Energy (PACE) and Home Energy Renovation Opportunity (HERO) program technical assistance for energy efficiency upgrades. This type of program could serve a city-wide purpose, but would be particularly effective on the Eastside given that approximately 75 percent the units are more than 50 years old.



#### RELATED EXISTING PLANS/PROGRAMS

Apartment Rehabilitation Study

#### DEPARTMENT OR DIVISION LEAD

Human Services & Rent Stabilization (RSH)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (CHPP)

PRIORITY 

## 5.8 FACILITATE ADAPTIVE RE-USE TO RESIDENTIAL

### Facilitate and encourage the adaptive re-use of buildings to support the development of additional housing units

While it's important to maintain a commercial base, some buildings on the commercial corridors also represent an opportunity for re-use, or partial reuse, as residential units. Adaptive re-use can help preserve the character of the neighborhood, while adding value through new units that should cost less to deliver than new construction. This reuse effort should recognize the community's desire to preserve the character of the area, and the community's assessment that many commercial buildings need significant investment to attract new tenants.

To encourage the transition of aging and underutilized commercial buildings to vibrant residential buildings, this recommendation directs the City to:

- Identify buildings or facades that could benefit from adaptive re-use
- Consider potential accommodations, variances, or incentives that might be acceptable to encourage re-use of non-residential properties for housing rather than demolition and reconstruction of existing properties

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (CHPP)  
Human Services & Rent Stabilization

#### PRIORITY



## 5.9 REVIEW ZONING CODE FOR DESIGN IMPACT

### Review the zoning code to evaluate how code requirements are impacting the design of buildings

Housing design and establishment of code requirements requires a careful balance to create buildings that minimize impacts to neighboring properties without over prescribing items that can drive up the cost of development. Often times, requirements for amenities like parking can unintentionally drive up the costs of new housing developments, which are often reflected in the cost of rents. Both members of the public and the EWG expressed the desire to better understand how existing codes impact the design of buildings and thus the impact that new buildings have on surrounding residential properties.

This recommendation directs the City to review zoning and density requirements for their impact on the quality of the architectural design of individual buildings and neighborhood character. At present, this recommendation is being implemented through the on-going Multifamily Housing Study. Specific topics to be examined include the 90% density requirement, parking requirements, building setbacks, and visual integration between older and newer buildings.

#### RELATED EXISTING PLANS/PROGRAMS

Citywide Multi-Unit Development Study

#### DEPARTMENT OR DIVISION LEAD

Community Development (CHPP/LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

City Manager, Communications, Economic Development, and Human Services and Rent Stabilization

#### PRIORITY



## 5.10 MARKET EXISTING HOUSING PROGRAMS

### Improve and expand access to housing information and programs offered by the City and other governmental agencies

The City has worked diligently to support tenants and landlords with a progressive portfolio of services. However, the audience for these services is constantly changing- new residents and property owners join the community, or the needs of existing residents shift due to aging or other life changes.

This recommendation directs the City to increase participation in existing housing programs offered by the City and other governmental agencies including HACoLA and the Office of Veterans Affairs through increased outreach and education to Eastside

residents and landlords. To achieve this, the City will use existing or develop new marketing materials about the housing programs and undertake outreach to Eastside residents about the programs. The education and outreach methods could include:

- Print and electronic media
- Presentations to community, religious or other organizations
- Brochures or handouts that describe programs

#### RELATED EXISTING PLANS/PROGRAMS

RSH Educational Seminars  
RSH Newsletters and Other Communications

#### DEPARTMENT OR DIVISION LEAD

Human Services & Rent Stabilization (RSH)

#### DEPARTMENT OR DIVISION SUPPORT

Communications  
Human Services & Rent Stabilization (SS)

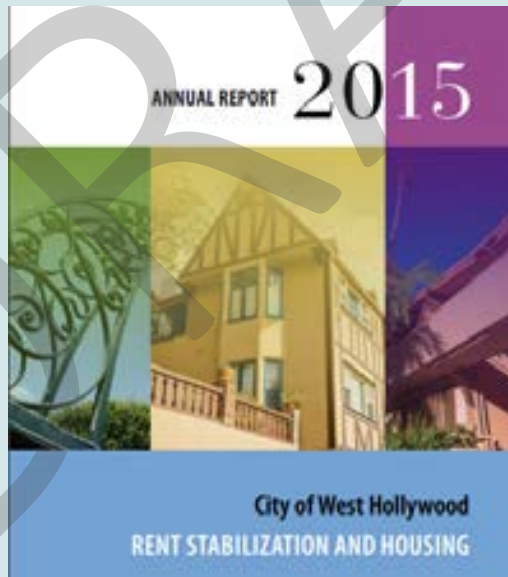
#### PRIORITY



### Rent Stabilization and Housing Programs

The Rent Stabilization and Housing Division prepares and an annual report detailing the status and support provided by current housing programs. The annual report includes the following:

- Trends affecting housing
- Activities of Rent Stabilization and Housing Division
- Addressing needs in the community
- Funding affordable housing development
- Rent Stabilization Commission
- Legal services and legislative affairs
- Residential housing inventory and RSO rents
- Looking ahead



For the most recent annual report, please visit: <http://www.weho.org/residents/rent-stabilization-housing>



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6

MOBILITY

## BACKGROUND

Transportation issues are a core concern of Eastside residents and businesses. Much of this concern is centered on traffic congestion, lack of parking availability, and pedestrian safety. It is challenging to solve traffic and congestion on the Eastside since most travel on the Eastside and in West Hollywood is by private automobile. There are social, historical, and geographical reasons for this, including a regional history of investment in auto infrastructure and disinvestment in transit infrastructure, as well as other regional policy and cultural preferences promoting auto-oriented patterns of land use.

However, a more proximate cause is the relatively long distances residents of West Hollywood and neighboring cities travel for work and other trips – distances that lead them to use automobiles, which are generally faster than transit for long trips, even with congestion. Additionally, much of the Eastside traffic is regional traffic and composed of trips which neither begin nor end on the Eastside. The City will continue to engage with the County and neighboring municipalities to develop regional policies that address pass-through traffic and support local and regional expansion of transit (bus and rail service) as well as pedestrian and bicycle infrastructure.

In order to reduce the reliance on automobiles, the Eastside community has growing interest in expanded alternatives to driving including an expanded bicycle network, safer pedestrian facilities and an expanded transit system, including a planned extension of the Metro Rail system to West Hollywood. Interest has also been expressed in making better use of streets, sidewalks and alleys as public gathering places, and not just transportation arteries.

The recommendations in this chapter address a broad range of transportation issues and focus on policies to (1) mitigate locally-generated traffic, (2) address cut-through traffic in residential neighborhoods, (3) improve utilization of existing parking resources, and (4) find opportunities for ride sharing and car sharing.

Mobility issues are, by nature, regional issues, and are challenging to comprehensively address at the neighborhood level. The recommendations in this section reflect priority issues identified by the Eastside working group to address specific community concerns, and are designed to work in concert with citywide and regional efforts. The recommendations focus on core principles of increased opportunity, safety, and support for broader community goals such as economic development. Wherever possible, the recommendations build on, leverage and integrate with existing City efforts and transportation assets.

## LOOKING FORWARD

The recommendations in this chapter are aimed at achieving the following outcomes:

- Transportation systems that are less reliant on automobiles and have greater emphasis on walking, cycling, transit use and new, innovative transportation solutions such as Uber and Lyft
- Streets and roadways serve not just as important transportation arteries, but as active gathering places for the community by providing welcoming amenities like furniture, public art, and open space
- Travel by all modes is safer and more efficient, resulting in opportunities to make short trips by means other than driving more practical and convenient
- Parking along commercial corridors supports local businesses and minimizes impacts of spillover parking on residential neighborhoods



*WeHo Pedals, the City's bike share program was launched in 2016.*



## GENERAL PLAN 2035

The Mobility Element of the West Hollywood General Plan as a whole has relevance to mobility on the Eastside. The Mobility Element of the General Plan includes the following goals:

- Develop a world-class transit system in West Hollywood
- Collaborate on regional transportation solutions that improve mobility, quality of life, and environmental outcomes
- Maintain and enhance a pedestrian-oriented City
- Create a comprehensive bicycle network throughout the City.
- Create an environmentally and financially sustainable transportation network that provides for the mobility and livability needs of West Hollywood residents, businesses, and visitors

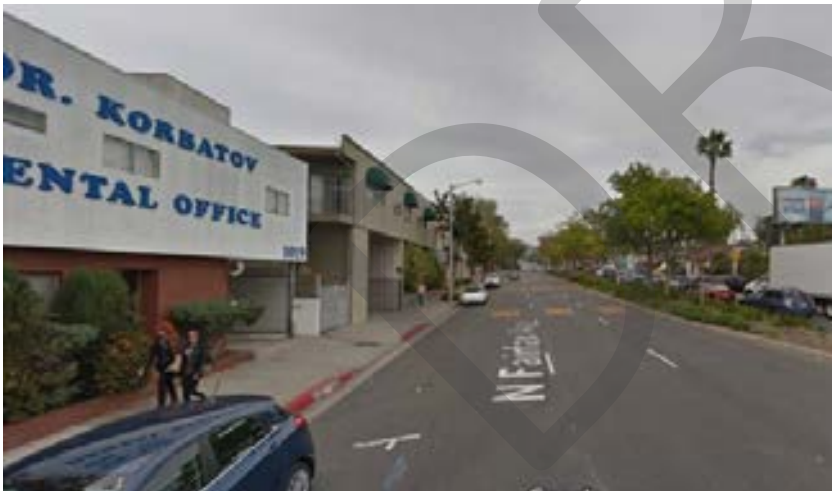
- Utilize Transportation Demand Management strategies to reduce auto travel
- Protect and preserve residential neighborhoods from intrusion of non-residential traffic
- Manage parking supply to serve residents, businesses and visitors
- Facilitate sustainable, effective, and safe movement of goods and commercial vehicles

Taken as a whole, these goals describe a transportation system that is multi-modal, providing alternate travel options including driving, transit, cycling and walking; supports broader, non-mobility goals in areas such as the economy and the environment; serves diverse user groups including residents, businesses, and visitors; addresses

local concerns in part by participating in regional solutions; and is actively managed to facilitate desired outcomes such as parking availability, reduced auto dependency, and reduction of traffic in residential neighborhoods.

Additionally, under “West Hollywood’s Philosophy on Mobility and Access,” the Mobility Element notes that streets and sidewalks should be thought of not just as transportation arteries, but as “outdoor ‘living rooms’ for the community” or “primary places for West Hollywood residents and visitors to meet, recreate and enjoy the outdoors.”

Finally, improved safety is implicit in the Element’s focus on improved conditions for pedestrians and cyclists, among others, as well as its emphasis on “quality of life” and “livability.”



*Fairfax Avenue before and after bike lanes were installed.*



# EXISTING PLANS AND PROGRAMS

The City administers a range of mobility-related programs and is currently engaged in a number of transportation planning and policy efforts. These include the following.

## PEDESTRIAN SAFETY

### **Neighborhood Traffic Management Program.**

The City's neighborhood traffic calming program responds to resident petitions and works with residents to identify ways to slow traffic in residential areas, including traffic circles, stop signs and speed humps. A comprehensive neighborhood traffic calming study for Eastside was completed in 2016, and is in the implementation phase.

**Crosswalk Enhancements.** The City continues to work to identify ways to improve pedestrian access and safety by adding new crosswalks on major streets and enhancing the safety of existing ones.

## BICYCLE FACILITIES AND PROGRAMS

**Bicycle Route Network.** The City's network of designated bicycle routes includes bicycle lanes added on Fairfax in the summer of 2016, and additional expansions are under consideration as part of the Pedestrian and Bicycle Plan Update now underway.

**Bike Share Program.** The WeHo Pedals bike share program launched in August 2016 with 150 bicycles and 17 stations, six of them along Santa Monica on the Eastside. The system offers riders the option of paying by the hour, or monthly and annual memberships, a discounted membership program for lower income residents and students, as well as an employer benefit program.

## SHARED MOBILITY SERVICES

**Loading Zones Pilot Program.** The City has recently undertaken a study of taxi and transportation network company (TNC) use in West Hollywood. The City has also made available commercial loading zones for use by TNCs outside of business hours on a pilot basis.

**Car share Pilot Program.** The City designates a limited number of on-street parking spaces for use by Zipcar car share vehicles only. There are currently three such locations on the Eastside.

## CITY TRANSIT SERVICES

**Fixed-Route.** As a supplement to the Metro Rapid and Local bus lines already operating on major Eastside streets including Santa Monica, La Brea and Fairfax, the City operates a number of routes designed specifically for West Hollywood residents, including the CityLine neighborhood circulator, the PickUp late-night circulator, and the pilot CityLineX commuter express feeder to the Hollywood/Highland Metro Rail Station.

**Metro Rail Advocacy.** While Metro buses and CityLineX provide bus connections to Metro Rail stations outside of the city, the City is advocating for acceleration of an extension of the Metro Rail system to West Hollywood through Measure M approved by County voters in November 2016.

**Paratransit and Trip Subsidies.** The City also provides paratransit service for older residents, as well as subsidized bus passes and taxi trips.

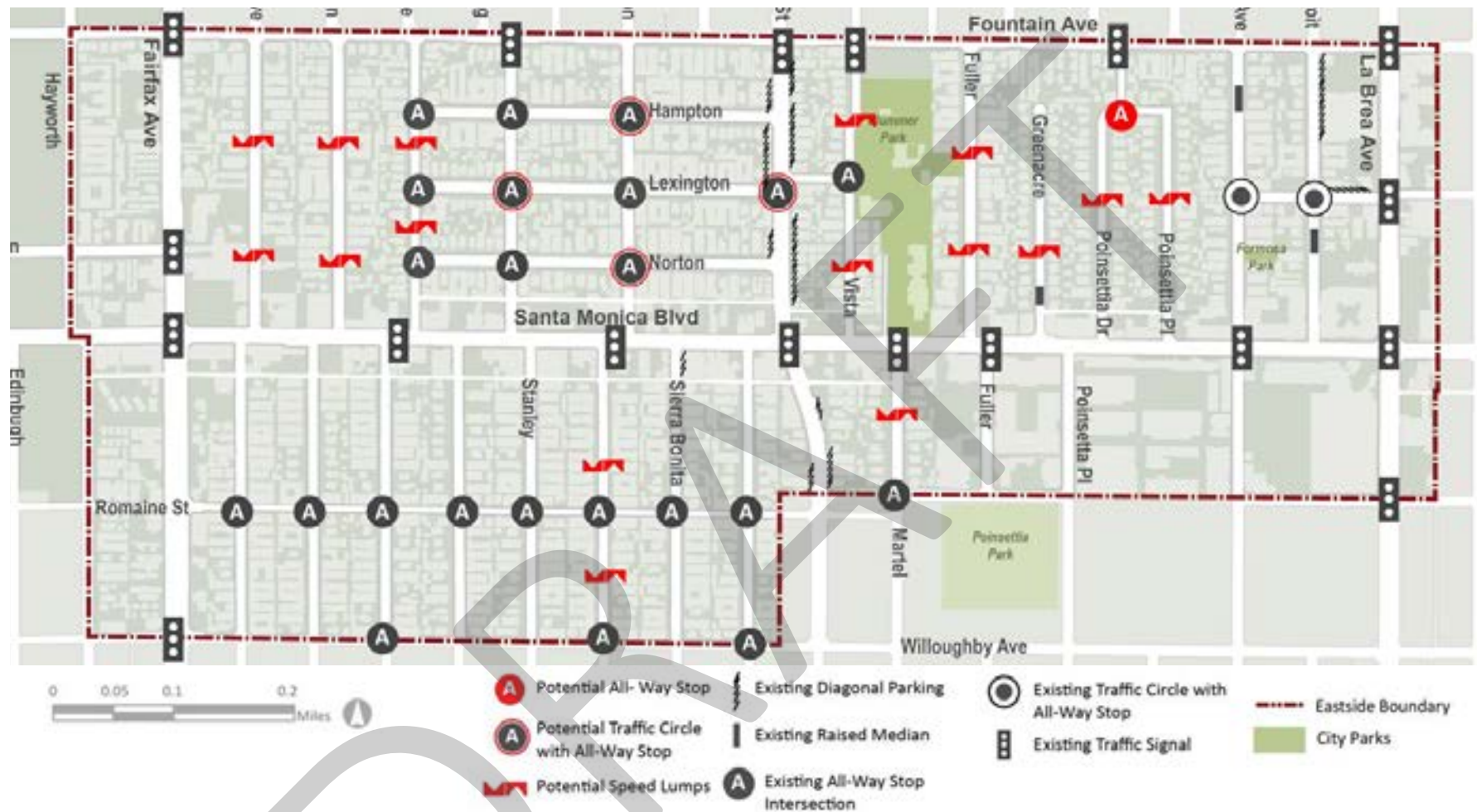
## PARKING + TRANSPORTATION DEMAND MANAGEMENT PROGRAMS

**Public Parking.** Curbside parking can be found on most streets. In commercial areas, this parking is metered. There are also two small public parking lots on the Eastside.

**Parking Code.** Like many cities, West Hollywood requires developers and businesses to provide a specified amount of parking, based on the land use. One notable provision of the West Hollywood code is a clause excepting restaurants opening in small, historic retail spaces from having to provide additional parking beyond the requirement for non-restaurant retail spaces, which is significantly lower than the general requirement for restaurants. The City also provides a number of alternative ways to satisfy parking requirements, including a "Parking Credits Program" in which a fee can be paid to share a central parking supply and "Parking Use Permit" provisions allowing nearby business to share parking (the former, is not currently available on the Eastside, due to lack of a large central supply). Finally, the City operates residential and commercial parking permit programs. The former requires a permit for parking in residential areas, while the latter allows users to park in metered spaces.

**TDM Requirements.** The City's transportation demand management requirements for businesses, including required bicycle parking and other single-occupant vehicle (SOV) trip reduction strategies, are currently undergoing review as part of a City study.

**FIGURE 6-1: PROPOSED EASTSIDE TRAFFIC CALMING IMPROVEMENTS**



**CURRENT PLANNING EFFORTS**

Finally, the City is currently engaged in the following transportation planning efforts:

- An update of the City’s TDM Ordinance (see previous section, “TDM Requirements”)
- An update to the City’s 2003 Pedestrian and Bicycle Mobility Plan (which will also build on the 2011 Bicycle Task Force Report). The Draft Plan shows a bicycle “greenway” on Willoughby Avenue, as well as improvements on other streets including Gardner and Formosa Avenue
- A study of traffic congestion causes and solutions, potentially including new signal-related and roadway sensor-based technology
- A study of parking requirements for multifamily development, to determine whether the existing requirements are adequate to meet demand on-site
- A study of taxi and TNC demand, which will provide a basis for renewal of the City’s taxi franchises



# RECOMMENDATIONS

## 6.1 IMPLEMENT NEIGHBORHOOD TRAFFIC CALMING

### Implement the new traffic calming measures that are proposed for the Eastside and streamline the resident approval process

A suite of traffic calming measures for Eastside residential streets has been developed collaboratively with City staff, residents, and consultants through the City's Neighborhood Traffic Management Program (NTMP). Recommendations include new stop signs, speed humps and traffic circles on certain streets. The purpose of the program is to reduce cut-through traffic and speeding and enhance safety and comfort for pedestrians. Prior to implementation of the recommended improvements, residents must gather signatures on a petition representing a majority of the residents in the immediate area support the improvements, which can present challenges, particularly in multifamily neighborhoods where there are many units.

This recommendation directs the City to consider streamlining the resident approval process to implement the new traffic calming measures. This may include online petitions, or changes in local regulations for when traffic calming measures are implemented. By making it easier for the City to receive public approval for the improvements, the identified improvements for traffic calming on the Eastside may be implemented more quickly.

#### SHORT-TERM (1-4 YEARS)

- Implement 4 pilot traffic calming measures identified by the Eastside community and evaluate their effectiveness.
- Develop online petition tool for use in NTMP process.

#### RELATED EXISTING PLANS/PROGRAMS

Neighborhood Traffic Calming Program

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

Public Works (Engineering)

**PRIORITY** ■■■



Several neighborhood-oriented traffic calming treatments, such as traffic circles, have already been implemented.



## 6.2 UPDATE RESIDENTIAL TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAM

### Consider new TDM requirements for multifamily residential and mixed-use developments to advance the City’s sustainability goals and reduce traffic and parking impacts on surrounding neighborhoods

Transportation demand management (TDM) programs are a proven cost-effective strategy for reducing trips by single occupant vehicles (SOVs) mode share. However, West Hollywood, like many communities, currently only requires employers to participate in the TDM program; residential projects are not required to participate. By expanding the TDM program to apply to multifamily residential developments, there would be greater incentives and opportunities for new residents of the Eastside to reduce driving, and to reduce traffic impacts from new development.

This recommendation will support the City’s initiative to study potential TDM incentives and/or requirements for residential development in order to promote reduced car dependence or car-free living. Strategies could include: spaces for car sharing (such as Zipcar) in larger residential developments; unbundling the cost of parking from the cost of rent; and transit pass subsidies. Upon evaluation of the potential incentives or requirements and approval by the City Council, the City will prepare amendments to the municipal code to enact recommendations for a residential TDM program for review and approval by the Transportation Commission and City Council.

#### RELATED EXISTING PLANS/PROGRAMS

Transportation Demand Management Study

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (CHPP)

PRIORITY 

### Transportation Demand Management Programs

While most cities, including West Hollywood require commercial businesses to comply with transportation demand management requirements, cities are increasingly developing TDM programs or requirements for new residential projects. Cities such as San Francisco have already extended their TDM programs to large residential developments, requiring measures such as reserved parking spaces for car share spaces and “unbundling” of parking costs.

## 6.3 IMPLEMENT EAST/WEST BICYCLE INFRASTRUCTURE IMPROVEMENTS

### Implement East/West bike routes on the Eastside, as identified in the draft Pedestrian and Bicycle Mobility Plan

The City has made great strides in establishing bicycling as a viable travel option for Eastside residents, including the opening of the WeHo Pedals bike share program and new bike lanes on Fairfax in 2016. In order to make biking truly practical, however, the City must establish a well-connected bike route network allowing travel throughout the area either in dedicated lanes or on streets expressly designed for cycling. Without additional high-quality east-west bike facilities, the attractiveness of biking on those streets as well as the utility and attractiveness of the overall bike route network is reduced. In addition, improving the viability of cycling as a mode of transportation results in many benefits including traffic reduction, transportation safety, and reduced air pollution.

To improve bicycle infrastructure on the Eastside, this recommendation will direct the City to prioritize implementation of an east-west bicycle facility. Funding permitting, the City should proceed with recommendations of the Ped/Bike Plan, particularly emphasizing improvements to east-west routes, e.g. the proposed Willoughby Greenway.

Additionally, the City should explore safe bicycle infrastructure on Fountain Avenue. As a constrained corridor, it may not be possible to make meaningful improvements without reducing peak auto capacity, and as such this may not be feasible in the short term.

#### SHORT-TERM (1-4 YEARS)

Develop detailed plans for Willoughby Neighborhood Greenway in order to implement East/West bicycle infrastructure to enhance mobility

#### RELATED EXISTING PLANS/PROGRAMS

Pedestrian and Bicycle Mobility Plan

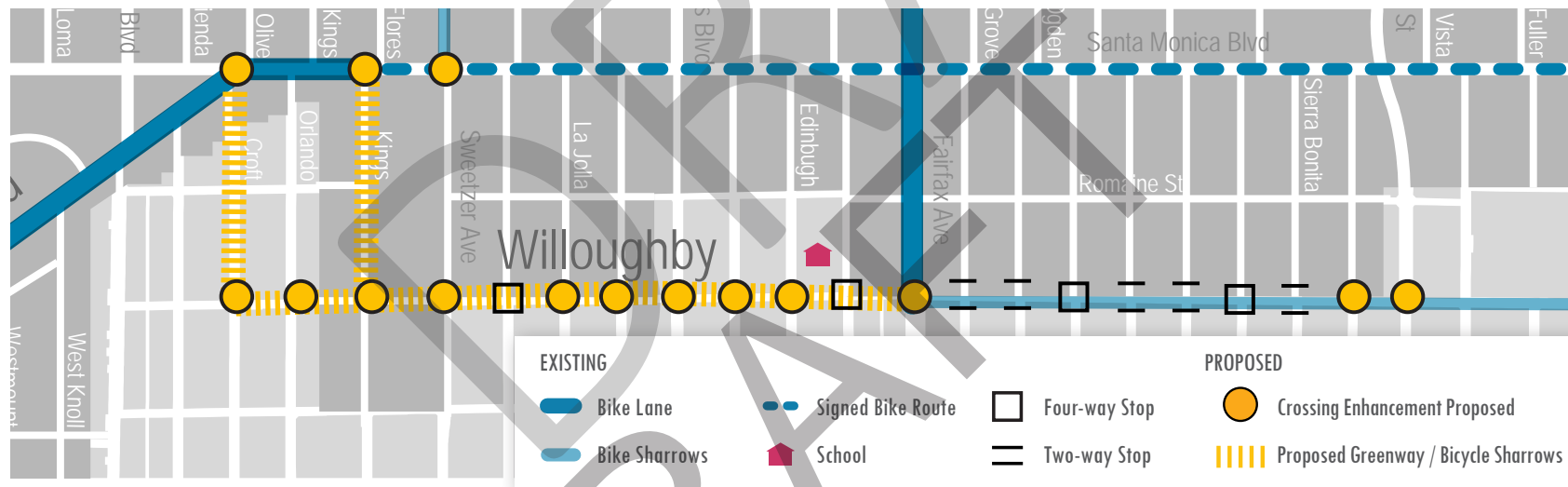
#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

Public Works (Engineering)

#### PRIORITY



The proposed Willoughby Neighborhood Greenway is an example of enhanced east-west connections for bicycles and pedestrians on the Eastside.

## 6.4 IMPLEMENT FOUNTAIN AVENUE PEDESTRIAN ENHANCEMENTS

### **Prioritize implementation of a pedestrian zone and crosswalks on Fountain Avenue, as identified in the City's Pedestrian and Bicycle Mobility Plan, to improve pedestrian safety and comfort**

With a constricted right-of-way, high traffic speeds and need to accommodate relatively heavy traffic volumes, Fountain Avenue is currently a less-than-ideal environment for pedestrians and cyclists. While current pedestrian volumes on Fountain are not high, this is partly a function of poor pedestrian conditions.

The City's Pedestrian and Bicycle Mobility Plan includes recommendations for pedestrian improvements on Fountain Avenue. This recommendation supports these identified pedestrian improvements and will encourage walking, reduce vehicle trips, make walking safer and reduce collision rates.

#### **RELATED EXISTING PLANS/PROGRAMS**

Pedestrian and Bicycle Mobility Plan

#### **DEPARTMENT OR DIVISION LEAD**

Community Development (LRMP)  
Public Works (Engineering)

#### **PRIORITY**



## 6.5 IDENTIFY FIRST/LAST MILE OPTIONS AT SANTA MONICA WITH LA BREA AND FAIRFAX

### **Identify and implement "first/last mile" infrastructure that could include bike share stations, additional bike parking, secure parking (lockers) and other infrastructure**

While the City works with Metro to extend the rail network to West Hollywood, major bus routes serving the area are heavily used – and locations where the lines cross are major hubs of activity. Specifically, the intersections of Santa Monica with La Brea and Fairfax each have nearly 10,000 daily boardings; these are the busiest bus stops in the City.

This recommendation will direct the City to study and implement relatively low-cost improvements to transit access to leverage existing Metro service and further reduce single-occupant vehicle mode split on Eastside. These improvements, known as "first/last mile" improvements include pedestrian amenities, bicycle facilities, car sharing and pedestrian improvements within a mile of the

stops. The focus of the improvements would be at the intersections of Santa Monica with La Brea and Fairfax since these intersections have the greatest levels of transit ridership on the Eastside. Sidewalks at both locations are generous enough to allow for installation of "first/last mile" elements and enable greater connectivity between buses and destinations just out of walking distance.

In order to implement this recommendation, the City will examine the following improvements: (1) providing a maximum level of bike share availability at these locations, (2) increasing bike parking, (3) providing on-street car share, and (4) identifying pedestrian improvements within a quarter mile of the intersections.

#### **RELATED EXISTING PLANS/PROGRAMS**

Pedestrian and Bicycle Mobility Plan  
On-street car sharing program  
WeHo Pedals Bike share  
Transportation Demand Management Program

#### **DEPARTMENT OR DIVISION LEAD**

Community Development (LRMP)

#### **DEPARTMENT OR DIVISION SUPPORT**

Public Works (Engineering)

#### **PRIORITY**



## 6.6 IMPLEMENT CROSSWALK IMPROVEMENTS

### Implement pedestrian improvements identified in the City's Pedestrian and Bicycle Mobility Plan

While the City has made tremendous progress in both adding opportunities for pedestrians to cross busy streets and improving the safety of those crossings, there remain opportunities for further progress. Along streets with multiple lanes of vehicular travel it can be challenging for pedestrians to cross safely and the distance between marked crosswalks can deter pedestrians from back tracking to safely cross at a crosswalk. One Eastside opportunity is the unsignalized crosswalk on Fairfax at Romaine, where pedestrians must cross seven lanes of traffic.

The City has conducted a Citywide Crosswalk Study and incorporated the results into the Pedestrian and Bicycle Mobility Plan (Spring 2017). This recommendation directs the City to implement crosswalk and signalization opportunities to improve walkability on major transportation corridors on the Eastside without undue impact on traffic flow. Improvements may include new crosswalk markings in existing locations, adding new crosswalks, crosswalk timing, and other improvements.

#### RELATED EXISTING PLANS/PROGRAMS

Citywide Crosswalk Study  
Pedestrian and Bicycle Mobility Plan

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)  
Public Works (Engineering)

PRIORITY 

## 6.7 PREPARE A CONGESTION REDUCTION STUDY

### Conduct a citywide study to example ways to reduce traffic congestion

Corridors like Santa Monica Boulevard have a high level of pass-through traffic and are commonly congested during much of the day and especially during the morning and evening commute hours. To avoid the traffic, drivers often cut through residential areas on the Eastside. This results in a double impact for Eastside residents – significant traffic congestion on major streets and cut-through traffic on the residential streets.

This recommendation supports a planned citywide traffic congestion reduction study which will explore

ways to reduce congestion from regional traffic patterns and from visitors to West Hollywood. The study will examine potential physical and programmatic solutions to the congestion problem. Solutions to be considered by the City could include strategies from traffic signal synchronization, reconfiguration of lane space at intersections, prioritization of alternative modes along other local corridors. The study also should examine how the solutions benefit or impact different parts of the City so that Eastside residents understand how the proposed solutions will impact their daily lives.

#### RELATED EXISTING PLANS/PROGRAMS

Citywide Traffic Study  
Pedestrian and Bicycle Mobility Plan  
Neighborhood Traffic Management Program

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

Public Works (Engineering)

PRIORITY 



## 6.8 EVALUATE COMPREHENSIVE EASTSIDE PARKING PERMIT PROGRAM

### Evaluate and streamline permit parking program

Parking is a coveted resource on the Eastside and the perceived lack of availability of on-street parking in residential areas of the Eastside is often attributed by residents to “spillover” from new mixed-use development. Currently, permit parking is implemented on some streets and other streets are eligible if a majority of residents support the permit program.

This recommendation will direct the City to evaluate the existing permit parking program. This recommendation may include providing more online resources on the process for getting permit parking for a street, gathering community support through online petitions and attendance at community meetings and events. The goal of the program is have easily accessible resources available to make it easier for residents who wish to have permit parking on their street.

#### RELATED TO EXISTING PLANS/PROGRAMS

Parking Permit Program

#### DEPARTMENT OR DIVISION LEAD

Public Works (Parking Services)

#### PRIORITY



## 6.9 EXPAND CAR SHARING

### Expand the car sharing program to dedicate additional on-street and off-street parking spaces for car share vehicles to promote greater use, convenience, and access to these shared vehicles

Car sharing is a proven and viable option for reducing vehicle ownership in urban areas such as the Eastside. Car sharing allows households to reduce their number of vehicles or to live “car free.” On-street car sharing is currently provided through the City’s contract with ZipCar. Additional parking spots for car sharing would help to further reduce individual car-ownership rates and expand mobility options for Eastside residents and employees.

This recommendation encourages the City to evaluate opportunities to expand car sharing operations on the Eastside (and citywide). This evaluation could entail: identifying potential locations for additional car sharing facilities/parking on-street and in private development, and exploration of additional car sharing models – especially those that allow point to point car sharing and one-way trips.

#### SHORT TERM (1-4 YEARS)

Install 1-4 additional on-street car-sharing vehicles on the Eastside

#### RELATED TO EXISTING PLANS/PROGRAMS

Car Sharing Program

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

Public Works (Parking Services)

#### PRIORITY



## 6.10 EXPAND COMMERCIAL LOADING ZONES TNC PILOT TO EASTSIDE

### Expand the pilot program that allows the legal use of commercial loading zones by transportation network companies (TNCs) to the Eastside

The rise in use of transportation network companies (TNCs) like Uber and Lyft appears to reduce the demand for parking and to provide another option for West Hollywood residents to live car free and reduce drive-alone trips. However, TNC can have the negative effect of impeding the safe and smooth flow of traffic when picking up or dropping off passengers.

In an effort to collaborate with TNC providers to improve safety, the City initiated a pilot program to allow for the legal use of commercial loading

zones during non-business hours to drop off and pick up passengers. Pending successful evaluation of the program on the Westside, this recommendation supports the City in expanding the pilot to high-demand areas on the Eastside. This is a simple, low-cost way to increase mobility and enhance sustainability in the Eastside. Under this recommendation, the City also should explore whether new developments should incorporate similar drop-off zones into street improvements and whether there are additional areas that can accommodate TNC zones.

#### SHORT TERM ( 1-4 YEARS)

Identify 1-2 pilot locations on the Eastside to test allowing TNCs

#### RELATED EXISTING PLANS/PROGRAMS

TNC Pilot Program

#### DEPARTMENT OR DIVISION LEAD

Public Works (Parking)

#### PRIORITY



## 6.11 IMPROVE PEDESTRIAN/BICYCLE ROUTES NEAR CONSTRUCTION SITES

### Evaluate current practices or conditions placed on new development projects to ensure pedestrian and bicycle access is prioritized in the placement of barriers or detours during construction

During the construction of larger development projects, it is common for temporary barriers or detours to be used as sidewalk improvements are made. While necessary to ensure safety, these detours or closures can be an inconvenience for pedestrians and bicyclists who must cross streets on multiple occasions or be left without sidewalks or bike facilities.

Construction period traffic control plans are only approved if in compliance with State and Federal Standards (MUTCD) for construction work zones. While continuing to follow the requirements of the MUTCD, this recommendation will direct the City to

evaluate the ways in which developers provide safe and alternative routes for pedestrians and cyclists. This may be accomplished through wayfinding signage directing pedestrians and cyclists away from the construction site and on a safe alternative route. The goal is to minimize disruptions while ensuring safety for pedestrians and cyclists. The City also should examine regulations in other cities (such as the City of Los Angeles) to ensure that the program that is developed incorporates regional and national best practices.

#### RELATED EXISTING PLANS/PROGRAMS

Citywide Traffic Study  
Pedestrian and Bicycle Mobility Plan

#### DEPARTMENT OR DIVISION LEAD

Public Works (Engineering)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (CHPP)

#### PRIORITY



## 6.12 EXPAND CITYLINEX PILOT

### Expand the geographic reach of CityLineX pilot program and transform it into a permanent service

The CityLineX was developed as a pilot program to improve access from West Hollywood to the Metro Rail system. As a result, the City has been able to reduce the number of single-occupant vehicle trips, reduce congestion, and offer another option for transit riders.

This recommendation encourages the City to explore expanding CityLineX service and making the service permanent. More specifically, the City should seek to identify funding and program needs to: a) transform the service from a pilot program to

permanent service, b) expand the hours of service to include mid-day weekends and evenings; c) reduce the headways to no more than 20 minutes at any time; and d) when Purple Line extension opens on Wilshire, extend the service to the Miracle Mile station (likely Wilshire/La Cienega). Overall, these changes would provide Eastside residents with greater transit access to local destinations and to the Metro Rail system, which serves the entire region.



#### RELATED TO EXISTING PLANS/ PROGRAMS

CityLineX Pilot Program

#### DEPARTMENT OR DIVISION LEAD

Human Services and Rent Stabilization (Social Services)

#### DEPARTMENT OR DIVISION SUPPORT

City Manager

#### PRIORITY

*The CityLineX pilot program was developed to improve access to the Metro Rail system during commute hours.*

## 6.13 ADVOCATE FOR RAIL SERVICE

### Continue to advocate for rail service to West Hollywood, with stops on the Eastside

Voter approval of the Measure M sales tax in November's election has provided funding for extension of the Metro Rail system to West Hollywood via a northern extension of the under-construction Crenshaw/LAX Line to Hollywood/Highland Station.

The project would be the northern extension of the Crenshaw/LAX Line, which is now under construction, from its initial northern terminus at Expo/Crenshaw (Expo Line connection) to Hollywood/Highland Station (Red Line) via Wilshire (Purple Line) and West Hollywood. The City's preferred alignment runs east-west under Santa Monica across the City to maximize the access and

number of stations. Extending rail service to West Hollywood would dramatically improve access to destinations throughout the region.

This recommendation directs the City to continue to support advocacy for the rail service to West Hollywood and attempts to maximize the number of stations in the City and Eastside, including adding stations at the intersections of Santa Monica Blvd/Fairfax and Santa Monica Blvd/La Brea. This includes active participation in the Metro decision-making process, supporting the rail service with adequate densities and mixes of uses, and supporting public campaigns to garner additional support for the service.

#### RELATED EXISTING PLANS/PROGRAMS

West Hollywood Advocates for Metro Rail (WHAM)

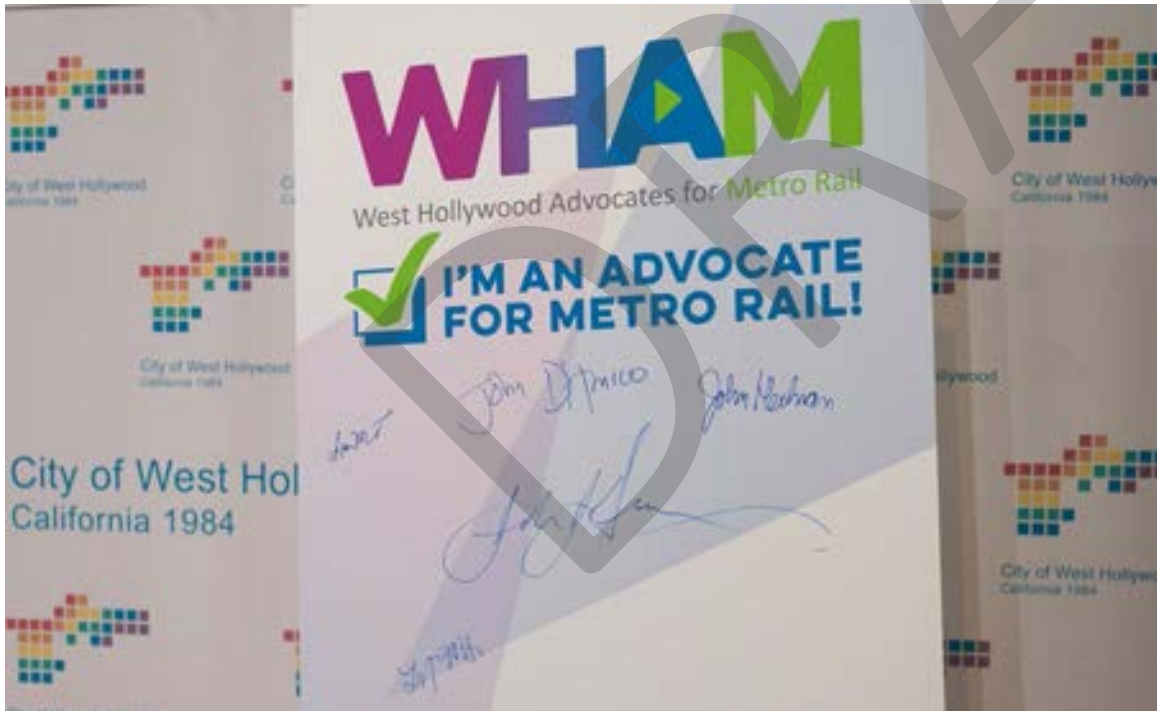
#### DEPARTMENT OR DIVISION LEAD

Community Development (Capital Projects)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (LRMP)  
City Manager

**PRIORITY** 



*West Hollywood held a Tacos and Transit event in February 2016 to generate interest in the WHAM West Hollywood Advocates for Metro Rail initiative.*



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# 7 ARTS + EVENTS

## BACKGROUND

West Hollywood offers a myriad of cultural events, performances, and landmarks that help to express its identity as “The Creative City.” The City has established both permanent and temporary art programs to help beautify the streetscape, activate public spaces, enhance the cultural identity of West Hollywood and encourage community interaction.

In addition, events on the Eastside like the Russian Arts and Culture Festival help to express the community’s heritage and cultural values. The Russian Arts and Cultural Festival, which is the event

most closely aligned with the unique character of the Eastside, includes a series of events designed to (1) promote dialogue, understanding and appreciation between the West Hollywood residents and the region, and (2) to showcase the Russian speaking community. The week of events culminates in the annual Russian Arts and Culture Festival hosted by the City of West Hollywood and the City’s Russian Advisory Board.

The Eastside has a unique and diverse history of people and places that contribute to the strong

cultural identity of West Hollywood as a whole. This chapter focuses on opportunities to curate a greater sense of identity for the Eastside as a creative cultural district through public art and community events.

The recommendations in this chapter build upon many of the City’s existing programs for arts and events by placing an additional emphasis on the unique characteristics and/or features of the Eastside in the implementation or development of new programs.



*The Annual Arts and Russian Culture Week wraps up with a festival with music, dancing, and craft activities.*

## LOOKING FORWARD

The recommendations in this chapter are aimed at achieving the following outcomes:

- A unique and special place to live, work, play and shop on the Eastside through public and performing arts, community events, marketing and by paying homage to the history of the area
- The addition and retention of cultural markers – both physical and social – contributing to the overall identity of the Eastside
- An abundance of Public art that is unique and plentiful, carefully integrated into the urban fabric of the Eastside adding visual interest and beauty
- Special events that encourage greater social connectivity among Eastside residents and visitors and celebrate the cultural values of the community



## GENERAL PLAN 2035

The West Hollywood General Plan includes policies within the Governance, Economic Development, and Parks and Recreation Elements that support or encourage greater use of special events (or community events) as a means to engage the public and to support economic development efforts and attract residents and visitors to the area.

The Land Use and Historic Preservation Elements of the General Plan seek to create an attractive urban environment by providing consistent streetscape amenities and utilizing signage and public art to identify and promote cultural resources, public facilities, and points of interest.

## EXISTING PLANS AND PROGRAMS

**Urban Art Program.** The City of West Hollywood adopted a Percent-for-Art Policy in 1985 requiring art to be installed on new developments. In 2001, the City adopted a revised Urban Art Ordinance to require developments of most projects greater than \$200,000 to place public art on-site or to contribute to the City's Public Art and Beautification Fund equal to 1% of the project value citywide. The City's Arts and Cultural Affairs Commission provides oversight with respect to artist selection, art plan, and installation of artwork through the Urban Art Program. The Urban Art Collection includes several unique pieces of art that are integrated into the architecture and design of private and public development projects through tile work, murals, gateways, or sculptures.

**Art on the Outside.** The Art on The Outside Program, established in 2002, installs rotating temporary artworks on the City's medians and parks. Artwork is typically on exhibition between six months and three years. Plummer Park serves as one of the major hubs for the Program's temporary installations.

- **West Hollywood Mural Program.** In January 2016, the Arts and Cultural Affairs Commission adopted a process and guidelines for a mural program. The program defines a mural as a large-scale artwork, painting or mosaic, applied to or mounted directly to an exterior surface of a building, construction fence or other structure that is visible from the right-of-way. A mural cannot indicate or describe in narrative, the form of commercial activity happening inside of a building. Proposed murals from individual artists and/or commercial businesses are reviewed by the Art on the Outside subcommittee at regular intervals throughout the year.
- **WEHO Muralist Roster.** Any business or commercial development interested in placing a mural on a wall, building, construction site or other location in West Hollywood, must use an artist approved by the City. Approved artists are placed on the WEHO Muralist Roster as a resource for anyone seeking an artist for a mural project. The roster is available for download on the City's website and offers a range of artistic styles.



Art funded through the Urban Arts Program includes "Sphinx" found at the Plummer Park Community Center.

**Alt/Art Space Registry.** To encourage and facilitate the installation of temporary artwork in vacant retail spaces, the City has developed a Alt/Art Space Registry (short for Alternative Art Spaces). While art traditionally happens in places devoted to the arts such as galleries or theatres, there is a long tradition of cross-pollination in the arts. A theatre may present a visual art exhibition in its lobby; a bar or gallery may want to host a theatrical performance/rehearsal, and so on. This program allows a property owner to reinvigorate a space and spark interest in how a space may be used. Artists and arts organizations have the opportunity to showcase artwork in a unique environment that enriches a community by increasing the opportunities to experience art in unexpected ways.

**WEHO Arts: The Plan.** The City of West Hollywood and its Arts and Cultural Affairs Commission are looking into the future by undertaking a community-based cultural planning process to celebrate the City's distinctive artistic and cultural identities, identify and commemorate the City's advancement of the arts, and articulate a shared vision for arts and culture in West Hollywood.

**West Hollywood Artist Registry.** The West Hollywood Artist Registry was launched in tandem with the WeHo Arts: The Plan as a better way to understand West Hollywood's artist population. The City recognizes that its community is brimming with talented, creative people (visual artists, musicians, writer, etc.) yet, we don't have a good sense of the number of residents with active and professional art practices, the artistic disciplines, or how to directly connect with artists. The Registry is a crucial first step in not only arguing that our community is the most creative population in LA County, and possibly the country, but also in formalizing communication between WeHo Arts and the working artists living within our 1.9 square miles.



*Art on the Outside Exhibit.*

**WeHo Arts Posse.** Volunteer members of the WeHo Arts Posse serve as representatives of WeHo Arts and spread awareness of WeHo Arts to inspire further community engagement. Members are the "boots on the ground" and voices of the WeHo Arts in the community. Through volunteering, members of the WeHo Arts Posse gain an opportunity for grassroots civic engagement and community outreach; a better understanding of arts & culture in West Hollywood; and familiarity with the workings of the City's Arts Division.

**Community Events.** The City of West Hollywood hosts a number of public and private special events each year, ranging from small gatherings of 50 people to parades and festivals of more than 50,000 people. Many of the events held on the Eastside celebrate the cultural history of the Eastside's residents or offer family-friendly entertainment. Events held annually on the Eastside are often centered around Plummer Park and include the Russian Arts and Culture Festival, the Summer Sounds and Winter Sounds Concert Series, and Free Theatre in the Parks.

# RECOMMENDATIONS

## 7.1 SUPPORT NEIGHBORHOOD IDENTITY PROGRAM

### Support the creation of a neighborhood identity program

Various neighborhoods and districts in West Hollywood (such as the WeHo Design District and the Sunset Strip,) have a unique identity and branding material (e.g., logos, street signs, and marketing materials). The particular branding and identity was created over time through a Business Improvement District and/or Merchants Association. There is a desire for the Eastside to be recognized as a unique neighborhood within West Hollywood. Having a unique identity can be a powerful economic development tool that communities, merchants, and business associations can use to attract businesses and customers and can be a source of pride for residents and businesses.

The branding (logo, marketing materials, etc) component of this recommendation will be developed through Recommendation 4.6 – Initiate Eastside Merchants’ Association and/or Business Improvement District. This recommendation will direct the City to consider the following initiatives to help guide the branding and identity of the Eastside:

- Develop community events that speak to the Eastside’s rich cultural history and its emphasis on retail and entertainment, supported through Recommendation 7.3 – Hold Regularly Occurring Community Events
- Implement additional arts programming on the Eastside, supported through Recommendation 7.4 – Implement Annual Open Streets Festival and Recommendation 7.5 – Expand Public Art Opportunities
- Developing gateway identity signage, supported through Recommendation 7.2 – Implement Street Media Project and Wayfinding



#### RELATED EXISTING PLANS/PROGRAMS

Street Media Project

#### DEPARTMENT OR DIVISION LEAD

Communications

#### DEPARTMENT OR DIVISION SUPPORT

Economic Development (Innovation)

#### PRIORITY



*Sample Gateway signage identified in the Street Media Needs Assessment.*



## 7.2 IMPLEMENT STREET MEDIA PROJECT AND WAYFINDING

### Incorporate the Eastside neighborhood identity into the citywide Street Media project to create artistic activity hubs in areas with high pedestrian activity

In 2015, the City of West Hollywood developed the Street Media Needs Assessment to document and identify the elements within the public right-of-way that provide a platform for communicating messages and information to the public. The goal of the Street Media Project is to create a unified pedestrian wayfinding and street media system that uses technology to integrate mapping, signage, and information throughout the City for enhanced urban design, promotion of public transit use, and increased revenue generation. The Street Media Needs Assessment identifies the Eastside as a unique district within the City, with several gateway/entry points into West Hollywood, key pedestrian zones, and host to several public resources and events that serve all of West Hollywood.

For this recommendation, the City will implement elements of the Street Media Project on the Eastside over time, beginning with replacing bus shelters on Santa Monica Boulevard with upgraded facilities that include Wi-Fi hot spots. The specific style of the design elements, furniture, and wayfinding systems will be consistent with an overall Citywide identity, but should incorporate neighborhood identification as feasible.

This recommendation could be implemented in parallel with Recommendation 7.1 – Support Neighborhood Identity Program.

#### SHORT-TERM (1-4 YEARS)

- Replace all existing bus shelters along Santa Monica Boulevard on the Eastside
- Install Wi-Fi Hotspots at all bus shelters along Santa Monica Boulevard on the Eastside.

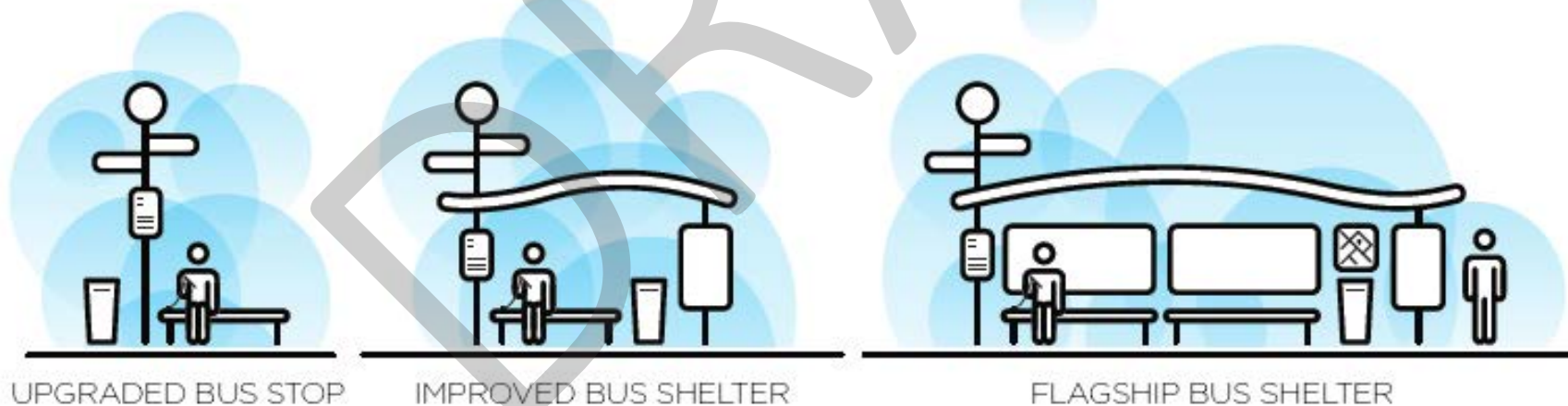
#### RELATED EXISTING PLANS/PROGRAMS

Street Media Project

#### DEPARTMENT OR DIVISION LEAD

Economic Development (Innovation)

PRIORITY 



Proposed Bus stop and shelter improvements as identified in the Street Media Needs Assessment.



## 7.3 HOLD REGULARLY OCCURRING COMMUNITY EVENTS

### Collaborate with local merchants to identify one to four opportunities to host events in the Eastside each year that highlight the uniqueness of the neighborhood

Community-oriented events can celebrate the local cultural attractions, enhance social connectivity, recognize local arts and artists, and increase local business revenues, all of which serve to improve the quality of life in the neighborhood. While West Hollywood hosts many annual events, including the Russian Arts and Culture Week on the Eastside, there is interest in creating or hosting additional events on the Eastside.

The City will develop a program that facilitates additional community events on the Eastside, ranging in scale from small/informal events that primarily attract the nearby community to larger events that are likely to attract people from West Hollywood and the greater Los Angeles region.

To implement the recommendation, the City will:

- Identify potential events that vary in scale, activity, and target demographics. Initial ideas provided by the Eastside Working Group include: art walks with temporary art exhibits and installations, pop-up restaurants, music festivals, and chalk festivals, among others.
- Consider moving or rotating regularly occurring City events to Eastside venues.
- Collaborate with Eastside businesses and residents for identification, participation, or sponsorship of events.

#### SHORT-TERM (1-4 YEARS)

Develop a community event that can serve as a pilot for a regularly occurring event. The event should celebrate the uniqueness and identity of the Eastside

#### DEPARTMENT OR DIVISION LEAD

Economic Development (Arts)

#### DEPARTMENT OR DIVISION SUPPORT

Communications  
Community Development (Event Services)  
Public Safety

#### PRIORITY



*West Hollywood hosts numerous community events throughout the year that provide entertainment to residents and visitors, while attracting patrons to many of the local businesses.*



## 7.4 IMPLEMENT ANNUAL OPEN STREETS FESTIVAL

### Develop an annual open street festival along a portion of Santa Monica Boulevard on the Eastside

Open streets events, which shut down a street to vehicles for a day, have gained recognition and popularity in recent years due to the success of events like CicLAvia and funding from the Southern California Association of Governments and Metro for bike and pedestrian demonstration projects. With open street events, the street is transformed into a public gathering space that is available for pedestrians, bicycles, and a myriad of other non-motorized transportation modes.

Many open streets events take advantage of the space by programming art and cultural programs or health-oriented activities like exercise classes. Additionally, many businesses along the corridor are encouraged to host sidewalk sales or provide a booth on the sidewalk to cater to the thousands of people passing by the commercial establishments.

The City will explore holding a regular open streets event on Santa Monica Boulevard. This event could be for the portion of Santa Monica Boulevard on the Eastside or could be part of a larger effort involving much of West Hollywood, and possibly extending into nearby communities. In fact, the City has received grant funding from Metro to support a CicLAvia event in West Hollywood and Hollywood in Spring of 2018, with a route that will culminate on the Eastside.

Considerations for holding an open streets festival on Santa Monica Boulevard include impacts to regional traffic patterns, impacts to residents living in or near the Eastside, effectively marketing the program to business owners and residents, the costs to the City of holding the event and overall management and responsibility for the event (many open streets events in other jurisdictions are sponsored by non-profit organizations).

#### SHORT-TERM (1-4 YEARS)

Explore the methods and locations for an open streets event on Santa Monica Boulevard with the goal of creating an event within 2 years.

#### DEPARTMENT OR DIVISION LEAD

Human Services & Rent Stabilization (Social Services)

#### DEPARTMENT OR DIVISION SUPPORT

Economic Development  
Community Development (LRMP)  
Community Development (Event Services)  
Public Safety

#### PRIORITY



*An Open Streets Festival planned for 2018 will turn Santa Monica Boulevard into passive and programmed public space for a day.*

## 7.5 EXPAND PUBLIC ART OPPORTUNITIES

### Build on existing public art programs and encourage more public art projects that enhance the culture and history of the Eastside

The City of West Hollywood has well-established public art programs including Art on the Outside, the Urban Art Program, and Pop-Up Art Guidelines. The Urban Art Program requires private development to commission public art, approved by the Arts and Cultural Affairs Commission, which serves to enhance the aesthetic of new development projects and encourage diversity and innovation in the application of art in the urban environment. On the Eastside, the Urban Art Program has nurtured seven

public art installations, with more to come as new development is constructed.

To help facilitate greater connection to the cultural history and identity of the Eastside, the City will document and share the cultural history of the Eastside and direct artists to resources that help to honor and celebrate the culture of the Eastside for use in the development of new public art.



*Can You Dig It was a temporary art installation supported by the Art on the Outside Program.*

#### SHORT-TERM (1-4 YEARS)

This recommendation has a number of short-term actions that will expand public art opportunities on the Eastside. The specific short-term implementation actions are as follows:

- Develop/identify materials documenting the cultural history of the Eastside and share these with public artists working in the neighborhood
- Work with the community to develop a painted intersection on neighborhood street, harnessing the energy and creativity of the community
- Work with the community to develop artwork on utility boxes along SMB

#### RELATED EXISTING PLANS/PROGRAMS

Neighborhood Traffic Management Program

#### DEPARTMENT OR DIVISION LEAD

Economic Development (Arts)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (LRMP)

PRIORITY: ■ ■ ■



## 7.6 IMPLEMENT MURAL PROGRAM

### Improve the visual appearance of the Eastside by encouraging businesses and commercial properties to take advantage of the existing Mural Program

The City of West Hollywood has developed criteria and guidelines to assist in the creation and approval of new murals in the City, as part of the Art on the Outside program. The program is facilitated by the Arts and Cultural Affairs Commission which has set criteria and guidelines for the application and development of murals within the City. To provide a range of artistic styles and aesthetics, the City has established a mural artist registry which can help match businesses with artists. Finally, the program may provide funding for murals on City property that reflects variety in style and media and encourages artists from diverse backgrounds and range of experience to apply.

While the City has helped to facilitate the painting of several murals, there are additional opportunities on the Eastside to support the creation of murals, particularly on large blank walls and surfaces on commercial buildings or public property. This recommendation directs the City to identify large blank walls on the Eastside as potential opportunities for new murals, conduct targeted outreach to business and commercial property owners that may have suitable wall space, and connect interested businesses on the Eastside with City approved artists.

#### SHORT-TERM (1-4 YEARS)

Identify blank walls that detract from the visual appearance of the Eastside and paint 3 walls within 3 years with new murals

#### RELATED EXISTING PLANS/PROGRAMS

Art on the Outside

#### DEPARTMENT OR DIVISION LEAD

Economic Development (Arts)

#### PRIORITY



*The Sidewalks in Time mural is located at 1233 La Brea Avenue on the Eastside.*

#### West Hollywood Mural Program Process and Guidelines

The City of West Hollywood's Arts and Cultural Affairs Commission has developed criteria and guidelines to assist in the creation and approval of new murals in the City. The guidelines can be found on the City's website:

<http://www.weho.org/Home/ShowDocument?id=25498>



## 7.7 CULTURAL ATTRACTIONS WALKING TOUR

### Develop an Eastside walking tour that includes maps and markers of the history, art, unique places, and sites of significance on the Eastside

The Eastside has a rich history dating back to the early ranchos of Los Angeles. This history includes significant cultural events, persons of interest who lived on the Eastside and studios that have played a role in the evolution of the film industry.

To capitalize on this history and enhance the identity of the Eastside, the City will work with businesses and historians to create a cultural attractions walking tour for the Eastside. The walking tour has the dual purpose of providing the community with a deeper connection to their history and culture and attracting visitors to the area that are also likely to spend money and support local Eastside businesses.

The program builds on the existing work of the Arts and Cultural Affairs Commission's "Walking in WeHo" resources. The Walking in WeHo program maintains a series of resources such as pocket guides, mobile apps, and open data maps to highlight public art, cultural attractions, and historic landmarks in West Hollywood. This recommendation directs the City to create an Eastside-specific walking tour and then promote this tour on the City's website and through local businesses and other organizations. The walking tour can also be part of a new annual event for the Eastside.



*The Formosa Cafe, one of the City's designated landmarks is one cultural attraction that may be seen on a future Eastside walking tour.*

#### SHORT-TERM (1-4 YEARS)

- Host a pilot walking tour with the community for evaluation prior to launching the full program.

#### DEPARTMENT OR DIVISION LEAD

Economic Development (Arts)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (CHPP)  
Communications

#### PRIORITY:



### Walking in West Hollywood

With a Walk Score of 91 and a size of 1.9 square miles, the City of West Hollywood is ranked as one of the most walk-able cities. Since the City is a friendly place for pedestrians to visit, a selection of walking tours that display the rich and vibrant history of the City of West Hollywood are offered. The Walking in WeHo resources can be found on the City's website:

<http://www.weho.org/residents/walking-in-weho>

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8

# SUSTAINABILITY AND PUBLIC SPACES



## BACKGROUND

The City of West Hollywood is dedicated to preserving the environment and improving the health and quality of life in the community. In September 2011, the City adopted the General Plan 2035 and the its first Climate Action Plan (CAP), both key documents that introduced new programs and policies to address sustainability and climate change. While sustainability programs are being implemented citywide, they can be tailored to the unique characteristics of the Eastside.

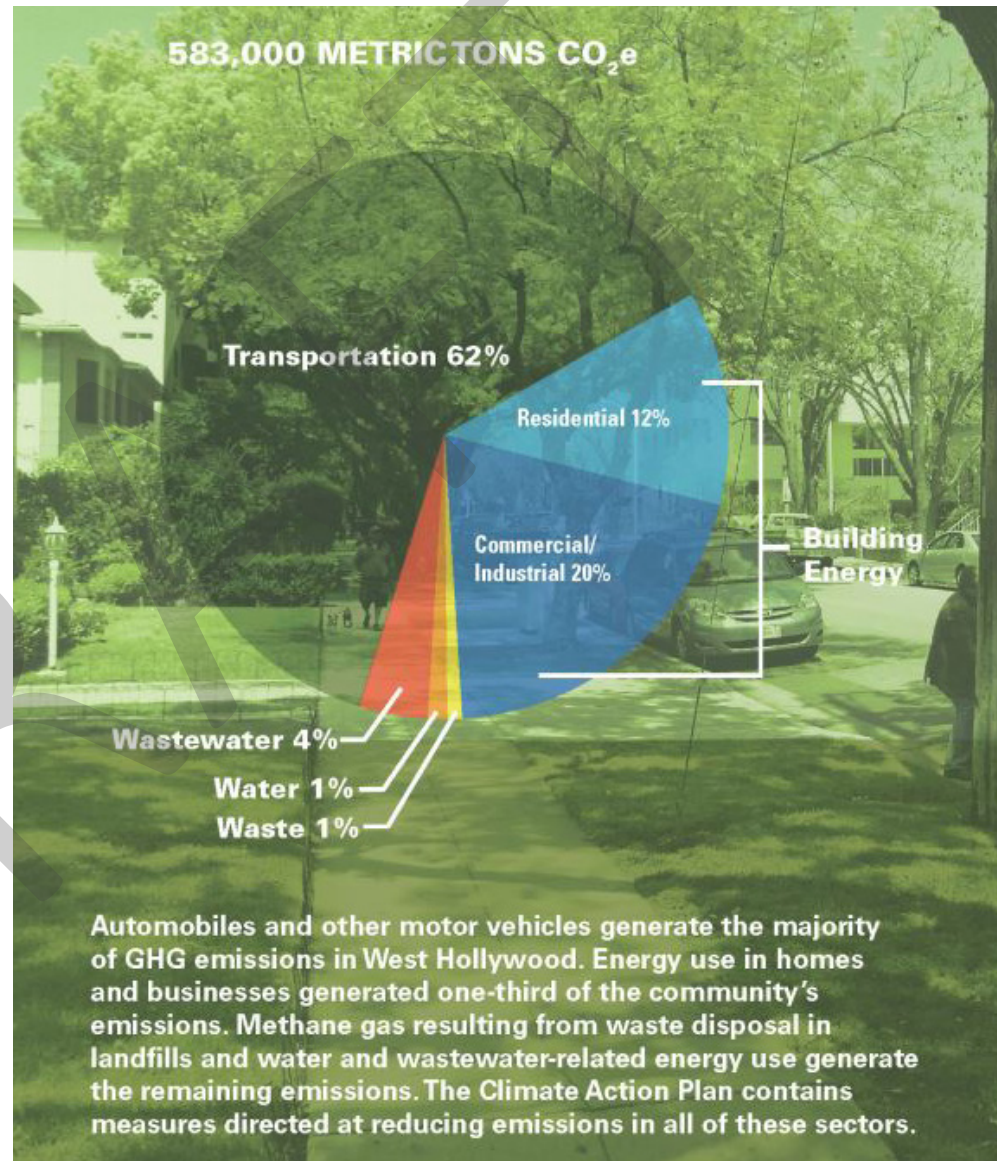
Parks and public spaces play a critical role in the sustainability and the health of the community by providing residents with safe spaces for recreation, walking and cycling. Parks, street trees and landscaping in the “planting strip” adjacent to roadways also contribute to the aesthetic of the community, reducing heat gain/energy needs at adjacent buildings, and providing shade to pedestrians and bicyclists. This chapter includes recommendations that encourage creative opportunities for open public space, ensuring that residents and visitors enjoy the benefits of urban living by having convenient access to a wide array of outdoor spaces and activities. These networks of open spaces establish a valuable community asset that positively contributes to highly livable and healthy environment on the Eastside.

## LOOKING FORWARD

The recommendations in this chapter are aimed at achieving the following outcomes:

- Tree-lined streets, urban green spaces, and well-designed, sustainable buildings contribute to the high quality of life for residents and the economic vitality of the commercial areas.
- Buildings designed or renovated to reduce energy and water use, improve the health of building occupants, and lower the long-term operational costs of the building.
- Greenery and open spaces that provide a needed reprieve from the noise and pace of the urban environment and contribute to the high-quality aesthetic of the City’s commercial areas.

**FIGURE 8-1: 2008 COMMUNITY WIDE GREENHOUSE GAS EMISSIONS SOURCES**





## GENERAL PLAN 2035

The West Hollywood General Plan includes policies within the Parks and Recreation Element that support and promote physical activity and health by improving community access to open spaces, particularly through opportunities to connect pedestrians and bicyclists through neighborhood greenways and activation of parks and open spaces.

The Land Use and Historic Preservation Elements of the General Plan seek to create an attractive urban environment by providing consistent streetscape amenities, incorporating landscape and green space into development projects, and encouraging the creation of new smaller public open spaces throughout the city in the form of playgrounds, pocket parks, plazas and community gardens.

Finally, the Infrastructure, Resources and Conservation Element includes sustainability policies related to energy efficiency, green buildings, and renewable energy.

## EXISTING PLANS AND PROGRAMS

The City of West Hollywood has numerous active programs and policy initiatives that focus city-wide on improving the sustainability and green spaces within the City.

### GREEN BUILDINGS

In 2007, the City of West Hollywood adopted one of the nation's first mandatory green building ordinances with a series of requirements for remodels, tenant improvements, additions, and new construction. The City's green building program requires architects and developers to incorporate features to save energy, conserve water, reduce waste, increase durability, protect natural resources, and create a healthier living environment using a point-based system. To support greater facilitation of green building projects, West Hollywood developed a Green Building Manual and offers a green building resource center at City Hall. The City plans to begin the update to the Green Building Program as part of its Sustainability Work Program later this year in 2017.

### EV CHARGING FACILITIES

Electric vehicle (EV) charging stations at both public, commercial, and private residential locations are necessary to facilitate the increased use of electric vehicles on the Eastside. Publicly accessible EV charging stations can currently be found at two locations on the Eastside – Plummer Park, and the Huxley Apartment Building. Each location currently has two EV plugs and are accessible 24/7. For comparison, there are 13 locations with public charging stations in West Hollywood as a whole.

To facilitate the increased use and purchase of EVs by West Hollywood residents, the City is considering incentives or regulation to better facilitate the installation of EV charging and EV ownership for all property types.

### PARK & RECREATIONAL SPACE

**Plummer Park Master Plan (Ongoing).** The implementation of Phase I of the Plummer Park Master Plan includes park improvements, including an expansion of parkland and green space, and the renovation and expansion of Fiesta Hall into a multi-purpose performance venue with the capacity to accommodate between 150 and 200 people in theater-style seating. The project to implement improvements at Plummer Park is on hold. Originally budgeted for \$40M, the current available funding is limited to \$9.25M. Staff anticipates revisiting the project scope and budget with the community and City Council in 2017-2018.

**Micro-Park Pilot Program (Ongoing).** An ongoing competition was initiated in November 2016 and will involve the development of short-term parklets on a small handful of proposed sites in the City, to activate underutilized spaces and create recreational space. The project will be a pilot to test out micro-parks and parklets for the City.

## WATER CONSERVATION

Water service in West Hollywood on the Eastside is provided by the Los Angeles Department of Water and Power (LADWP). In light of the recent drought, LADWP offers a variety of water conservation incentives and educational programs to assist customers in reducing water consumption and is looking to expand and diversify the long-term water supplies. In addition to the rebates offered by LADWP, the City of West Hollywood's zoning and building codes do include provisions such as the water efficient landscape ordinance, minimum efficiency standards, and allowances for the use of greywater on site to support greater water conservation efforts of new development and redevelopment.

## SOLAR

**Property Assessed Clean Energy (PACE).** In August 2016, the City of West Hollywood expanded its PACE provider network to allow additional options for property owners to finance sustainable property improvements. PACE allows property owners to finance up to 100% of project costs and pay the financing back over time through an assessment on the property tax bill. Eligible improvements include HVAC system upgrades, roof/window replacement, elevator modernization, solar panel installation, low-flow water fixture installation, and similar property upgrades.

**Solar West Hollywood.** The installation of solar photovoltaic systems has increased in recent years due to statewide financing and incentive programs. Within the 90046 zip code in West Hollywood, which covers most of the Eastside area, there have been 22 installations of roof-mounted photovoltaic systems through the California Solar Initiative Program. The photovoltaic installations on the Eastside are an average of 4.2 kW and can generate approximately 135,000 kWh per year.

In 2014, the City adopted an ordinance to streamline solar permitting, and make the permit process more consistent with the State. With this effort, the City also waived any building, electrical and plumbing plan check fees and associated permit fees for qualifying residential solar energy systems, including solar photovoltaics and solar hot water heating. In 2017, the City will launch a solar technical assistance program that will include online technical assistance and local solar advisory services.



*Buildings like the Sierra Bonita Apartments have reduced utility costs for tenants by installing solar arrays on the roof and side wall of the building.*

# RECOMMENDATIONS

## 8.1 EXPAND SOLAR PANEL USE

### Revise the Zoning code to require or incentivize solar panels on all new multifamily, commercial, mixed use and public buildings

The City of West Hollywood is required to maintain and periodically adopt new building codes, developed by the California Building Standards Commission, and enforced locally by the City’s Building Division. Local jurisdictions can amend the State building codes based on local conditions and individual jurisdiction’s sustainability or energy efficiency goals. While the State is moving toward net zero energy requirements in future building code updates, which would ultimately require some form of renewable energy be incorporated into new building design, the City of West Hollywood could require or provide incentives to facilitate renewable energy systems on new buildings.

This recommendation encourages the City to update the zoning code and the Green Building Program to require or incentivize the placement of solar panels on all new multifamily, commercial, mixed use and public buildings. The program includes (1) researching incentives, (2) developing criteria for when the incentives and requirements take effect, and (3) crafting incentives and/or regulations to facilitate installation of solar collectors or solar hot water on buildings with multiple tenants. The program could include both a prescriptive or performance based method for compliance. While this would benefit the Eastside, the program would be applicable to the entire City.

#### RELATED EXISTING PLANS/PROGRAMS

Green Building Program

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (CHPP)

#### PRIORITY



## 8.2 PROMOTE ENERGY EFFICIENCY FINANCING OPPORTUNITIES

### Promote awareness of energy upgrade programs to residential and commercial properties

Energy efficiency programs are effective sustainability and economic development programs that reduce energy use, help the City meet its greenhouse gas reduction targets, and expand the job base by putting people to work making and installing new energy efficient products. Energy efficiency upgrades, particularly upgrades to older buildings, have the added benefit of improving building occupant comfort by closing up air leaks and reducing building heat gain or loss during particularly warm or cold weather periods.

There are a variety of incentives and programs, including the Property Assessed Clean Energy (PACE) programs that are currently available to property owners to finance energy and water efficiency upgrades. However, many businesses and home owners are unaware of the resources and programs

available, and the Eastside has the added challenge that most housing units are renter-occupied, often reducing the incentive for property owners to make upgrades.

This recommendation will direct the City to work with PACE providers to create a comprehensive education and engagement program to make property owners aware of the programs. This will include developing easy-to-read materials, reaching out to business and property owners, holding trainings on the programs and providing technical assistance to owners who wish to take advantage of the programs.

The City also should consider collaborating with energy and water providers, like Southern California Edison and the LA Department of Water and Power, to increase participation in these energy and water efficiency programs.

#### RELATED EXISTING PLANS/PROGRAMS

West Hollywood PACE Provider Network

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (CHPP) and  
Department of Public Works (Engineering)

#### PRIORITY





## 8.3 EXPAND ELECTRIC VEHICLE CHARGING

### Expand the number and location of electric vehicle charging stations on the Eastside on both public and private property

Availability of electric vehicle (EV) charging stations at public, commercial, and private residential locations is necessary to facilitate the increased use of electric vehicles on the Eastside and meet the demand for a growing number of residents and visitors that own electric vehicles. Publicly accessible EV charging stations can currently be found at two locations on the Eastside – at Plummer Park and at the Huxley Apartment Building. Each location currently has two EV plugs and is accessible 24/7.

This recommendation seeks to expand the number and location of electric vehicle charging stations on the Eastside on both public and private property. For public areas, the City will identify locations for

charging stations in parking lots (off-street) and on public streets. For on-street locations, the City will need to identify and mitigate potential barriers and implement new technologies that allow for both EV charging and parking meters. For private locations, the City could identify incentives for existing building owners to add EV charging stations to existing properties. New development could also be incentivized or required to install EV charging stations and wayfinding signs directing people to the stations.

The overall goal of the program is for all residents and visitors who have electric vehicles to have easy access to rapid charging stations on the Eastside.



#### SHORT-TERM (1-4 YEARS)

Install 1-4 on-street electric car charging stations along Santa Monica Boulevard on the Eastside.

#### RELATED EXISTING PLANS/PROGRAMS

EV Charging Readiness Initiative  
Green Building Program

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)  
Public Works (Parking and Facilities)

#### DEPARTMENT OR DIVISION SUPPORT

Community Development (CHPP)

#### PRIORITY

*Publicly accessible charging stations can help to increase the number of residents with electric vehicles and can attract visitors that may frequent local businesses as they charge their vehicle.*

## 8.4 ALLEY IMPROVEMENT PROGRAM

### Develop an alley improvement program to transform alleys into more attractive spaces and/or create additional people-friendly spaces

Alleys serve an important function, facilitating the daily activity of the many adjacent commercial and residential properties. They also provide space for trash collection, storage, utility lines, and access to parking on adjacent properties. However, since these spaces have a demanding service function and are less visible than public streets, they can often be a lower priority for urban design improvements.

An improvement Program would reduce visual blight through alley beautification efforts to make alleys more attractive places for people to be. Through implementation of such a Program, these spaces can contribute to the sense of place and quality of life on the Eastside.

This recommendation will direct the City to identify and implement a variety of improvements along with appropriate funding structures and a timeline for implementation. The improvements to alleyways can range from “simple and quick” enhancements to the visual appearance, to more complex and transformational alley redesigns.

The steps in the program include evaluating potentially suitable locations for improvements, crafting program components and design guidelines,

and identifying funding options and implementation plans. Important aspects of an alley program for the Eastside could include:

- **Infrastructure components** such as undergrounding or consolidating utilities, adding wall-mounted lighting, or improvements to paving;
- **Aesthetic components** such as the consolidation and screening of trash enclosure areas or the removal of bars on windows and ground floors of alley-fronting buildings, installation of public art, or painting walls and pavement to encourage pedestrian activity and interaction;
- **Greening components** like the addition of bioswales and drainage improvements, and repainting or greening of adjacent walls and structures;
- **An alley-focused art initiative** to encourage public art, murals, or more decorative street and wall patterns; and
- **Wayfinding and identification signage** if alleys are used for pedestrians or cyclists.

#### SHORT-TERM (1-4 YEARS)

Identify 1-2 alleyways on the Eastside for a Pilot Alleyway Improvement design competition. The competition brief will include the framework and parameters of the pilot program. The pilot program will be used to evaluate the improvements demonstrated, and will be based on the input received from the community. Alleys within the Eastside that should be included in this program are the alley directly south of Santa Monica Boulevard from Fairfax to Martel; and the alley directly north of Santa Monica Boulevard from Genesee to Gardner and from Greenacre to Poinsettia Place

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

Economic Development (Arts)  
Public Works (Engineering)

#### PRIORITY



*A major transformation of Linden Alley in San Francisco, CA, includes bioswales, new paving, and seating areas.*

## 8.5 GREEN STREETS PROGRAM

### Undertake Green Streets design efforts for selected residential corridors

While many of the Eastside’s streets are “green,” in that they have regular tree canopy cover and planted parkways, there are also areas that present special opportunities for further greening because of their right-of-way width or their location, (i.e. along a key pedestrian corridor or near a neighborhood asset, such as a park). The greening of residential streets will contribute to a walkable, safe, and pleasant place and it will also improve the environment by helping to capture and filter rainwater and cleanse the air.

This recommendation will direct the City to study the potential for Green Streets in the Eastside, particularly where improvements may be integrated with Neighborhood Traffic Management Program features. Green Streets design can include extended sidewalks, expanded planted parkways, bioswales, tree planting, pocket parks, parklets, and stormwater filtration systems. Candidate Green Street locations (because of wide right-of-way) include:

- North Gardner (north of Santa Monica Boulevard) and North Vista (south of Santa Monica Boulevard), in particular at the Lexington / Gardner intersection;
- North Vista and North Fuller adjacent to Plummer Park (north of Santa Monica Boulevard); and
- Detroit just south of Fountain.

In addition, the program will identify general Green Streets improvements for residential streets on the Eastside. These improvements could include:

- Landscaped center entry diverters at residential streets that intersect Santa Monica Boulevard or Fountain Avenue. An example is the existing diverter on Greenacre Avenue that is a gateway to the residential area, discourages non-residential traffic, and greens the street; and
- Landscaped bulb-outs at corners throughout residential neighborhoods.

#### RELATED EXISTING PLANS/PROGRAMS

Neighborhood Traffic Management Program

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

Public Works (Engineering)

#### PRIORITY



**FIGURE 8-2: ILLUSTRATION OF TREE CANOPY COVERAGE DESCRIPTIONS**





## 8.6 TREE PLANTING & LANDSCAPE PROGRAM

### Implement a comprehensive tree planting and landscape program for the Eastside that includes a target number of new trees and tree type standards

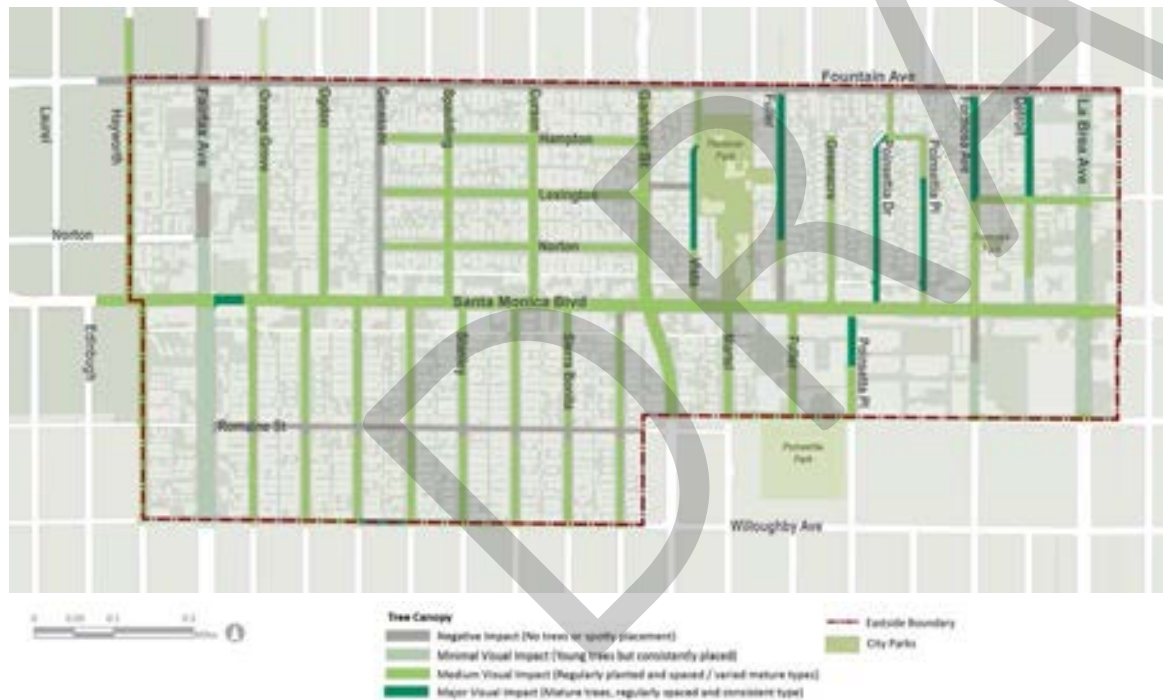
The street tree canopy is an identifying feature for the Eastside; many of its streets have a tree canopy that is fairly consistent and helps to shade the street, while also providing visual interest. Many streets also have planted parkways with a variety of planting types and styles. However, the quality and character of the parkways varies since it is the responsibility of each property owner to maintain the parkway. This streetscaping design can be extended to streets without trees or without consistent parkway/streetscape planting, where space permits.

This recommendation will direct the City to create and implement a tree planting and landscape program for the Eastside. At present, the City has parkway design standards and a planting palette for street trees. The goal of the program is to identify areas most in need of improvement and implement changes in street trees and landscaping along those streets. Thus, the program will extend this important character defining element throughout the Eastside, to enhance pedestrian comfort and visual appearance on residential streets.

The comprehensive planting program for the Eastside will establish a target number of new trees to add, along with recommendations relating to the addition of landscaping to parkways on residential streets. The program could focus on the streets identified in the State of the Eastside Report's tree canopy map that identifies areas with "negative" or "minimal" visual impact and areas that lack landscaping in the planting strip.

The program should include updating standards for tree types and pruning for new and existing trees, especially trees in the public right of way, and landscape standards and incentives for parkways on residential streets. This may include incentives for property owners to protect existing trees and plant new trees on their private property, with an emphasis on trees that are large and/or visible from the public right-of-way. To achieve a greater number of street trees, especially on streets that lack tree coverage, the City may also need to review and reduce requirements for the proximity of trees to driveways, especially relating to existing dingbat buildings that have wide tuck-under parking areas and subsequently have limited space for street tree planting under current zoning.

**FIGURE 8-2: MAP OF EASTSIDE STREETS AND TREE CANOPY COVERAGE**



#### DEPARTMENT OR DIVISION LEAD

Public Works (Facilities)

PRIORITY 



## 8.7 POCKET PARK PROGRAM

### Continue to incentivize pocket parks in new developments that meet certain characteristics

At present, two pocket parks have been developed as part of new residential projects on the Eastside – Formosa Park and Havenhurst Park. These parks add needed open space for Eastside residents.

To further expand open space and improve design quality, this recommendation will direct the City to develop incentives and guidelines for new pocket parks constructed as part of new, multifamily residential development. This recommendation will identify specific design criteria for the park placement and design and develop criteria for when the parks should be encouraged and/or required as part of new development. In creating the program, the City should consider the following:

- Locating pocket parks at the front of properties (rather than on the side, where they may be deeper and less visible from the street).
- Providing depth and size standards for the park so that visual permeability and access is maintained.
- Including landscaping guidelines and maintenance criteria.
- Providing guidelines for bicycle parking.
- Creating closure, opening, and access stipulations.
- Providing standards for rotating or permanent public art elements to help activate the park.

#### RELATED EXISTING PLANS/PROGRAMS

Citywide Multifamily Development Study

#### DEPARTMENT OR DIVISION LEAD

Community Development (CHPP/LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

Public Works (Facilities)

#### PRIORITY



The Formosa Pocket Park

## 8.8 PARKLET PROGRAM

### Create a program for parklets on Santa Monica Boulevard

In the Eastside, green spaces and public areas to gather, people-watch, and relax are limited. Finding residual or “extra” spaces to transform into more people-friendly spaces in small increments can help build a more pedestrian-friendly public realm and enhance community connectedness. One emerging strategy is to construct “parklets” along roadways. Parklets are small public spaces located on land that is typically converted from on-street parking or other underutilized public areas.

This recommendation will direct the City to build upon the micro-park / parklet design competition underway in 2016 / 2017 to craft a Parklet Program for the Eastside (and other areas of the City). The goal of a Parklet Program will be to encourage more active, pedestrian-oriented public spaces

on City streets. The introduction of parklets can foster neighborhood interaction and support local businesses.

The Program should include identifying desired or appropriate locations for parklets, design standards and templates, standard maintenance agreements, and funding mechanisms (e.g., local businesses, crowdsourcing, grants, city match). The program will also outline a streamlined application process for interested local business owners and community members to apply to design and build a parklet in the neighborhood. The Parklet Program should additionally include an evaluation method to document benefits and challenges over time.



#### SHORT-TERM (1-4 YEARS)

Create 2 parklets along Santa Monica Boulevard in the Eastside to test out their desirability by the community and the impacts they have on the surrounding environment. The City should consider finding an adjacent building owner with which to partner on the effort

#### RELATED EXISTING PLANS/PROGRAMS

Citywide Micro-Park Pilot Program

#### DEPARTMENT OR DIVISION LEAD

Community Development (LRMP)

#### DEPARTMENT OR DIVISION SUPPORT

Public Works (Parking and Engineering) and Public Safety

#### PRIORITY

*Parklets like this one located in Downtown Los Angeles provide outdoor seating, shade, and greenery in relatively small spaces.*

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# 9 PUBLIC SAFETY

## BACKGROUND

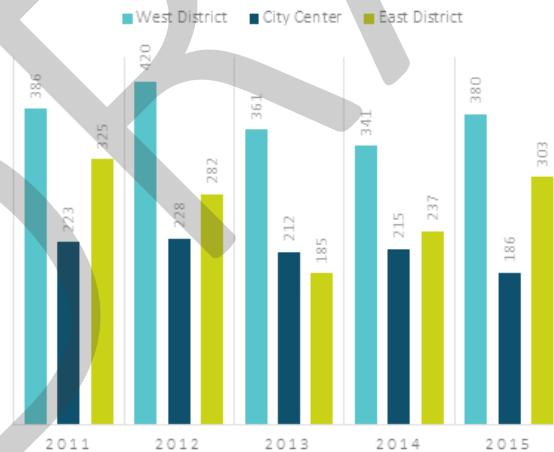
The City of West Hollywood prides itself on being a very safe place to live, visit, and work. The City of West Hollywood is served by the Los Angeles County Sheriff’s Department and Fire Department for police and fire services. The City’s Public Safety Department and Public Safety Commission work to implement crime prevention, neighborhood livability, and emergency/disaster preparedness programs in West Hollywood.

The City of West Hollywood’s crime statistics are analyzed and published every six months. The statistics are reported for three districts which together make the entire city: West District – west of La Cienega; Central District – between La Cienega and Fairfax; and East District – east of Fairfax. Part 1 Crimes, depicted in the figure below, include Homicides, Rapes, Assaults, Robbery, Burglary, Theft and Arson. As shown in Figure 9-1, Part 1 crimes are lower in the East District than the West District but slightly higher than the Central District, when comparing 2011 through 2015.

To support increased safety and livability in the various neighborhoods, the City of West Hollywood offers a variety of volunteer programs including the Neighborhood Watch, Sheriff’s Volunteer Program, and Community Emergency Response Training (CERT). The City also hosts numerous educational events throughout the year, such as National Night Out, to build relationships between public safety personnel and the community.

The City’s Public Safety Department, the West Hollywood Sheriff’s Department and the Block by Block Security Ambassadors have been working collaboratively to address the expressed safety concerns of the Eastside. Two deputies were added to the Sheriff’s Community Impact Team in July 2016, and additional patrol deputies were added targeting this area as of December 2016. The COPPS (Community Oriented Policing and Problem Solving) team has also increased patrols in the neighborhood. Supplemental Foot patrols have also been deployed by the Captain. The Sheriff’s new Mobile Command Post has been deployed on the Eastside, and the Public Safety Department, in partnership with the West Hollywood Sheriff’s Department, is exploring options for a satellite office on the Eastside.

**FIGURE 9-1: NUMBER OF CRIMES BY DISTRICT**



## LOOKING FORWARD

The recommendations in this chapter are aimed at achieving the following outcomes:

- Streets and sidewalks that are safe for all modes of traffic
- Public spaces that are well-lit, clean and easily accessible
- Public safety initiatives/programs that are sensitive to the unique characteristics and needs of the Eastside community, addressing homelessness, public defecation and pedestrian safety.

## GENERAL PLAN 2035

The West Hollywood General Plan includes policies within the Safety and Noise Element that:

- Support the maintenance of adequate levels of law enforcement, fire protection and emergency medical services
- Continuously utilize law enforcement, fire protection and emergency medical services in a proactive and preventive way
- Provide public safety services in a manner that reflects and is sensitive to the characteristics and needs of the West Hollywood Community.

This chapter is also consistent with the Primary Strategic Goal(s) (PSG) and Ongoing Strategic Program(s) (OSP) including developing collaborative public safety programs and maintaining the City’s unique urban balance and emphasis on residential neighborhood livability

# EXISTING PLANS AND PROGRAMS

The City of West Hollywood has numerous active programs and policy initiatives that focus city-wide on improving public safety within the City.

## COUNTY SHERIFF

The County Sheriff's Department employs a number of special deployments within West Hollywood including the Community Impact Team (CIT) which collectively manages community concerns and promotes crime prevention through collaboration with Code Compliance, Social Services, Animal Control, Rent Stabilization, and other City departments.

Public Safety personnel continue to promote neighborhood livability and address the various quality of life issues that regularly impact the West Hollywood community, including impacts from noise (loud music, motorcycles), speeding, and night club operations as well as noise, anti-scavenging, dogs off leash, illegal pet waste disposal, illegal hot dog cart vendors, and bandit taxi cab enforcement. Specifically, the CIT Deputies and Code Compliance staff are extremely proactive in addressing the impacts from entertainment establishments and special events. The Sheriff's Department and Code Compliance personnel also work with the Alcoholic Beverage Control to educate businesses and work collaboratively on alcohol related issues. Staff and the Public Safety Commission also continue to promote the "Live, Work, Play, Be Safe" public education campaign.

## EMERGENCY PREPAREDNESS

The City's Public Safety Department offers numerous emergency preparedness resources to the community and has developed both an Emergency Plan and a Hazard Mitigation Plan for the City of West Hollywood to identify hazards, inventory assets, and implement mitigation strategies. The "Live, Work, Play, Be Safe!" public education campaign offers the community resources and information about the City's emergency resources, the potential hazards for West Hollywood, and preparedness tips in the event of an emergency.

## NEIGHBORHOOD WATCH

The Neighborhood Watch Program in West Hollywood currently includes 17 groups, each of which helps to foster relationships between neighbors and public safety professionals. Neighborhood watch groups covering the Eastside include:

- SoFo Neighborhood Watch - (1100 & 1200 blocks of Genesee and Spaulding, 7600 & 7700 blocks of Fountain, Hampton, Lexington and Norton)
- E-WeHo (Formosa/Detroit/Lexington) Neighborhood Watch - (1100 & 1200 blocks of Formosa and Detroit, 7100 block of Lexington)
- Plummer Park Neighborhood Watch - (1100 & 1200 blocks of Vista, Fuller and Gardner)
- Sierra Bonita Neighborhood Watch - (900-1000 block of Sierra Bonita Ave.)

## SAFETY CAMERAS

The City installed Automated License Plate Reader (ALPR) cameras at Santa Monica Blvd and La Brea Ave. The City is exploring the design of a video system in a public space.

## EASTSIDE PUBLIC SAFETY INITIATIVES

In December 2016, the City Council directed the City to implement strategies to enhance the quality of life on the Eastside. The initiatives include:

- Increase public safety
- Target abandoned and neglected properties
- Improve lighting in residential neighborhoods
- Implement a lighting and security grant program for properties on the Eastside
- Work with social service agencies to ensure best practices are employed with respect to clients

Various recommendations in this Plan support, reaffirm and prioritize the above initiatives.

## 9.1 PUBLIC SAFETY ON THE EASTSIDE

### Continue to implement public safety programs that are sensitive to the needs of the Eastside

Continue to implement programs and provide resources for improving and enhancing public safety on the Eastside. Some of the current programs include, but are not limited to, increasing security foot patrolling, providing increased hours for security ambassadors and holding coffee discussions about public safety. This recommendation would continue existing programs to improve public safety on the Eastside, as well as new programs that would be tailored specifically to the needs of the Eastside community.

Additional emphasis or focus on the Eastside could entail outreach and education programs, tailored to Eastside residents, to educate and discuss public safety concerns in their community.

#### DEPARTMENT OR DIVISION LEAD

Public Safety

#### DEPARTMENT OR DIVISION SUPPORT

City Manager's Office

#### PRIORITY



*The Mobile Command Center was launched in August 2016 to support public safety efforts.*





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# APPENDIX

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## IMPLEMENTATION

This appendix lists all of the recommendations for the Eastside organized by level of priority. The prioritization occurred over several months by the Eastside Working Group. The appendix is organized into two sections.



1. A list of each recommendation by topic area, organized by level of priority – high, medium and low. The section also includes the overall top ten highest priority recommendations developed by the Eastside Working Group.
2. A list of the 14 short-term implementation actions associated with some of the recommendations. The short-term items are specific items within a full recommendation and the intent is for the City to find opportunities to expedite implementation of these specific short-term actions.

For top ten highest priority recommendations across all topic areas and the short-term implementation actions, one additional piece of information is provided – an implementation timeframe to implement the recommendation. Each is identified on a sliding scale from 1 to 4, with 4 being the longest timeframe.











The priority of the recommendations is intended to be a fluid document that is updated regularly by the City as funding becomes available and as community priorities change. Further, the recommendations and priorities are intended to be incorporated into departmental workplans and budgets to ensure that the recommendations in the Plan are implemented over time.

# RECOMMENDATIONS ORGANIZED BY LEVEL OF PRIORITY





















This section lists every recommendation in the Eastside Community Plan, organized first by topic and then by level of priority. The top ten highest priority recommendations across all topic areas and recommendations that have ongoing supporting programs are referenced through the following iconography:

-  High-priority recommendation based on the overall prioritization exercise by the Eastside Working Group
-  On-going program

## URBAN DESIGN + LAND USE

REC. #	TITLE	DESCRIPTION	TIMEFRAME
<b>HIGH PRIORITY</b>			
3.1	Develop Eastside Key Corridors Design Guidelines	Craft a Design Guidelines for the Eastside’s Key Commercial Corridors to encourage high-quality design and improve the legibility of the urban realm.	
3.2	 Develop Façade Improvement Program	Develop an incentive or business support program to provide funds or technical support for existing retail spaces along the Key Commercial Corridors.	
<b>MEDIUM PRIORITY</b>			
3.7	Underground utility lines	Explore opportunities to underground overhead utility lines	
3.8	 Add/upgrade trash receptacles	Upgrade existing and install new trash receptacles around the Eastside, with an emphasis on the commercial corridors such as Santa Monica and La Brea	
<b>LOW PRIORITY</b>			
3.3	Signage standards	Create specific standards for signage on commercial properties in the Eastside	
3.4	Improvements to outdoor seating standards	Evaluate and clarify the existing outdoor dining permit process to facilitate and encourage businesses to provide outdoor seating areas	
3.5	Develop residential design guidelines	Develop Design Guidelines for single- and multi-family residential buildings	
3.6	Conduct historic resources survey of R1 zones	Study potential historic districts in all R1-zones areas in the Eastside	

## ECONOMIC DEVELOPMENT


REC. #	TITLE	DESCRIPTION	TIMEFRAME
<b>HIGH PRIORITY</b>			
4.1 	Parking requirements for existing commercial buildings	Revise parking standards within the zoning code to reduce requirements for existing commercial properties under 10,000 square feet	   
<b>MEDIUM PRIORITY</b>			
4.2	Parking credits program on eastside	Explore implementation of a parking credits program and expansion of public parking supply on the Eastside	   
4.3	Shared parking incentives	Review and modify the City's policy and practices for shared parking in all Eastside commercial areas.	   
4.8	Creative office spaces	Identify opportunities and barriers for new creative offices spaces on the Eastside	   
4.9	Renovation assistance for older commercial buildings	Develop regulatory incentives or changes in code requirements for older buildings that require renovations	   
<b>LOW PRIORITY</b>			
4.4	Retail pop-ups	Create a streamlined process to encourage more pop-up retail spaces	   
4.5	Small business assistance program	Encourage outreach and networking events to assist small business owners	   
4.6	Eastside Merchants' Association and/or Business Improvement District	Support the development of a Merchants' Association for the Eastside	   
4.7	Mentoring support to small tech and entertainment businesses	Provide mentoring to small tech and entertainment businesses and start-ups that occupy commercial space on the Eastside	   
4.10	Information campaign to encourage commercial building re-investment	Develop a proactive and targeted information campaign for Eastside small business owners that focuses on how to make space more marketable, perform upgrades, utilize rebate programs and other incentives.	   
4.11	Retail referral program	Proactively work to attract small, boutique businesses, neighborhood services, restaurants and nightclubs to the Eastside through retail referrals	   

## HOUSING

REC. #	TITLE	DESCRIPTION	TIMEFRAME
<b>HIGH PRIORITY</b>			
5.1	  Promote affordable and low-cost housing	Continue programs that preserve existing low-cost housing, and promote new income-restricted housing	   
5.3	 Encourage micro-unit housing	Explore flexible development requirements for micro-units	   
5.7	 Incentives for residential rehabilitation	Develop a package of incentives that encourages property owners of multifamily buildings to upgrade their properties	   
<b>MEDIUM PRIORITY</b>			
5.2	  Encourage range of housing opportunities	Maintain policies that allow for a range of housing types to be developed, including for-sale and rental products that can meet a wide variety of income levels and preferences	   
5.6	 Facilitate aging in place unit transfer requests	Support and facilitate the relocation of seniors seeking accommodating units	   
<b>LOW PRIORITY</b>			
5.4	 Reduce household expenditures with development design	Encourage housing development design that reduces household expenditures through shared amenities	   
5.5	 Housing to support aging in place	Ensure that code requirements support evolving needs as residents age	   
5.8	 Facilitate adaptive re-use to residential	Facilitate and encourage the adaptive re-use of buildings to support the development of additional housing units	   
5.9	Review zoning code for design impact	Review the zoning code to evaluate how code requirements are impacting the design of buildings	   
5.10	 Market existing housing programs	Improve and expand access to housing information and programs offered by the City and other governmental agencies	   





## MOBILITY

REC. #	TITLE	DESCRIPTION	TIMEFRAME
<b>HIGH PRIORITY</b>			
6.4 	Implement Fountain Avenue pedestrian enhancements	Prioritize implementation of a pedestrian zone and crosswalks on Fountain Avenue, as identified in the City's Pedestrian and Bicycle Mobility Plan, to improve pedestrian safety and comfort	   
6.8	Evaluate comprehensive Eastside parking permit program	Evaluate and streamline permit parking program	   
6.13 	Advocate for rail service	Continue to advocate for rail service to West Hollywood, with stops on the Eastside	   
<b>MEDIUM PRIORITY</b>			
6.1 	Implement neighborhood traffic calming	Implement the new traffic calming measures that are proposed for the Eastside and streamline the resident approval process	   
6.3	Implement East/West bicycle infrastructure improvements	Implement East/West bike routes on the Eastside, as identified in the draft Pedestrian and Bicycle Mobility Plan	   
6.6	Implement crosswalk improvements	Implement pedestrian improvements identified in the City's Pedestrian and Bicycle Mobility Plan	   
6.7	Prepare a congestion reduction study	Conduct a citywide study to example ways to reduce traffic congestion	   
6.12 	Expand CityLineX pilot	Expand the geographic reach of CityLineX pilot program and transform it into a permanent service	   
<b>LOW PRIORITY</b>			
6.2	Update residential Transportation Demand Management (TDM) program	Consider new TDM requirements for multifamily residential and mixed-use developments to advance the City's sustainability goals and reduce traffic and parking impacts on surrounding neighborhoods	   
6.5 	Identify first/last mile options at Santa Monica Blvd. with La Brea and Fairfax Aves.	Identify and implement "first/last mile" infrastructure that could include bike share stations, additional bike parking, secure parking (lockers) and other infrastructure	   
6.9 	Expand car sharing	Expand the car sharing program to dedicate additional on-street and off-street parking spaces for car share vehicles to promote greater use, convenience, and access to these shared vehicles	   
6.10	Expand commercial loading zones TNC pilot to Eastside	Expand the pilot program that allows the legal use of commercial loading zones by transportation network companies (TNCs) to the Eastside	   
6.11	Improve pedestrian/bicycle routes near construction sites	Evaluate current practices or conditions placed on new development projects to ensure pedestrian and bicycle access is prioritized in the placement of barriers or detours during construction	   

## ARTS + EVENTS

REC. #	TITLE	DESCRIPTION	TIMEFRAME
<b>HIGH PRIORITY</b>			
7.3	Hold regularly occurring community events	Collaborate with local merchants to identify one to four opportunities to host events in the Eastside each year that highlight the uniqueness of the neighborhood	
7.4	Implement annual open streets festival	Develop an annual open street festival along a portion of Santa Monica Boulevard on the Eastside	
<b>MEDIUM PRIORITY</b>			
7.1	Support neighborhood identity program	Support the creation of an neighborhood identity program	
7.5	Expand public art opportunities	Build on existing public art programs and encourage more public art projects that enhance the culture and history of the Eastside	
7.7	Cultural attractions walking tour	Develop an Eastside walking tour that includes maps and markers of the history, art, unique places, and sites of significance on the Eastside	
<b>LOW PRIORITY</b>			
7.2	Implement Street Media project and wayfinding	Incorporate the Eastside neighborhood identity into the citywide Street Media project to create artistic activity hubs in areas with high pedestrian activity	
7.6	Implement mural program	Improve the visual appearance of the Eastside by encouraging businesses and commercial properties to take advantage of the existing Mural Program	

## SUSTAINABILITY + PUBLIC SPACES

REC. #	TITLE	DESCRIPTION	TIMEFRAME
<b>HIGH PRIORITY</b>			
8.4	Alley improvement program	Develop an alley improvement program to transform alleys into more attractive spaces and/or create additional people-friendly spaces	L L L L
8.5	Green Streets program	Undertake Green Streets design efforts for selected residential corridors	L L L L
<b>MEDIUM PRIORITY</b>			
8.2	 Promote energy efficiency financing opportunities	Promote awareness of energy upgrade programs to residential and commercial properties	L L L L
8.3	Expand electric vehicle charging	Expand the number and location of electric vehicle charging stations on the Eastside on both public and private property	L L L L
8.6	Tree planting & landscape program	Implement a comprehensive tree planting and landscape program for the Eastside that includes a target number of new trees and tree type standards	L L L L
<b>LOW PRIORITY</b>			
8.1	 Expand solar panel use	Revise the zoning code to require or incentivize solar panels on all new multifamily, commercial, mixed use and public buildings	L L L L
8.7	Pocket park program	Continue to incentivize pocket parks in new developments that meet certain characteristics	L L L L
8.8	Parklet program	Create a program for parklets on Santa Monica Boulevard	L L L L

## PUBLIC SAFETY

REC. #	TITLE	DESCRIPTION	TIMEFRAME
<b>HIGH PRIORITY</b>			
9.1	  Public safety on the Eastside	Continue to implement public safety programs that are sensitive to the needs of the Eastside	L L L L

# SHORT-TERM IMPLEMENTATION ACTION PRIORITIES

The following short-term actions have been identified in the Eastside Community Plan as opportunities to implement between plan adoption in 2017 and 2020. The short-term implementation actions are listed in order of priority, as determined by the Eastside Working Group.

Rec. #	Short-Term Implementation Actions (in descending order of priority)	Timeframe
3.8	<b>Add/Upgrade Trash Receptacles.</b> Replace all existing trash receptacles on the Eastside with solar compactor receptacles through the Street Media Program.	L L L L
6.1	<b>Implement Neighborhood Traffic Calming.</b> Implement 1-4 pilot traffic calming measures identified by the Eastside community to evaluate their effectiveness. Develop online petition tool for use in NTMP process.	L L L L
7.4	<b>Implement Annual Open Streets Festival.</b> Explore the methods and locations for an open streets event on Santa Monica Boulevard with the goal of creating an event within 2 years.	L L L L
8.8	<b>Parklet Program.</b> Create 2 parklets along Santa Monica Boulevard in the Eastside to test out their desirability by the community and the impacts they have on the surrounding environment. The City should consider finding an adjacent building owner with which to partner on the effort.	L L L L
8.4	<b>Alley Improvement Program.</b> Identify 1-2 alleyways on the Eastside for a Pilot Alleyway Improvement design competition. The competition brief will include the framework and parameters of the pilot program. The pilot program will be used to evaluate the improvements demonstrated, and will be based on the input received from the community. Alleys within the Eastside that should be included in this program are directly south of Santa Monica Boulevard from Fairfax to Martel; and directly north of Santa Monica Boulevard from Genesee to Gardner and from Greenacre to Poinsettia Place.	L L L L
7.3	<b>Hold Regularly Occurring Community Events.</b> Develop a community event that can serve as a pilot for a regularly occurring event. The event should celebrate the uniqueness and identity of the Eastside.	L L L L
7.6	<b>Implement Mural Program.</b> Identify blank walls that detract from the visual appearance of the Eastside and paint 3 walls within 3 years with new murals.	L L L L
6.3	<b>Implement East/West Bicycle Infrastructure Improvements.</b> Develop detailed plans for Willoughby Neighborhood Greenway in order to implement East/West bicycle infrastructure to enhance mobility.	L L L L
7.5	<b>Expand Public Art Opportunities.</b> This recommendation has a number of short-term actions that will expand public art opportunities on the Eastside. The specific short-term implementation actions are as follows: <ul style="list-style-type: none"> <li>• Develop/identify materials documenting the cultural history of the Eastside and share these with public artists working in the neighborhood.</li> <li>• Work with the community to develop a painted intersection on neighborhood street, harnessing the energy and creativity of the community.</li> <li>• Work with the community to develop artwork on utility boxes along Santa Monica Boulevard</li> </ul>	L L L L
8.3	<b>Implement Electric Vehicle Charging.</b> Install 1-4 on-street electric car charging stations along Santa Monica Boulevard on the Eastside.	L L L L
6.10	<b>Expand TNC Pilot to the Eastside.</b> Identify 1-2 pilot locations on the Eastside to test allowing TNCs.	L L L L
7.7	<b>Cultural Attractions Walking Tour.</b> Host a pilot walking tour with the community for evaluation prior to launching the full program.	L L L L
7.2	<b>Implement Street Media Project.</b> Replace all existing bus shelters along Santa Monica Boulevard on the Eastside and install Wi-Fi Hotspots at all bus shelters along Santa Monica Boulevard on the Eastside.	L L L L
6.9	<b>Expand Car Sharing Pilot.</b> Install 1-2 on-street car-sharing vehicles on the Eastside.	L L L L



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