

THE SUNSET SPECIFIC PLAN
STRIKE-THROUGH DRAFT

JULY 1996

Temporary Working Copy

SECTION ONE:
INTRODUCTION

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The following background reports are available at the West Hollywood Community Development Department:

- Market and Financial Feasibility Study for the Sunset Specific Plan Area
- Review Final Environmental Impact Report (EIR) (3 volumes)
- ROMA Streetscape and Master Plan
- Transportation Demand Ordinance (TDO)
- Transfer of Development Rights (TDR) Program
- Matrix
- Billboard Inventory

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A VISION FOR SUNSET

The policy-makers, property and business owners, and residents of West Hollywood have created a collective vision for Sunset Boulevard. The Sunset Specific Plan is the framework to achieve these goals:

- Preserve the eclectic character of Sunset Boulevard
- Manage and direct growth
- Promote responsible development

SUNSET BOULEVARD

The portion of the street in the City of West Hollywood known as "The Strip" extends for a length of approximately 1.2 miles, bordered by the City of Beverly Hills to the west and the City of Los Angeles to the east. It serves as both a major traffic artery connecting Downtown to the Westside and as a community shopping district for West Hollywood residents. It is a major traffic thoroughfare for the Los Angeles region, so the landscape is dominated by the automobile. As a result, billboards have become a major urban design feature of Sunset Boulevard. With their extra-large scale, unique designs, and symbolic reference to movie glamour, the billboards are a significant part of the street's visual character.

A VISION FOR SUNSET

A variety of residential neighborhoods directly abut the street. In the hills to the north, located in the City of Los Angeles, single-family residences are typical. In the City of West Hollywood, to the south of the Boulevard, there is a combination of both low-density single-family homes and high-density multifamily housing units. Beverly Hills, to the west, is characterized by large homes and estates.

The Boulevard also has important concentrations of pedestrian traffic, serving the needs of local residents while attracting regional and tourist activity. Neighborhood-serving businesses, such as markets, medical care, and dry cleaners, seek patronage from local residents and office workers. Maintaining and enhancing neighborhood accessibility to these businesses is vital to the future of Sunset Boulevard.

Sunset Boulevard has tremendous regional draw. Its reputation and its variety of businesses and services draws visitors from surrounding communities in Los Angeles and travelers from the world over. Fashionable boutiques, outdoor cafes, specialty stores, gourmet restaurants, first-class hotels, nightclubs, and other entertainment venues provide a draw for visitors and are all a part of Sunset Boulevard's appeal. Approximately 2,800,000 square feet of commercial office and retail space are located in the West Hollywood section of Sunset Boulevard.

The diversity of architectural styles makes the character of the Boulevard. The original Georgian Revival buildings of Sunset Plaza established an urban scale for Sunset development in the 1920s. The growth of the movie industry resulted in the construction of the commanding French Chateau-styled Marmont Hotel and Art Deco buildings like the Sunset Tower, which catered to movie stars, many of whom relocated to the Los Angeles area from New York. Efficiency and economic growth influenced design when International Style office towers were built along the strip in the 1960s and 1970s.

Following the natural topography of the Hollywood Hills, Sunset bisects the foothills from the basin, providing a dramatic natural setting. Sunset's sloping and curving topography, combined with certain specifically sited buildings, provide some of the region's most breathtaking views of Los Angeles. The beauty of the setting, Sunset Boulevard's central location, its international reputation, and its historical significance make this area one of the most attractive and sought-after commercial districts in Southern California.

THE SUNSET SPECIFIC PLAN

The Sunset Specific Plan is a detailed plan that will guide the future development of Sunset Boulevard in the City of West Hollywood. The Plan is designed as a specific response to the particular urban conditions of the Boulevard and it includes policies, standards, and guidelines which promote and preserve the unique qualities of the street. Urban design standards, density strategies, cultural resource guidelines, and land-use and development regulations encourage responsible development along Sunset Boulevard. When adopted by the City, the Sunset Specific Plan acts as a supplement to the City's General Plan and its Zoning Ordinance. The Plan reiterates the City of West Hollywood's commitment to maintaining the high quality of life enjoyed by its residents, and it is consistent with the City's innovative approach to planning and development.

This plan is the result of a collective effort of community residents, business and property owners, West Hollywood City staff, and planning consultants. Participants in the Specific Plan process started by identifying key goals and objectives for the Plan in the areas of economic development, urban design, transportation, and the recognition of cultural resources. From these objectives, the community and City staff developed policies and implementation strategies.

A Gathering Place for the City

Sunset Boulevard serves as a major focus for urban life in West Hollywood as well as an attractive destination for visitors. Implementing the Sunset Specific Plan will create a vital and varied streetscape, both through physical design and as a result of the mix of businesses and uses on the street. The Plan will promote a human-scale atmosphere that accommodates the "bright lights" of the Boulevard's entertainment image and will create a sense of community for local residents. The Sunset Specific Plan will improve the livability of Sunset Boulevard by providing more places for people to gather, talk, sit, and live. The Plan seeks to integrate Sunset Boulevard into the greater community, balancing commercial needs and neighborhood concerns.

A VISION FOR SUNSET

A Good Place to Do Business

The goal of the Sunset Plan is to foster a healthy economic and employment corridor that is a desirable address for entertainment, hotel, specialty retail, restaurant, office, and related uses. The City staff will recruit desirable uses to locate on Sunset, and the Sunset Specific Plan will encourage appropriate new construction and the upgrading of existing structures to current market standards. The Plan's goals are to facilitate development which will generate employment, encourage a high standard of property management, and create an overall increase in economic activity.

Moving Along "The Strip"

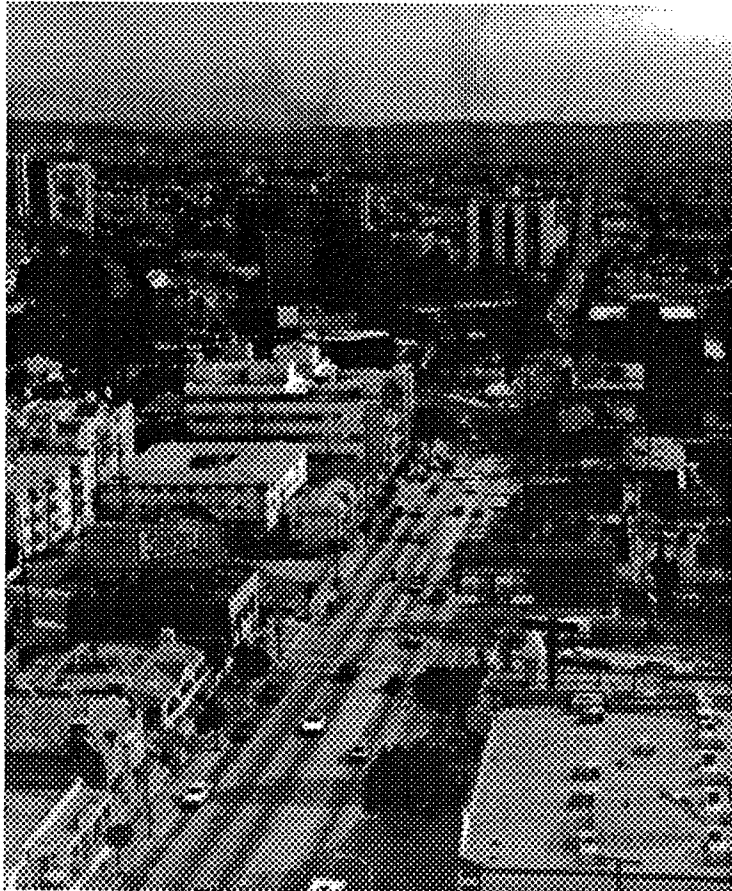
Sunset Boulevard has a long history as a thoroughfare. This Plan seeks to better transportation along "The Strip" by improving circulation, increasing mass transit options, and providing more efficient parking plans. Streetscape improvements and the careful design of ground-floor building frontages and auto access will create an environment which pedestrians can enjoy both day and night.

The Historic Past, a Powerful Image

The Sunset Specific Plan protects and emphasizes the historic past as it is represented by architecture and urban form. The eclectic character of the Boulevard embodies the current excitement of the entertainment world, the grandeur of old Hollywood, and the influence of the 1960s radical movement. The Plan intends to maintain the powerful historic and contemporary image of the Sunset Strip while allowing the area to grow, change, and meet new needs.

Forward Thinking

Sunset Boulevard is a favorite symbol of urban Southern California. With the implementation of the Sunset Specific Plan, Sunset Boulevard will continue to symbolize its colorful past and become a premiere example of livable urban design that is uniquely suited to the culture, climate, life-style, and economic realities of Southern California today and in the future. This Plan protects what we love about Sunset and creates a framework for positive change.



Aerial view of Sunset Boulevard, looking east

A VISION FOR SUNSET

A BRIEF HISTORY

Sunset Boulevard's history represents a significant part of the rich and exciting heritage of West Hollywood. Growth along the Boulevard over the past sixty years has been continuous, sometimes intense, and it has shaped the dynamic image of our City. It is critical to understand the history of Sunset Boulevard when anticipating future development along the street. The following is a summary of major events in the historical development of Sunset Boulevard:

- 1780s What is now Sunset Boulevard begins as a cow trail for the original residents of El Pueblo de Los Angeles. Sunset emerges as one of the principal trails connecting the original Pueblo to ranchos further west and to the Pacific Ocean.
- 1880s Mexican Dons, the original landowners in the area, begin to sell their interests to new settlers from the East Coast and Midwest, and to European immigrants. In 1880, Victor Ponet, the Belgian Consul to Los Angeles, purchases 240 acres of the Rancho La Brea, the heart of the present-day Sunset Boulevard.
- 1890s The development of railroad lines significantly alters the emerging face of the Los Angeles region. West Hollywood begins as the town of Sherman, containing the main railroad yards for the Los Angeles Railroad and being named after the railroad's founder, Moses H. Sherman. South of Sunset, small, wooden, workers' bungalows are constructed to house many of the railroad workers.

A BRIEF HISTORY

- 1910s Sherman doesn't incorporate into the City of Los Angeles, and the part of Sunset Boulevard which is unincorporated becomes notorious for its disrepair and for the easy availability of liquor during Prohibition years.
- 1920s Sunset Boulevard grows as the town of Sherman becomes a hub for rail access and a suburban satellite for the emerging movie industry in Hollywood. The automobile challenges the role of the electric railroad as the model for future growth in Los Angeles. Development patterns in West Hollywood shift away from dependency on the rail line as extensive subdivision of residential and commercial lots continues.
- 1930s -1950s The central portion of Sunset is developed as a commercial strip with the construction of four Georgian-style buildings by Francis Montgomery. These buildings, the foundation of Sunset Plaza, are described by Montgomery as "luxury items in small volumes." They set an elegant precedent for future development along Sunset Boulevard.

The town of Sherman becomes known as "West Hollywood", emphasizing its relationship to its neighbor to the east. West Hollywood remains unincorporated and becomes the site of spillover development from Hollywood and Beverly Hills, generated by the burgeoning film industry. Sunset becomes a sophisticated urban, residential, entertainment, and shopping district.

The end of Prohibition and the loose, or nonexistent, land-use regulations of unincorporated West Hollywood foster a whole generation of glamorous nightclubs, such as the Trocadero, the Mocambo, Players, and Ciro's. Sunset Tower (formerly the St. James's Club), the Gardens of Allah, and the Chateau Marmont are home to many of Hollywood's elite, such as Frank Sinatra, Charlie Chaplin, Howard Hughes, and Benny "Bugsy" Siegel. However, by the 1950s, the new and dazzling hotels and nightclubs of Las Vegas eclipse the fame and glory of nightlife at the Sunset Strip.

1960s Following a tarnishing of "The Strip"'s image for nearly a decade, Sunset Boulevard revives with a new image in the 1960s as the center of youth culture in Los Angeles: a haven for hippies, promoting alternative life-styles, and a home for a thriving new music industry. The glamorous nightclubs of "The Strip" are replaced by a new generation of clubs--The Whisky-a-Go-Go, The Roxy, and Gazzari's. From the 1960s to the present, Sunset Strip nightclubs continue to introduce many of the great rock bands of the day.

1980s The entertainment industry's presence on Sunset is as vital as ever. The music publishing business finds a home on the street as David Geffen establishes Geffen Records, which becomes one of the most powerful independent record labels in the business. Commercial development continues on Sunset, providing office space for the expansion of business. Carolco, Western International Media, Warner Chapel, Atlantic Entertainment, and Petersen Publishing join the extensive list of creative industry firms that are residents on Sunset Boulevard in West Hollywood.

West Hollywood becomes a city in 1984, ending control by the County of Los Angeles. Skyrocketing land values result in intense development pressure along Sunset Boulevard. The City establishes controlled growth as a priority and subsequently downzones much of the property along Sunset Boulevard.

1990s The onset of a recession in the early 1990s slows the rate of commercial growth along Sunset Boulevard. The City undertakes the drafting of the Specific Plan to encourage economically sound and sensitive urban development along the street.



Whisky-a-Go-Go
Photo: Richard Settle

SECTION TWO:
FOUNDATION FOR THE PLAN

WEST HOLLYWOOD COMMITS TO BUSINESS

Sunset Boulevard remains one of the most exciting places in the Los Angeles region to do business. Entertainment-related office uses, upscale specialty retail, restaurants, and nightclubs are drawn to the vitality of "The Strip". Currently, there are over 1.1 million square feet of entertainment office uses, 211,000 square feet of retail space, and an impressive mix of well-known restaurants and nightclubs.

While the City has experienced substantial growth in economic activity since its incorporation in 1984, its controlled-growth policies have resulted in a shortage of top-quality office and retail space. As a result, the City, and most notably Sunset Boulevard, have experienced an exodus of entertainment firms looking for larger and less expensive office space. Recognizing that Sunset Boulevard drives business activity, the City began to take steps to encourage business and development. The Sunset Specific Plan represents the most significant product of the City's growing support for new, quality development.

The Sunset Specific Plan has been designed to accommodate quality development that meets market demand and, at the same time, preserves the eclectic nature of the street. For a property owner or a developer, the Specific Plan will ensure increased certainty in the planning process--a streamlined process--as a result of a Master Environmental Impact Report and specific height, density, parking, and design standards. The City has also initiated several citywide incentives, such as the waiver of business license tax for the first two years for new businesses to encourage development and businesses to locate in the City. Business incentives include:

WEST HOLLYWOOD COMMITS TO BUSINESS

- Increased height and density on selected sites
- Parking-related incentives
- Streamlining
- Delayed collection of exaction fees
- City-supported business attraction and marketing efforts

Translating the vision of the Sunset Specific Plan into reality starts with the property owners. They must take the first step to develop, redevelop, or renovate their property. The Sunset Specific Plan provides the mechanism to make this happen for the benefit of the property owner and the City.

For new businesses locating on Sunset, the Sunset Specific Plan will result in a more dynamic business street with increased leasing opportunities, interesting design and landscaping features, increased pedestrian activity, and public parking and transportation availability. For shoppers and residents, the Sunset Specific Plan will result in a more desirable mix of uses, a vital and varied streetscape, and increased sales tax generation that will improve services to residents.

CREATING THE PLAN

West Hollywood's General Plan currently dictates land use, design, and development policy for Sunset Boulevard. The street is identified in the General Plan's Land Use and Urban Design element as one of several important commercial districts in West Hollywood. Although the General Plan provides development policy for Sunset, City officials, decision makers, and concerned residents concur that a comprehensive document is necessary and advantageous for focusing the many distinctive concerns, issues, and needs of Sunset Boulevard in West Hollywood. The Specific Plan is designed to encourage the continued economic vitality and growth of the Sunset Boulevard corridor. The West Hollywood community is committed to preserving buildings of architectural and cultural significance, preserving significant visual and physical attributes of Sunset Boulevard, promoting innovative combinations of uses, establishing high standards for architectural design, and encouraging the provision of more public amenities.

Community Involvement

The Sunset Specific Plan was initiated in 1990 when the West Hollywood Planning Commission considered a new development proposal for a Sunset Boulevard location and found it to be incompatible with the character of the street, even though it complied with the provisions of the City's Zoning Ordinance and General Plan. To clearly articulate the goals for development on Sunset, the Planning Commission recommended to the City Council that a Specific Plan be developed for Sunset Boulevard. The City Council supported the

CREATING THE PLAN

recommendation and an Advisory Group was established, composed of representatives from the City's boards and commissions, the Chamber of Commerce, the Marketing Corporation, historic preservation groups, property owners, and residents. The Advisory Group developed a collaborative and productive relationship between the public and private sectors in creating the Plan. After the initial meeting defining the scope of the group and establishing a rapport between its members, three subcommittees were created to address the following three broad policy areas:

- Urban Design
- Economic Development
- Transportation

Each of the subcommittees worked with a staff member with expertise in that area. Following six months' work, the Group defined collective goals and objectives for future development on Sunset:

- Maintain and expand Sunset as a vital economic and employment center.
- Make Sunset an attractive and desirable gathering place for visitors and residents.
- Ensure that businesses on Sunset are environmentally sensitive to surrounding residential areas and are an integral part of the West Hollywood community.
- Increase mobility and circulation on Sunset Boulevard.
- Protect and emphasize Sunset Boulevard's historic past.
- Make Sunset Boulevard a safe and attractive place for pedestrians.
- Encourage innovative development that will enhance Sunset Boulevard's image and create a high quality environment for the future.

In subsequent meetings, open participation was encouraged. Many City residents, business owners, and community leaders attended. A concept plan (the predecessor to this document) was given to the Advisory Group and discussed over an eleven-month period in 1992. The Advisory Group has provided crucial direction in the continued refinement of the Sunset Specific Plan's policy areas: urban design, open space, billboards, cultural resources, mixed

land uses, height and density, economic development, and transportation issues. Subsequent reports by staff and consultants have facilitated the articulation and development of specific policies.

Studying the Market

In July of 1992, the Community Development Department hired an outside consultant to determine the feasibility of the draft Sunset Specific Plan and the impact of its regulations on future development activity. The findings of the *Market and Financial Feasibility Study for the Sunset Specific Plan Area* changed some of the earlier assumptions regarding future demand for commercial space on Sunset. The market study predicted less economic growth than was originally considered in the early drafts of the Plan. In addition, the draft Plan's proposed density dispersion did not provide sufficient concentration of development to satisfy demand that did exist, particularly for the development of entertainment industry office space. Therefore, the draft Plan's development and land-use controls were reconsidered, and the Sunset Specific Plan's early emphasis on urban design was balanced with additional economic policies and incentives.

The market study identified the need to investigate alternative methods of encouraging private development on Sunset while preserving the original urban design concepts and objectives set forth by the Advisory Group. The challenge in revising the plan has been to strike a balance between the implementation of policy goals and the provision of meaningful incentives that result in attracting high quality development on Sunset Boulevard.

In response to the development projections of the market study, options for guiding density on Sunset were considered. Among the options that were discussed are:

- square footage maximums or "caps"
- specific target sites for development
- Transfer of Development Rights (TDRs)
- bonus/incentive zoning systems

CREATING THE PLAN

- exaction fees in association with a business development district
- a blanket Floor Area Ratio (FAR) system similar to our existing General Plan and Zoning Ordinance.

These options were designed to assure:

- the Plan is realistic
- the Plan could be implemented
- property owners' certainty, predictability, and flexibility for site characteristics

After much analysis, the teams involved chose to guide development on Sunset Boulevard with options that work together: Target Sites and a square-footage "cap".

Target Sites

Target sites are blocks that are suitable for increased density and/or height. In selecting target sites, the following criteria were analyzed:

- creating a pedestrian environment
- assuring a desirable mix of uses
- possible environmental impacts
- site size, location and topography, particularly slope and view opportunities
- traffic circulation and access
- feasibility for the desired urban design features
- preserving of historically significant buildings

A total of ten target sites have been identified on Sunset Boulevard to receive increases in FAR allowances and height limits. In some cases, the increases in height and density are allowed in exchange for public amenities, such as open space or theater use. These target sites have been chosen based on their ability to successfully handle increased densities and substantially

mitigate environmental impacts associated with increased development. Sites that are not Target Sites may be allowed specific development bonuses for renovation, residential, landmark design, and theater use .

The "Cap"

The existing West Hollywood General Plan allows for a total of 4.5 million square feet of development along Sunset. This allows for an additional 1.8 million square feet of development over what exists at the time this plan is written. As part of the Sunset Specific Plan, the projected possible buildout is "capped" at 1.18 million square feet. While this number is 620,000 square feet lower than that allowed by the General Plan, it is slightly higher than the projected market demand to allow for fluctuation in the private market. The "cap" ensures that not all of the ten target sites will be built out to capacity. By controlling the overall square footage but allowing the actual site choices to be made by the market, the City ensures that development will accurately reflect market demand, and vacant space will be avoided.

Defining a Specific Plan

According to California Law, a specific plan implements all or part of the area of a general plan. The Sunset Specific Plan applies to only a part of the West Hollywood General Plan area, and as mentioned in the previous paragraph, proposes substantially less development for the area than is currently allowed under the General Plan. The purpose of the Sunset Specific Plan is to specify, in greater detail, requirements which are significant specifically for this area.

Infrastructure has been discussed in the 1988 West Hollywood General Plan and is sufficient for the Sunset Specific Plan. Build-out of the Sunset Specific Plan according to the cap of 1.18 million square feet of new development would require equal or less infrastructure and would be consistent with the General Plan.

CREATING THE PLAN

SUMMARY OF ENVIRONMENTAL REVIEW

Sunset Specific Plan Environmental Impact Report

The EIR for the Sunset Specific Plan serves as a Program EIR, prepared to evaluate the environmental effects of new policies for the many related projects proposed as part of the Sunset Specific Plan. The EIR is also a Master EIR, as defined by the California Environmental Quality Act (CEQA), which evaluates the impacts of possible future projects which may be proposed within the Specific Plan study area.

The EIR is a comprehensive document which evaluates all potential impacts of projects which may be proposed in accordance with the Sunset Specific Plan. Proposed projects that comply with the Sunset Specific Plan's policies and guidelines will be exempt from further environmental review. To make such a determination and grant an exemption, the City will prepare an Initial Study for each proposed project to determine if the analyses contained in the Sunset Specific Plan's EIR adequately evaluate potential impacts of proposed projects.

By adopting a Program and Master EIR for the Sunset Specific Plan, the City promotes a coordinated effort to mitigate negative impacts of projects developed under the guidance of the Specific Plan. This approach to environmental analysis also serves to streamline the project approval process by eliminating time delays often encountered with the preparation of project-specific EIRs. CEQA places a five-year (5) time limit on the useful life of any Master EIR. After the time limit has elapsed, the City will be required to prepare an addendum to the EIR which updates discussions of both the environmental setting and impacts as necessary to reflect current conditions.

SUMMARY OF ENVIRONMENTAL REVIEW

Any time that a proposal is received by the City that may result in impacts which were not addressed in the EIR for the Sunset Specific Plan, the City will be required to do one of the following:

- Adopt a Mitigated Negative Declaration for the project, which will identify the project's potential environmental impacts and identify measures that will mitigate these impacts.
- Prepare a focused EIR which will evaluate the specific impacts over and above those analyzed in the Sunset Specific Plan's EIR.

Assumptions of the EIR

The Sunset Specific Plan establishes a "cap" on the maximum level of both commercial and residential development projected to occur over the twenty-year (20) life of the Specific Plan. This "cap" is based on the *Market and Financial Feasibility Study for the Sunset Specific Plan Area*, prepared by the Natelson Company. The development "cap" stated in the Specific Plan, and used as the basis for the preparation of the EIR, increases the projected market for commercial development by ten percent (10%) to provide a buffer to account for variations in the market demand during the life of the Plan.

The commercial development "cap" has been set at 1.18 million square feet. The Plan anticipates that a maximum of 259 residential dwelling units may be developed within the Sunset Boulevard corridor during the next twenty (20) years. Both of these figures represent significant reductions in the level of development that could occur if all properties within the study area were developed to their maximum intensity based on either the Sunset Specific Plan or the current General Plan. The "cap" represents a more realistic forecast of development that is likely to occur within the area.

The Natelson Study also included projections of the anticipated types of development, such as office, retail, restaurant, etc., that would likely occur within the Sunset Boulevard corridor. The anticipated distribution of land uses is as follows:

Office	66%
Retail	18%
Hotel	9%
Restaurant	5%
Entertainment	2%

SUMMARY OF ENVIRONMENTAL REVIEW

The Sunset Specific Plan distributes the total increase in development, including the projected land uses, among eight (8) specific geographic areas. Each geographic area is anticipated to receive a portion of the projected development. Land-use types to which the density increases for each area are assigned are based upon the current and anticipated character of development that is likely to occur within the geographic areas. Given the differences in the character of each of the geographic areas, there are no geographic areas which receive the full variety of land uses projected by the Natelson Study.

As time progresses and approved development approaches the square footage of the "cap" contained within the Specific Plan, the City will need to reevaluate the "cap" and determine if it should be increased. The City may also reevaluate the assumed use mix that served as the basis for preparation of the EIR for the Specific Plan. If either the "cap" or the assumed use mix are different, the City will be required to prepare supplemental environmental analyses to evaluate the changes in the Specific Plan.

Issues Discussed in the EIR

A wide variety of environmental issues are evaluated in the EIR. Included are analyses of:

- land use
- aesthetics and views
- shadows, light, and glare
- cultural resources
- seismicity
- transportation and circulation
- air quality
- noise
- population
- housing and employment
- utilities and conservation
- public services

In most instances, Specific Plan policies and additional mitigation measures identified in the EIR will reduce impacts to a level of insignificance. The EIR also identifies positive impacts which improve the character of the study area.

SUMMARY OF ENVIRONMENTAL REVIEW

There are a few issue areas studied for which the EIR cannot identify adequate mitigation measures to reduce impacts to a level of insignificance. In these instances, the City must consider adopting Statements of Overriding Considerations. The general objectives of the Sunset Specific Plan and geographic area specific goals are intended to improve the current General Plan goals and policies and will serve to enhance the overall environment of the Sunset Boulevard corridor by managing inevitable growth. For this reason, adoption of Statements of Overriding Considerations is appropriate.

The following is a discussion of those issue areas studied for which the extensive mitigation measures required could not reduce impacts to a level of insignificance. The EIR should be referred to for further information regarding specific issues.

Land Use

The types of land uses and intensity of development set forth in the Specific Plan could result in significant impacts upon adjacent residential land uses within the cities of West Hollywood, Los Angeles, and Beverly Hills. Specific Plan policies, such as design standards intended to buffer residential land uses, and recommended additional mitigation measures, will substantially reduce impacts, but not to a level of insignificance.

Shadows, Light, and Glare

New development within the Sunset Boulevard corridor will increase shadows on parts of Sunset Boulevard and the surrounding areas. Specific Plan policies and recommended additional mitigation measures identified in the EIR will reduce shadow impacts, but not to a level of insignificance.

Seismicity

New development which occurs on Sunset Boulevard may be subject to risk of damage, and its occupants to risk of injury, due to rupture of the Hollywood fault. Current City policies, and those included within the Specific Plan, exist to reduce significant impacts from earthquakes due to ground shaking and liquefaction. However, since adequate studies have not been undertaken to definitively identify the location of the fault system, it is not possible to adopt policies or measures to reduce potential impacts due to ground-surface rupture. The City is encouraged to initiate a

SUMMARY OF ENVIRONMENTAL REVIEW

coordinated study to determine the location of the Hollywood fault. Such a study should be partially funded by property owners within the Sunset Boulevard corridor. Current City policy requires individual developers to perform site-specific analyses to determine if the fault lies on their individual properties. Under this policy, if the fault is discovered, the project must be abandoned. This procedure results in significant monetary impacts upon the property owner and/or developer. Completing a fault-location study will permit the discontinuation of the current policy.

Transportation and Circulation

Although traffic generated from development under the guidance of the Sunset Specific Plan will result in fewer daily vehicle trips than would occur under maximum development in accordance with the current General Plan, traffic from new development projects, in addition to traffic resulting from development in other nearby jurisdictions such as Los Angeles and Beverly Hills, will significantly impact a number of street intersections. In addition, traffic could impact adjacent residential neighborhoods. It is important to note that the majority of the traffic increase attributed to new development along Sunset Boulevard is generated by projects outside the City of West Hollywood.

Air Quality

Traffic traveling through West Hollywood and traffic generated by development occurring under the guidance of the Sunset Specific Plan could raise daily pollutant emissions. Mitigation measures identified in the EIR are the maximum measures available for reducing impacts.

Noise

Automobile traffic generated by development in the Sunset Boulevard corridor and the encouraged late-night commercial uses, such as nightclubs, could increase noise levels in the area. Specific Plan policies and additional mitigation measures identified in the EIR do not reduce these impacts to a level of insignificance.

SUMMARY OF ENVIRONMENTAL REVIEW

USING THE PLAN

Who uses the Sunset Specific Plan?

The Plan is designed to be used by many people who have different interests in Sunset Boulevard. It is meant to be a resource for interested residents of both West Hollywood and adjacent cities, property and business owners, developers, City Council, Planning Commissioners and other City decision makers, and City staff.

Contents

Part One introduces the Plan with a description of the vision and a history of Sunset Boulevard. There follows a description of the foundation of the plan, a discussion of why and how the Plan was created. The Summary of the Environmental Review summarizes the findings of the Environmental Impact Report.

Part Two contains the main content of the Plan, divided into two sections. Section One describes development policies, listing requirements, specific standards, and guidelines by overall policy area. Section Two describes the development requirements, standards, and guidelines by specific geographic area.

Part Three contains a glossary of frequently used terms.

USING THE PLAN

Locating Yourself

The Locator Map is the key to orienting yourself along Sunset Boulevard. This map shows the different Geographic Areas defined by the Plan. These eight geographic areas are divided into sites, given letters of the alphabet, and the specific requirements are listed according to those area and site designations. Numbering begins with Geographic Area One at the eastern end of the City.

Policies and Standards

West Hollywood has developed specific policies and standards that apply to the properties along Sunset. These policies reflect the West Hollywood vision of how Sunset Boulevard will both fit into the city as a whole and maintain its unique character. Each policy section lists the general objectives, which reflect the City's overall vision, and continues to list requirements, guidelines, and standards. The City intends to continue the eclectic mix of design and use on Sunset Boulevard. One of the purposes of the Sunset Specific Plan is to achieve a sense of continuity through overall high quality design.

The *requirements* listed are the specific regulations that developers, architects, and builders must follow. The general concept guidelines and specific design standards, are written so that developers will be aware of the specific needs of building along Sunset. For the purposes of this draft, the *requirements have been identified in italics throughout*. Certain features, when voluntarily included in a development, such as residential units or an arcade, have specific standards related to that feature which must be followed. The city's development goals are reflected through guidelines which are not required.

Diagrammatic illustrations have been included to describe certain concepts, particularly in the Urban Design section. There are also descriptive maps for density, height limits, the proposed median, cultural resources, and view preservation.

Mitigation Measures

The Environmental Impact Report cites mitigation measures which are included in the Sunset Specific Plan requirements. These have been noted with an MM next to the requirement (in italics).

USING THE PLAN

The general policies written to apply to all of Sunset Boulevard are:

- Economic Development
- Development Requirements: Density and Height
- Urban Design
- Open Space and Streetscape
- Use Mix
- Transportation
- Billboards and Art Advertising
- Cultural Resources
- Arts Program

Geographic Areas

This section of the Plan describes the goals, the objectives, and the requirements and/or specific standards and guidelines for eight specific geographic areas on Sunset Boulevard. Each area includes a number of different development sites, and the requirements for each site are described in detail. The text is accompanied by diagrams illustrating the existing site and possible development options. The diagrams suggest massing and open space options and are intended as an imaginative tool as well as to give a sense of the City's expectations. The specific requirements for the Geographic Areas are divided into categories by policy section. The Geographic Areas are as follows:

1. Eastern Gateway
2. Hart Park
3. Kings to Queens
4. La Cienega Gateway
5. Sunset Plaza
6. Holloway Triangle
7. San Vicente to Doheny
8. West End

Each Geographic Area is described with several different kinds of illustrations: identifying photographs; a locator map graphic, which locates the area along the Boulevard; a specific locator map for the area, which identifies the sites; indicating target sites in black; and a specific height map for each area. Again, conceptual diagrams are intended to illustrate possible solutions, not actual expected design.

Guidelines and Standards to be Used in Addition to the Sunset Specific Plan

The Sunset Specific Plan is intended to be used in conjunction with the West Hollywood General Plan and the Zoning Ordinance. A number of City requirements not listed in the Sunset Specific Plan are covered by the City's Zoning Ordinance. In all cases, except where superseded by the Sunset Specific Plan, the West Hollywood Zoning Ordinance shall apply.

PART TWO:
THE SUNSET SPECIFIC PLAN



ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT

GOALS:

Sunset Boulevard will be a healthy economic and employment center which encourages the location of the entertainment industry, specialty retail, restaurant, office, hotel, and related uses for the benefit of residents, businesses, property owners, and visitors.

- I Provide incentives to encourage new development/business activity and expansion.
- II Strengthen the City's economic base through retention, expansion, and attraction of key industries.
- III Increase revenues for businesses and the City through tourism and visitor-attraction programs.
- IV Increase employment opportunities for West Hollywood residents in West Hollywood businesses.
- V Build long-term partnerships between businesses, business organizations, and the City.
- VI Develop funding mechanisms, where appropriate and feasible, to implement public improvements and business-improvement activities.

ECONOMIC DEVELOPMENT

CITY PROGRAMS

Business and development incentives to be implemented as part of the Sunset Specific Plan include:

1. **Increased Height and Density-** A number of sites have been identified where increased height and density can be accommodated to provide substantial incentives to developers. These sites, labeled Target Sites, may access additional density.
2. **Parking-related Incentives-** Inability to provide the required number of parking spaces is one of the key limiting factors to new development and expansion on Sunset. Several parking-related incentives, including consolidated parking, have been developed for Sunset. (See Transportation Section.)
3. **Environmental Impact Report: Streamlined Development Process-** The length of the development review process can significantly impact the cost of development. New development on Sunset will be subject to a streamlined development review process, including the provision of a comprehensive Environmental Impact Report.
4. **Delayed Collection of Development Exaction Fees-** A developer may elect to pay exaction fees in one of three ways:
 - a. Pay the full amount at the time the building permit is issued.
 - b. Pay 25% at the time the building permit is issued and pay the remainder in two equal annual installments, each year thereafter.
 - c. Pay the full amount two years after the Certificate of Occupancy is issued.

In implementing options b and c above, the City shall consider appropriate provisions for the collection of interest and establishment of security.

5. Lease-renewal Business License Tax Rebate- Available on a first-come, first-served basis, the City will give a rebate for the entire amount of the Business License Tax for the previous year if businesses meet one or more of the following criteria:
 - a. Generate a taxable base of at least \$5 million in gross receipts (averaged over the last four years).
 - b. Generate a taxable base of at least \$5 million in operating expenses and employ 100 or more employees in the City of West Hollywood.

or

 - c. Occupy, currently or with expansion, 10,000 square feet of space or more.
6. Preserving Cultural Resources-
 - a. Transfer of Development Rights: Owners of Cultural Resources throughout the City will be permitted to transfer development rights to properties located in areas zoned for medium- to high-density commercial use. For additional information regarding the TDR program, please refer to "The City of West Hollywood's Transfer of Development Rights Program: An Incentive Intended to Benefit Designated Cultural Resource Property Owners". This document is available through the Community Development Department.
 - b. Mills Act applications may permit reduced property taxes for qualifying Cultural Resources.
 - c. The City will consider allowing uses that are not allowed under the current Zoning Ordinance for qualifying properties, as per CHAB ordinance.

ECONOMIC DEVELOPMENT

EXISTING BUSINESS/DEVELOPMENT INCENTIVES

1. **Business License Tax Exemption for the first 18 Months of Business-** In order to encourage businesses to locate in the City, the City's Business License Tax is waived for the first year of business, and charges are only 50% during the second year. In addition, West Hollywood's business license tax remains one of the lowest on the Westside and contains special provisions which effectively lower the tax rate for entertainment-related businesses.
2. **Business Attraction and Marketing Efforts-** The Business Retention and Expansion Program (BREP) identifies businesses that are considering leaving the City or expanding or relocating to West Hollywood. Emphasis is placed on working with entertainment-related businesses. BREP meets on a regular basis to develop and implement customized strategies to retain existing businesses, attract new businesses to the City, and help existing businesses to expand.

These strategies include, but are not limited to, working closely with commercial brokers and large, office-building leasing agents on Sunset to provide assistance in leasing available space; developing material that can be used by brokers in leasing efforts; and directly contacting businesses to offer assistance. The types of assistance provided include promoting the City as a desirable place to do business; educating businesses on the development review process and permitting requirements; acting as an advocate for businesses in the permit approval process; and working with brokers to help locate appropriate development sites.

3. **Reduced Parking Requirements-** To help lease smaller retail and office uses, the City has reduced parking requirements for buildings or storefronts that have 1200 square feet or less of usable area. In addition, restaurants can add up to 250 square feet of outdoor dining without providing additional parking.

CITYWIDE ECONOMIC DEVELOPMENT ACTIVITIES

The City implements a wide variety of programs and services to promote the business community. Activities targeted on a Citywide basis include:

1. **Visitor and Tourism Attraction Efforts-** The West Hollywood Marketing Corporation promotes visitor attraction and tourism on Sunset and throughout the City by:
 - a. Producing a brochure featuring hotel accommodations and meeting space. These brochures are sent to travel agencies, corporate-meeting planners, and the press in key market cities.
 - b. Sponsoring special events to stimulate awareness of visits to West Hollywood.
 - c. Sponsoring inbound familiarization trips with travel writers, agents, and corporate-meeting planners.
 - d. Representing the City at national and international trade shows to promote West Hollywood as a destination.
 - e. Distributing a West Hollywood promotional video to all reachable outlets.
2. **Shop West Hollywood-** The purpose of the Shop West Hollywood campaign is to promote awareness among residents and businesses of shopping in West Hollywood. The campaign informs residents that by spending their dollars in West Hollywood, they will receive the benefits of the returned tax dollars in the form of increased services. The campaign has its own distinct logo that can be replicated in print advertising, business stationery, business cards, and on decals that can be displayed in store windows. The campaign also includes a Vendor Preference Program, in which West Hollywood vendors are given a preference in bidding on City contracts; and a City Valued Added Program, which consists of coupons from City businesses bound together in a passport-like book for hotel visitors.

ECONOMIC DEVELOPMENT

This program is implemented by the City in conjunction with the Marketing Corporation and the Chamber of Commerce. All businesses in the City are encouraged to participate in this program.

- 3. Business Improvement Assistance-** To supplement the funds available for streetscape and public space improvements and to coordinate cooperative marketing and publicity efforts, Sunset Boulevard businesses may elect to establish a Sunset Business Improvement District (BID). A BID is a self-directed assessment in which businesses agree to assess themselves on a yearly basis to implement a variety of activities of their choice, including: joint promotion and advertising; promotion of public events; increased public security; acquisition, construction, and maintenance of parking facilities; installation of street furniture and banners; and enhancement of landscaping. The formation of a Sunset BID allows businesses to implement activities that would not otherwise be provided by the City.

The Sunset BID must be initiated by the business community. City staff of the Housing and Economic Development Division will provide technical assistance in the formation process. Any business located within the BID must participate in the assessment. Prospective business owners should contact the Community Development Department to receive further information on the status of the BID.

All projects are subject to the applicable design and development requirements, guidelines, and standards listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purpose and intent of the design and development requirements, guidelines, and standards that would otherwise apply to the project. Alternative proposals shall comply with all mitigation measures adopted for the Specific Plan.*

DEVELOPMENT REQUIREMENTS:
DENSITY & HEIGHT

DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT

GOALS:

Changes to the density and height allowances are critical to both preserving the character of "The Strip" and allowing new development to be responsible and economically viable. In combination with good urban design, increases in density and height will manage the distribution of intensity along Sunset Boulevard.

- I Distribute intensification along Sunset Boulevard to encourage responsible development.
- II Allow increases in density and height at locations where impacts are more easily mitigatable.
- III Create a cohesive sense of design, using density and height so that new development feels integrated with existing development.
- IV Encourage the creation of public amenities by allowing density and height bonuses in exchange for good urban design features and desirable uses, such as theaters and parks.

The Target Sites have specific guidelines and requirements. *Section Two: Geographic Areas* describes these requirements in detail. Applicants wishing to develop these sites should review these guidelines and requirements in a preliminary development meeting with the Community Development Department.

DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT

REQUIREMENTS

I. DENSITY

1. A total of ten Target Sites have been identified on Sunset Boulevard to receive increases in FAR allowances and height limits. These sites have been chosen based on the following urban design criteria:
 - a. They are suitable to accommodate additional development because of their location context, physical characteristics, and access.
 - b. These are large sites which are generally under single ownership or have only a few owners. Target Sites which have numerous owners must be consolidated under a single ownership, or developed in a coordinated manner, to receive the height and density bonuses allowed for Target Sites.
 - c. The City envisions the provision of a significant public amenity at these locations, such as open space, a landmark building, or a special use. Development projects that can provide these amenities are allowed increased square footage (FARs).
 - d. These sites are located where the environmental impacts from development, such as shadows, interference with views, etc. can be most successfully mitigated. Most are located on the south side of the street.
 - e. These sites are generally located at major intersections or locations with multiple street frontages offering increased accessibility.
 - f. They are geographically dispersed along the length of Sunset Boulevard. Significant and well-designed projects on these sites will act as design anchors for the entire street.
2. All the Sunset Specific Plan sites and their respective FAR allowances are listed in this section. Note that some sites are allowed an optional bonus for residential development and or other features see table on page 56.

DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT

3. Expanded Target Site options:

If a property owner or developer of a commercially zoned property wishes to develop a site, defined as one or more contiguous parcels, other than the listed Target Sites in the Sunset Specific Plan, a proposal documenting that the identified site meets the Target Site criteria of urban design, development feasibility, accessibility and circulation, and use potential, and proposing public amenities suitable for additional densities, may be brought forward to the Planning Commission for review. Residential uses may be included in such a mixed-use proposal.

Such a proposal must include a height and density strategy that is *compatible* with the related context of the geographic area where it is located (see Geographic Areas chapters) and the Specific Plan area as a whole, must conform to the overall goals and objectives of the Sunset Specific Plan, and must include all required view enhancements for the site as shown on page 72 of the Sunset Specific Plan, and as referenced in the appropriate geographic area section. The proposal will be analyzed under CEQA, consistent with the requirements relating to a Master Environmental Impact Report, and additional environmental study may be necessary, the specifics of which will be determined at the time of the proposal. This applies only to commercially zoned properties.

Process:

An application must be made through the Community Development Department and shall be reviewed by the Planning Commission. An accepted proposal will require an amendment to the Sunset Specific Plan requiring both a public hearing before the Planning Commission and a zoning text amendment, depending if the existing zoning for the parcel includes issues not covered in the plan. A public hearing on such a proposal shall be scheduled before the Planning Commission within sixty days of the completion of any necessary environmental review.

II. TARGET SITES

The target site density of 2.75 is granted in return for the amenities outlined for each site in the geographic area sections.

DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT

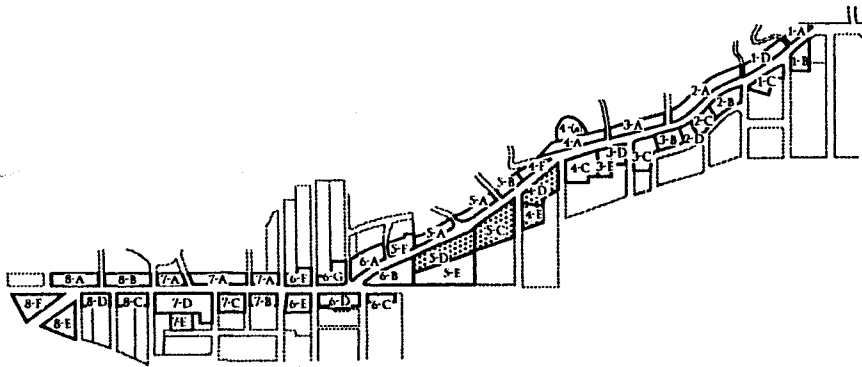
Development on target sites which does not provide the described amenities may be developed at 1.5 density with a maximum height of 35 feet. Planning Commission review shall be required for all projects 30,000 square feet and over. The Community Development Director shall refer any project to the planning Commission for review at his or her discretion, if the project meets the goals of the Sunset Specific Plan, but not all the requirements. In addition, all projects with the following criteria shall be referred to the planning commission

- which require significant additional environmental study
- has unexpected traffic or parking projections
- has unique uses, or uses with unusually high occupancy expectations
- will have potential significant impacts which were unanticipated at the time the Plan was written
- of a unique design, or contains and unusual new bill board structure.

All referrals to the Planning Commission shall be accompanied by a written explanation of the reason for referral. Minor changes to the permit may be subsequently approved by the Director, however significant changes involving a major deviation from the conditional approval of the permit shall be approved by the Planning Commission.

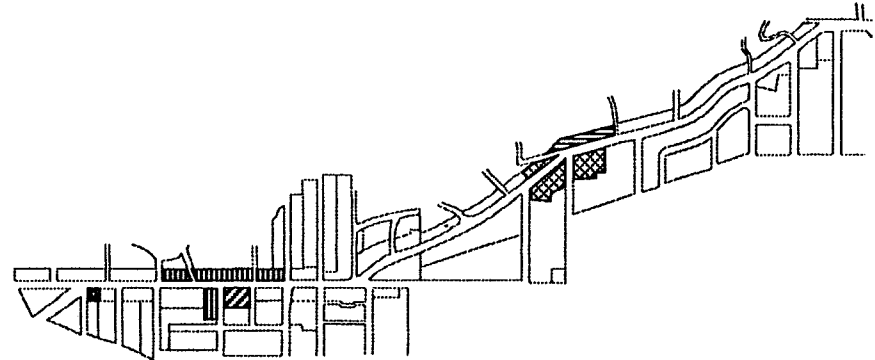
After the Sunset Specific Plan has been in effect for five years, and in addition to the required CEQA review of the Master EIR, the Planning Commission will hold public hearings for review relating to the Sunset Specific Plan in Geographic Areas Four, five and Six. This review will evaluate approved and proposed development within those Geographic Areas and assess the City's progress in implementing the environmental standards and mitigation measures described in the Master EIR, the Sunset Specific Plan and the conditions of the Plan.

DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT



EXISTING DENSITY BONUS FOR PUBLIC AMENITIES

0.75 FAR BONUS



DENSITY BONUS FOR CONSOLIDATED DEVELOPMENT

0.50 FAR BONUS

DENSITY BONUS FOR LANDMARK DESIGN

0.10 FAR BONUS

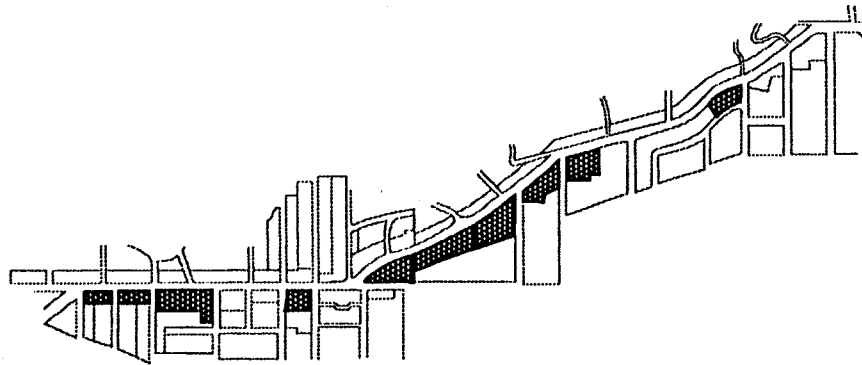
DENSITY BONUS FOR THEATER USE

0.20 FAR BONUS

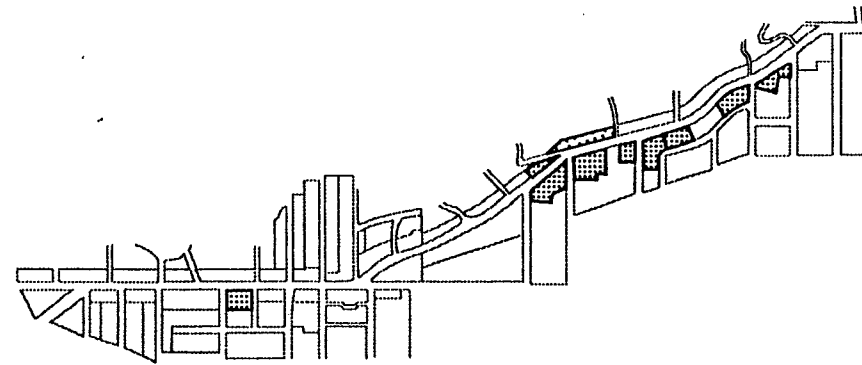
DENSITY BONUS FOR BUILDING RENOVATION

0.10 FAR BONUS

0.20 FAR BONUS



TARGET SITES



DENSITY BONUS FOR PARK DEVELOPMENT

0.20 FAR BONUS

DENSITY BONUS FOR RESIDENTIAL DEVELOPMENT

0.50 FAR BONUS

DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT

SITE	BASE DENSITY		POSSIBLE BONUSSES				TOTAL POSSIBLE	
		residential	bldg. renov.	landmark design	theater use	consol. dev.		park dev.
1A	1.50						1.50	
1B	1.50						2.00	
1C	1.50	0.50					2.00	
1D	1.50						1.50	
2A	1.50						1.50	
2B	2.75	0.50					3.25	
2C	0.00						<i>Hart Park</i>	
2D	1.50						1.50	
3A	1.50						1.50	
3B	1.50	0.50					2.00	
3C	1.50	0.50					2.00	
3D	1.50						1.50	
3E	1.50						1.50	
4A	1.50					0.50	0.20	2.20
4B	1.50							1.50
4C	2.75	0.50		0.20				3.45
4D	2.75	0.50		0.20				3.45
4E	2.25							2.25
4F	1.50	0.50		0.20				2.20
5A	1.50							1.50
5B	1.50							1.50
5C	2.75							2.75

DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT

SITE	BASE DENSITY	POSSIBLE BONUSES					TOTAL POSSIBLE
		residential	bldg. renov.	landmark design	theater use	consol. dev.	
5D	2.75						2.75
5E	R4						R4
5F	1.50						1.50
6A	1.50						1.50
6B	2.75						2.75
6C	1.50						1.50
6D	1.50						1.50
6E	2.75						2.75
6F	1.50						1.50
6G	1.50						1.50
7A	1.50		0.10				1.60
7B	1.50						1.50
7C	2.75	0.50					3.25
7D	2.75		0.10				2.85
7E	R2						R2/R4
8A	1.50						1.50
8B	1.50						1.50
8C	2.75						2.75
8D	2.75			0.10			2.85
8E	3.00						3.00
8F	3.00						3.00

DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT

EXISTING DENSITY

DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT

PROPOSED DENSITY

DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT

II. HEIGHT

1. In conjunction with density changes, new height limits are necessary to achieve both good urban design and economic viability. Each geographic area has its own distribution of height based on topography, existing heights, and density.
2. The charts in each geographic area show the ranges of existing heights, including landmark buildings, and of proposed heights. *Section Two: Geographic Areas* sets forth specific height limits for each geographic area and for each site in detail. These maps show the preferred height distribution. Where there is more than one height limit per site, alternative proposals for height distribution will be considered on a project-by-project basis, as long as the Plan's greatest height limit for any site is not exceeded. This allows the location of the highest section of the building to be determined based on a particular proposal.
3. The following chart shows the height increases which may be achieved in exchange for specific amenities on non-Target Sites.

Site	Base	Height Bonus	Amenity	Maximum
1-A	45 ft	+ 50 ft	vertical billboard or landmark	95 ft.
4-A	45 ft	+ 50 ft	developing park at 4-(a)	85 ft.
6-B	45 ft	+15 ft	consolidated development	60 ft

DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT

4. All sites which have an allowable height over 35 feet, are subject to review by the Planning Division and will be required to meet the urban design vision of the Plan.
5. Calculating allowable heights on a sloping site (over 4% slope) requires using the Height Measurement chapter of the Zoning Ordinance in the Zoning Code (Article IX, Chapter 9360). This chapter establishes a means for measuring heights on a sloping site and assures that new buildings conform to the topography, create an appropriate transition in scale between commercial and residential projects, and are allowed to incorporate projecting architectural elements for distinguished designs. This process requires measuring from the building's front and rear facades and finds a building silhouette for the bulk of the building that is appropriate and sensitive to the particular topography.

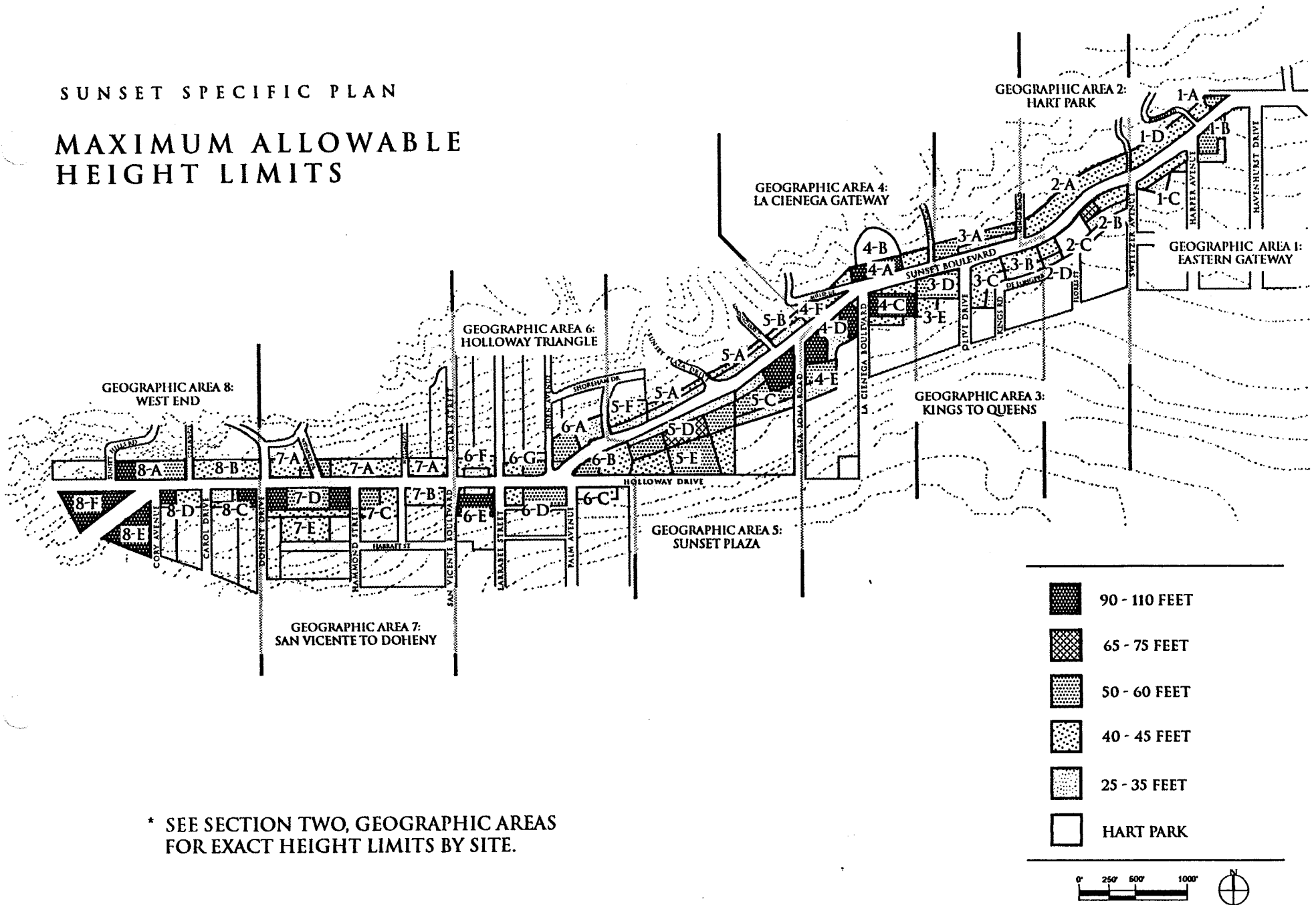
All projects are subject to the applicable design and development requirements, guidelines, and standards listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purpose and intent of the design and development requirements, guidelines, and standards that would otherwise apply to the project. Alternative proposals shall comply with all mitigation measures adopted for the Specific Plan.*

DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT

EXISTING HEIGHT

SUNSET SPECIFIC PLAN

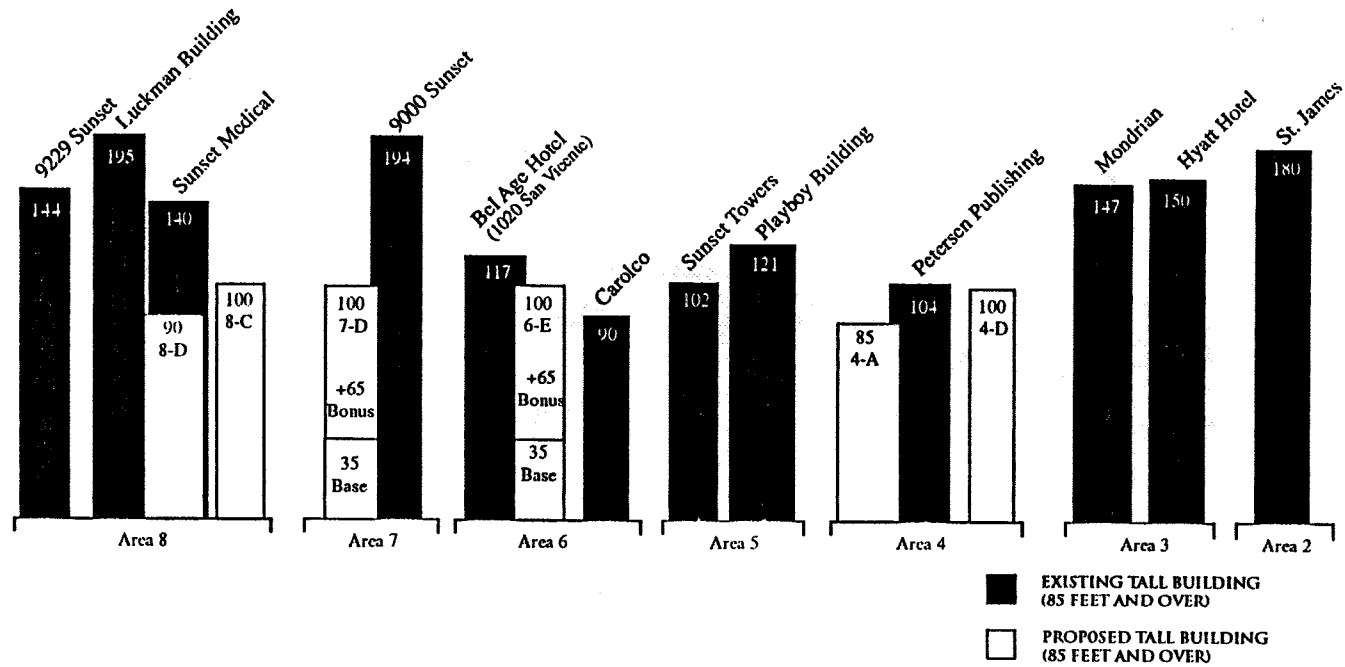
MAXIMUM ALLOWABLE HEIGHT LIMITS



* SEE SECTION TWO, GEOGRAPHIC AREAS FOR EXACT HEIGHT LIMITS BY SITE.

DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT

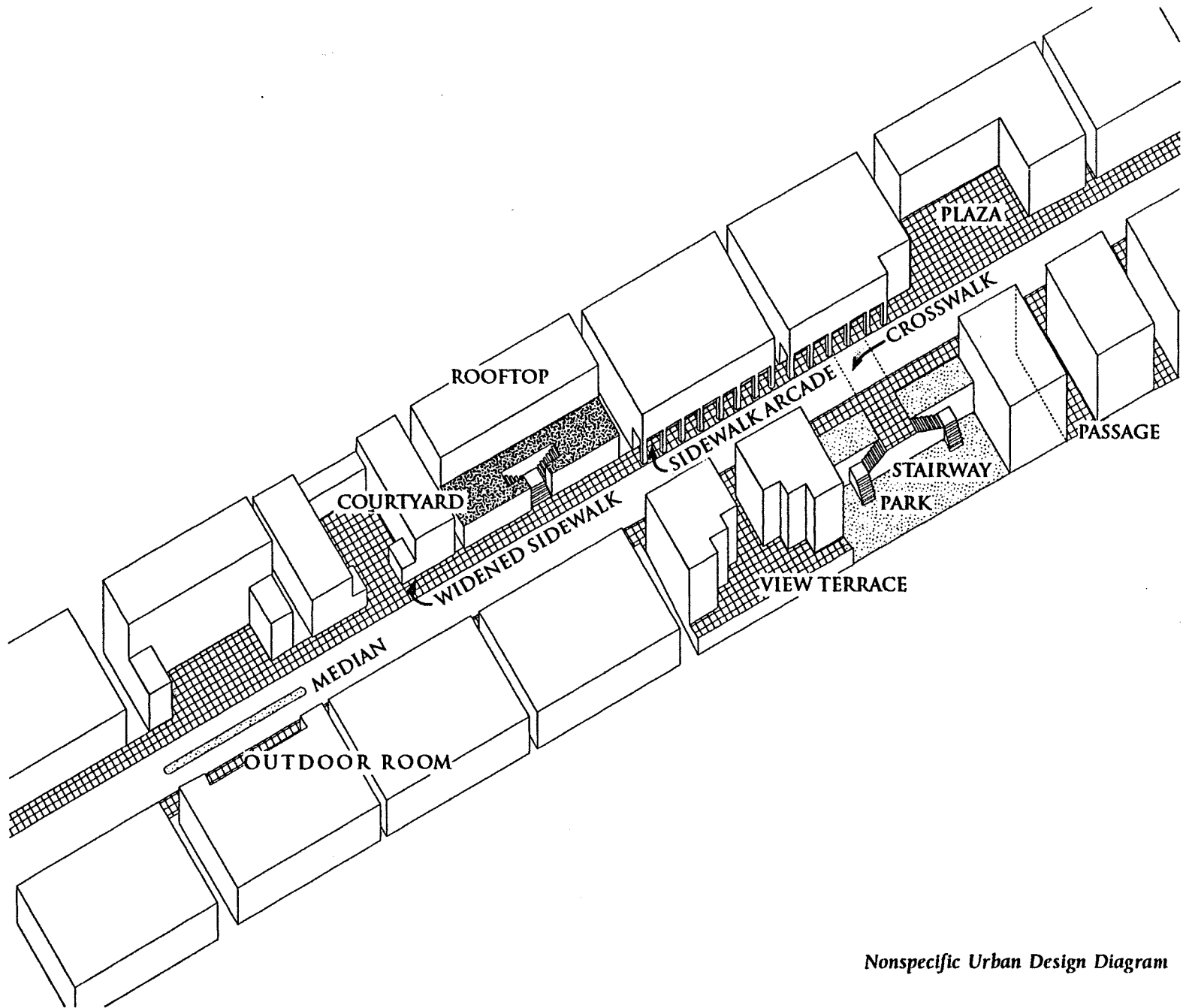
EXISTING HEIGHTS COMPARED TO PROPOSED HEIGHTS
(85 FEET AND OVER)



DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT

DEVELOPMENT REQUIREMENTS: DENSITY AND HEIGHT

URBAN DESIGN: STANDARDS & GUIDELINES



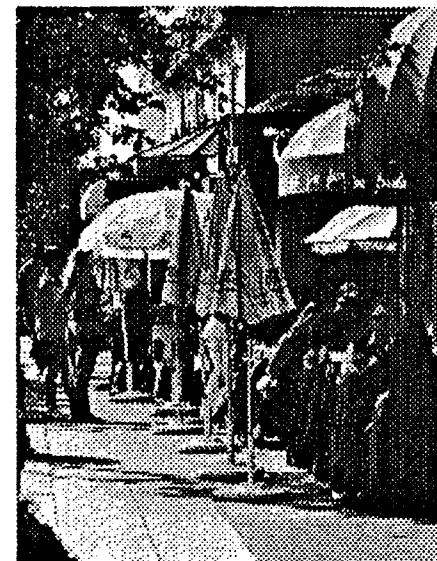
Nonspecific Urban Design Diagram

URBAN DESIGN: STANDARDS AND GUIDELINES

GOALS:

Sunset Boulevard is an important asset to the City of West Hollywood. Distinctive and innovative urban design and architecture will ensure Sunset Boulevard's continued role as a major focus of urban life in West Hollywood and reinforce its appeal as an attractive and lively destination and commercial address. Urban design includes the careful and creative development of the streetscape and open space along the Boulevard. Landscaping and well-designed open space will contribute to the existing beauty of the street and create a pedestrian-friendly atmosphere in the tradition of great boulevards around the world.

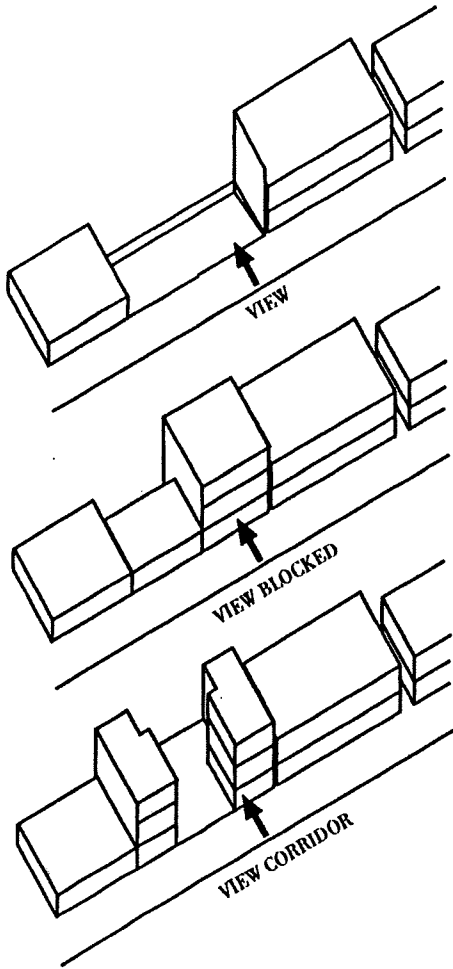
- I Encourage the development of a street that presents a powerful image to visitors while also encouraging use by local residents.
- II Enhance economic development and pedestrian activity by improving the physical attractiveness of the street through widening sidewalks and providing places for relaxation, shopping, living, and dining.
- III Encourage sensitive design that continues the varied pattern of use, height, and density.
- IV Retrofit and rehabilitate existing buildings so that they reflect the spirit of Sunset's historic past and are compatible with the expressed design guidelines for new development.
- VI Protect and enhance significant public views to the Los Angeles basin and to the hills above Sunset as well as along street corridors and within open spaces.



Pedestrian-active Streetscape
Photo: Richard Settle

URBAN DESIGN: STANDARDS AND GUIDELINES

I. VIEW PRESERVATION AND ENHANCEMENT



Concept Diagram: Views

The City intends to preserve and enhance significant views to both the Los Angeles basin and the hills neighboring Sunset. The creation of view corridors, view terraces, or view portals will be encouraged in the design for both new construction and the retrofitting of existing structures. Preservation of views will be encouraged in all cases and required on sites specified in the graphic on page 72 entitled "Required View Protection and Enhancement". The location of proposed view corridors, terraces, and portals and development requirements pertaining to these locations are outlined in *Section Two: Geographic Areas*.

View corridors, terraces, and portals are classified as open space areas. Entrances to these open spaces must be designed to provide for physical and visual access. They are considered a public amenity.

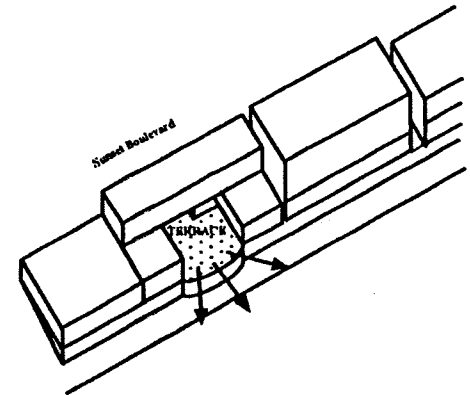
General design guidelines and site-planning requirements for the inclusion of view corridors, terraces, and portals are as follows:

I. View Corridors:

- a. Corridors are those spaces that provide unobstructed vertical views from the ground to the sky.
- b. Corridors do not have a ceiling and, if oriented towards the L.A. basin, provide a continuous view from the floor of the basin to the sky.
- c. Examples of corridors include:
 - Unbuilt space between buildings,
 - Open spaces that are created from the deliberate spacing of buildings on the same lot or adjacent lots.

2. View Terraces:

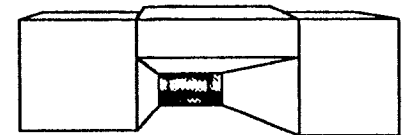
- a. Terraces are places such as open plazas, patios, decks, or other open spaces that provide an expansive view to the Los Angeles basin or hills neighboring Sunset.
- b. The view terrace need not provide a direct view from the terrace to Sunset Boulevard.
- c. Clearly marked gateways, passageways (covered or uncovered), arcades, pergolas, or courtyards are encouraged as a mechanism to mark the entrance or to provide a passage to a view terrace.
- d. A view terrace may be located below the level of the Sunset Boulevard sidewalk. Although a direct view is not required, a direct physical pedestrian passage way and or staircase must link the view terrace with the Sunset Boulevard sidewalk.
- e. *View terraces shall be both physically and visually accessible from the street level and comply with the handicap requirements for open spaces.*
- f. Public accessibility should not be restricted during normal business hours.
- g. Outdoor dining is encouraged in association with view terraces but should not account for more than 40% of the gross floor area of the view terrace.
- h. Developers should provide public amenities in these view terraces, such as benches, drinking fountains, trash cans, and public art.
- i. *A minimum of 15% of the required view terrace shall be landscaped with fountains.*
- j. If associated with or adjacent to parking, the view terrace must be architecturally and/or topographically differentiated from parking uses.



Concept Diagram: View Terrace

3. View Portals:

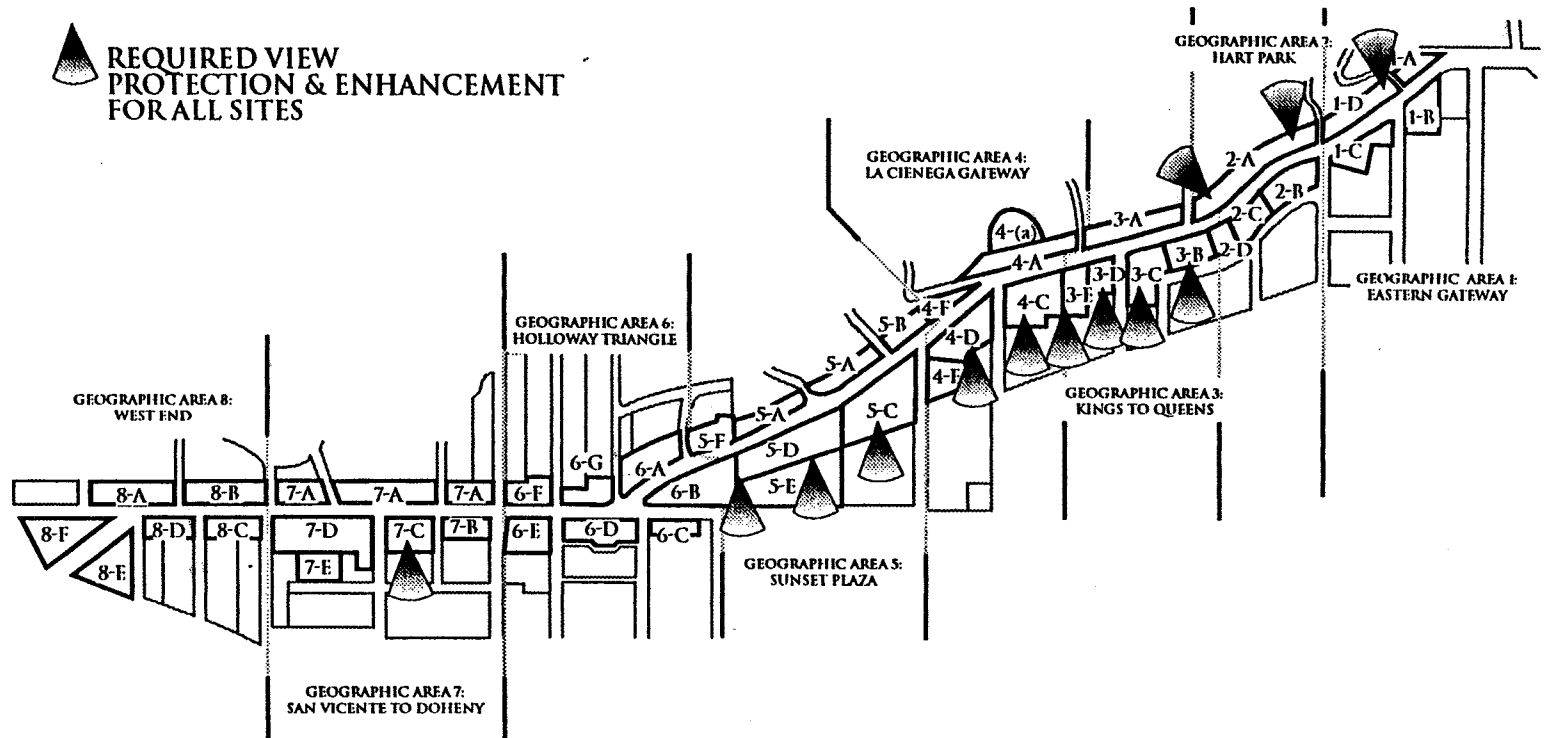
- a. A view portal is an opening through a building that provides a clear visible view from street level for the pedestrian or automobile on Sunset Boulevard.
- b. View portals do not necessarily provide views from a fixed position directly facing the front of the portal.
- c. Portals may offer a view to a certain position or location adjacent to that development or down the street from it.
- d. The view portal may be bounded on two sides by building or by a wall and a ceiling, offering select and fixed views of the L.A. basin or to the hills.
- e. A portal may be open to the outside and provide a view through a courtyard.



Concept Diagram: View Portal

URBAN DESIGN: STANDARDS AND GUIDELINES

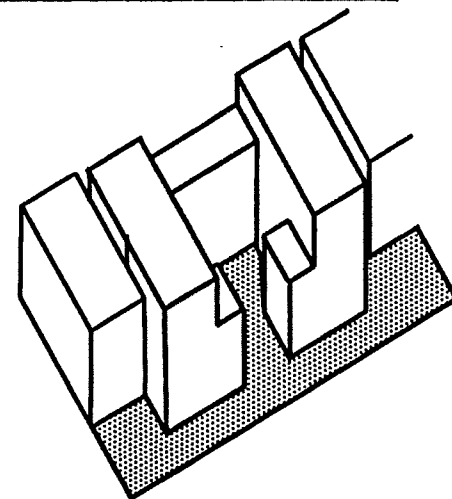
4. All new development at the locations shown below shall provide one or all of the following: view corridors, view terraces, or view portals; unless the Director of Community Development determines that lot size or configuration would make such provision infeasible or that the provision of such open space would be inconsistent with the purpose and intent of the applicable guidelines and standards.
5. The creation of new views on the lots of existing developments is encouraged and specified in Section Two: Geographic Areas.



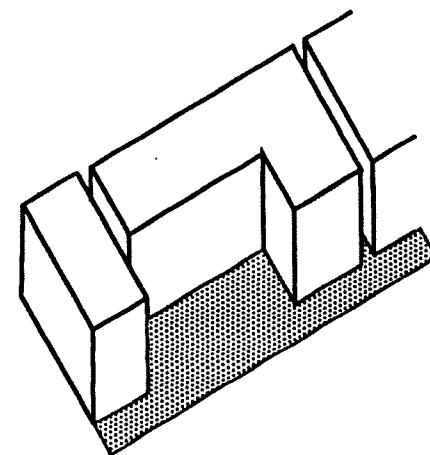
II. PLAZAS

Plazas and courtyards enhance environments for employees and the public and are a benefit for property owners. The following guidelines should ensure successful plaza and courtyard design. Public accessibility should be permitted during normal business hours. This is a general policy to be implemented on a case by case basis. Any specific public accessibility requirements should be determined at the time of project approval through appropriate conditions.

1. Plazas should abut the public sidewalk and not drop below or rise above the elevation of the sidewalk more than 3 feet. On sites with significant slopes, terracing of the plaza is required in intervals of no less than 50 feet.
2. Plazas should be physically and visually accessible from the public sidewalk. Security fences, walls, and entry gates shall not block the sidewalk edge of the plaza or views into the plaza. At least 15 feet of building frontage should be transparent or visually penetrable to provide entry to and views into the plaza.
3. Plazas should provide at least one sitting place for each 100 square feet of plaza in addition to permitted outdoor dining.
4. A majority of the gross area of the plaza should have access to sunlight for the duration of daylight hours. A mix of direct sunlight and shade should be provided. No more than 30% of a plaza should be covered with a roof. Canopies, awnings, cantilevered overhangs, or balconies may project over the ground floor but should not prohibit the penetration of sunlight to the ground floor.
5. Vehicular access, loading, or parking uses are prohibited within the plaza.
6. Ground-level facade standards (described below) should be applied to facades facing the plaza.
7. At least 5% of the plaza's surface shall be landscaped. Shade trees are strongly encouraged.



Concept Diagram: Courtyard



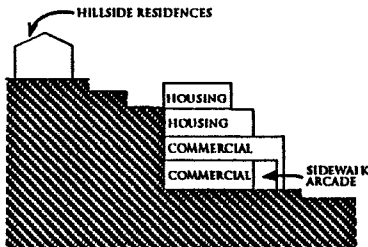
Concept Diagram: Plaza

URBAN DESIGN: STANDARDS AND GUIDELINES

8. The plaza or courtyard should be accessible to the public for at least the time of normal business hours.
- M 9. *Entries to the plaza, and storefront entries within the plaza, shall be designed and lighted so they do not create hiding places.*
10. Signage or other mechanisms should identify that the plaza is available for public use during business hours.
11. The function and appearance of the plaza or courtyard should not be dominated by escalators or elevators.

III. DESIGN FOR TOPOGRAPHY

Topographic variations, views, and the curvilinear nature of Sunset Boulevard contribute to the unique urban conditions that occur on the street. All development should reflect and enhance the topography.



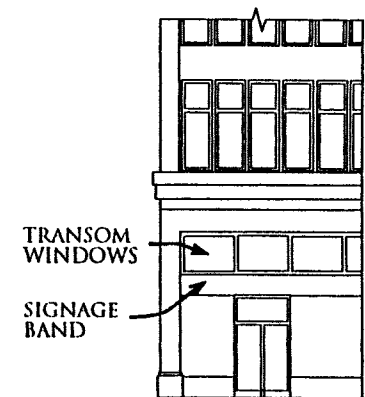
Concept Diagram: Hillside Site

- M 1. *Buildings on the north side of the street, where the lots are shallow, shall be of a height and setback to prevent severe shadow impacts on adjacent residences.*
- M 2. *Buildings on the south side of the street shall not cast significant shadows on adjacent residences and shall be required to respond to the sloping features of the sites by proposing architectural solutions, such as terracing, at the rear of the site.*
3. *All private property serving the general public as open space shall be accessible from grade level. In the case of a sloping site, the primary access should be at grade level, and other entrances can be accessed above or below grade where appropriate, subject to City approval.*

IV. GROUND-LEVEL FACADE DESIGN

Buildings should address the street in ways that reinforce pedestrian activity. All development must be designed to enhance ground-level interest on a human scale. Entry conditions, building materials, entry canopies and awnings, display windows, and signage help create conditions that attract pedestrian activity.

1. New development, or the retrofitting of existing development, should address the public sidewalk. Design of the sidewalk-level facade should be incorporated into the design of the overall building.
2. *The building facade shall use architectural solutions (e.g. building materials, texture, offset building massing, repetition of columns, recessed entries, windows, and awnings) to avoid the creation of impenetrable, unarticulated building facades.*
3. A ground-level facade for a pedestrian use should have entryways for the pedestrian at reasonable intervals and should not be more than 3 feet below or above grade level. On a sloping site, the primary entrance should be at grade level, and secondary entrances may be above or below.
4. Ground-level facades should be augmented with streetscape or open space improvements to encourage pedestrian use.
5. Ground-level facades of a block parallel to or facing Sunset Boulevard should be designed with entrances, windows, display windows, or other display devices.
6. At the ground level, unarticulated glass curtain walls should be avoided. Facades of buildings should be divided into individual storefronts.
 - a. *Large expanses of glass shall be subdivided into smaller units.*
 - b. Differentiation should be provided at the base and the top of windows.
 - c. Storefront windows should not extend to the ground. They should have a solid base surfaced with high-quality materials, such as ceramic tile, marble, granite, limestone, or slate. The top of the window should not extend to the ceiling height but should be capped with a pediment, a transom, a keystone, or another architectural device.



Concept Diagram: Facade Design

URBAN DESIGN: STANDARDS AND GUIDELINES

7. Facades shall be constructed in a manner to appear substantially thick, avoiding low-quality building materials and construction details that contribute to the perception of a facade as flimsy.
8. The ground-level floors should be visually separated from floors above through the use of awnings, canopies, or lintels, or by recessing the ground-floor level from the floor above.
9. A visible and delineated roofline should be created. All buildings shall have a suitable termination at the roofline, such as a cornice, reveal, pediment, or related visual trim, such as neon or tiles. The upper termination of a building shall be more strongly developed in buildings with a flat or slightly sloping roof.
10. Store entrances should be recessed, not flush, with the edge of the building facade.
11. Landscaping is encouraged to further articulate the ground-level elevation for the pedestrian.

V. MASSING AND DESIGN FOR NEW DEVELOPMENT

The City welcomes innovative designs that will create landmark buildings. The architecture of new development must express the spirit and variety of existing structures and support the existing diversity found on Sunset Boulevard. The Planning Division will review project proposals based on the following standards:

1. To improve the consistency of scale on the street, new buildings should respond to the scale and placement of design features of earlier buildings adjacent to them. Such design features include cornice lines, colonnades, fenestration, and materials.
2. *The bulk of new development shall be reduced through the articulation of building massing and building facade.*
3. *View corridors, terraces, and portals shall be integrated into the massing of new development at appropriate locations.*

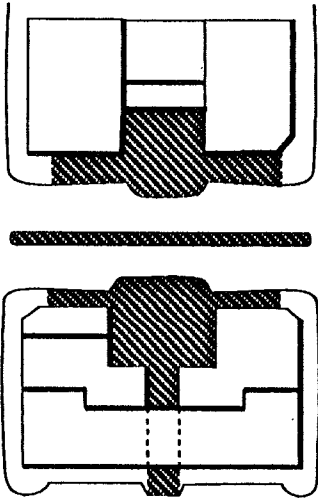
URBAN DESIGN: STANDARDS AND GUIDELINES

4. Where appropriate, the design of new construction should intend to establish landmark buildings on Sunset Boulevard. Massing; facade articulation; quality of building materials; signage; lighting; building projections, such as towers or billboards; and other architectural features will be considered in establishing a landmark building.
5. *Lighting shall be designed to consider safety and to reduce glare.*
6. Where the setback requirements for new construction place the new building facade further back from the street than the existing adjacent buildings, the connection between new construction and adjacent buildings should be designed to minimize dark corners and blank walls and to create a continuous, attractive, pedestrian environment.
7. *For all new construction projects and major remodels of buildings 10,000 square feet or more, there shall be an average setback a minimum of 15 feet wide from the curb to the building facade.*
 - a. *A clear area allowing pedestrian passage of 10 feet measured from the curb inward, within the setback, shall be provided throughout the Plan. Street furniture, street trees, and street signage are permitted within the clear area that is closest to the curb.*
 - b. *Nonstructural building extensions, such as covered patios and bay windows, may extend into the setback but not into the 10-foot clear area.*
 - c. *The area within the setback which is not specified as clear passage for pedestrians may be used for other pedestrian-oriented outdoor uses, such as outdoor dining, open space, landscaped plazas, view terraces, benches, etc.*
 - d. *This open space shall include both public (the sidewalk) and private space.*
 - e. *Street trees and street furniture may be placed within the public area.*
 - f. *Uses for the privately owned land may count toward the open space requirement and may contain appropriate uses, such as outdoor dining and landscaping.*
8. Rooftop design should prevent unsightly rooftops as viewed from above, either by screening mechanical systems from view, creating a significant top or landmark, or designing the roof for use.

VI. RETROFITTING OF EXISTING STRUCTURES

Retrofitting shall be distinguished from new construction and shall be defined as the re-use of at least 50% of the bearing walls of the existing structure.

1. High-quality materials should be used in the retrofitting of existing building exteriors in such a way that the exterior of the building is physically improved and that the building complements surrounding structures. All elevations of the building should be treated in a consistent manner.
2. Visual access to the interiors of buildings will be encouraged.
3. Retrofitting may require parking lot improvements, such as resurfacing, landscaping, and restriping of existing lots. These needs will be established by the Director of Community Development based on the extent of the retrofit.
4. Unarticulated building walls may be required to be visually enhanced to mitigate their undesirable appearance and to create visual interest. Windows, lighting, artwork, building materials, and other facade improvements should be considered.
5. The existing ground floor should be retrofitted or redesigned to attract and encourage pedestrian traffic and/or accommodate pedestrian uses.



Concept Diagram: Outdoor Rooms

VII. OUTDOOR ROOMS

Outdoor rooms are created by two buildings that are designed compatibly so that they create a cohesive open space.

New developments are encouraged to create outdoor rooms by coordinating the open space requirements and/or outdoor dining features with all adjacent developments. Where timing makes it impossible to coordinate in the design phase, developers should anticipate future outdoor rooms in their design, creating a flexible open space that will be sensitive to future development adjacent to their project.

VIII. BUFFERS BETWEEN COMMERCIAL AND RESIDENTIAL ZONES

All new development and retrofitting of existing buildings will be evaluated based on the following standards for buffers between commercial and residential zones:

1. *A decorative masonry wall designed as a buffer will be required between residential and adjacent commercial uses (including parking).*
 - a. *A decorative masonry wall shall not be less than 6 feet in height.*
 - b. *A wall next to a driveway shall be set back from the sidewalk to ensure visual access for cars and room for landscaping.*
2. *A 5-foot rear setback shall be required in a commercial zone where it abuts a residential zone. Landscaping and emergency access can be provided within that setback. The setback should be designed for safety, including lighting and visual access.*
3. *Grading measures, such as sunken parking areas or landscaped berms, should be used as a means to screen parking lots from adjacent residential zones and or elevation change*
4. *Where a residential zone is divided from a commercial or parking zone by a significant topographic or elevation change, requirements for setbacks, landscaped buffers, or decorative walls may be waived by the Director of Community Development.*
5. *Parking structures shall have all walls facing residential areas designed as facades, compatible with the context.*

IX. SIDEWALK ARCADES

A covered sidewalk arcade functions as an extension of the public sidewalk, providing shelter from the sun and offering expanded opportunities for design on narrow lots. These will be allowed and encouraged on several blocks on the north side of Sunset, including those east of Sunset Plaza, and between Clark and Larrabee. All covered sidewalk arcades will conform to the following design standards:

URBAN DESIGN: STANDARDS AND GUIDELINES

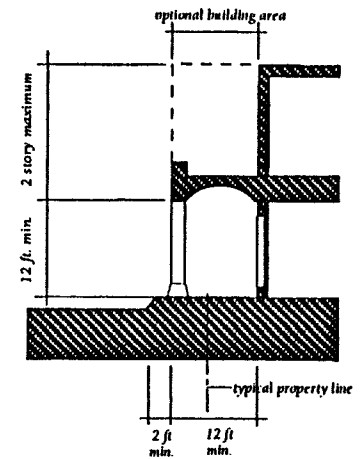
1. *Arcades shall be completely accessible to pedestrians.*
2. *An arcade should become an extension of the public sidewalk; it shall not extend more than 2 feet within the line of the sidewalk curb.*
3. *The first-floor setback of at least 12 feet from the curb shall be under the arcade.*
4. *Minimum interior height for sidewalk arcades shall be 12 feet above the finished grade.*
5. *An arcade should be covered with a flat or sloping roof. When there is not a second floor over the arcade, the roof of an arcade may be utilized as an open-air terrace or as a space for outdoor dining. The extension of the second floor may go over the property line and over the sidewalk as a bonus to the owners.*
6. *The arcade shall be no more than two stories high.*
7. *A landscaped planter with a minimum width of one foot should be located in front of the columns of the arcade. This planter should contain climbing landscaping which is capable of reaching a height of 15 feet or more.*
8. *Design of an arcade should be consistent along its entire length and should be integrated into the design of the building as a whole. On sloping sites, an arcade should step or slope down the length of the abutting sidewalk or curb line so that the arcade floor is level with the elevation of the sidewalk or curb, or not more than one foot above. The roof of the arcade should not step in increments of less than 50 feet.*
9. *The columns of the arcade should be substantially thick, and the openings between columns should be vertically proportioned.*
10. *Connections should be made between the arcade and the property adjacent to it.*
11. *Storefronts located along the arcade shall comply with all applicable storefront design guidelines.*

Concept Drawing: Arcades

URBAN DESIGN: STANDARDS AND GUIDELINES

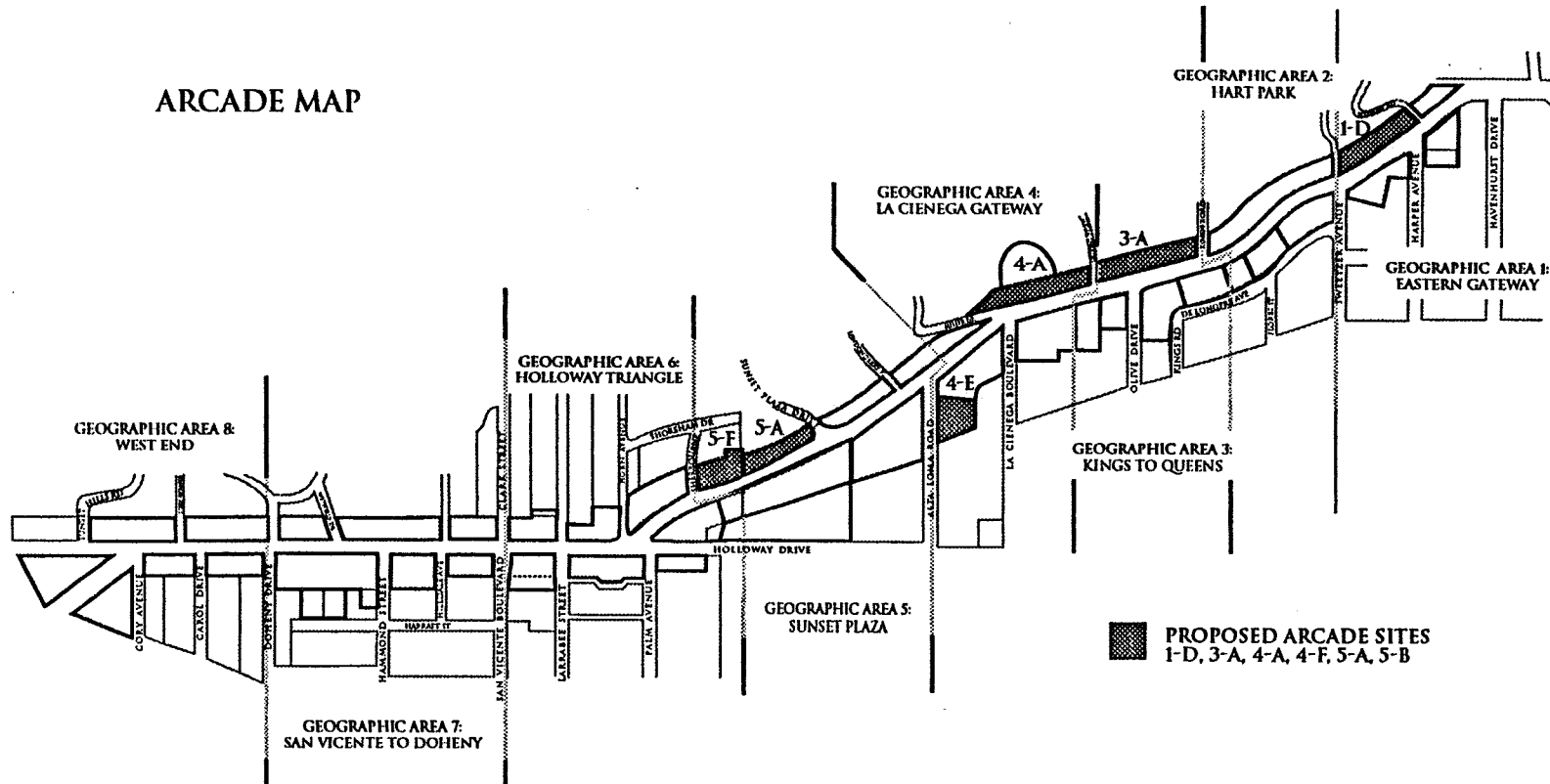
12. *Pavement patterns shall be consistent with patterns listed in the City's adopted Streetscape Masterplan and shall provide adequate drainage of water.*
13. *To ensure proper penetration of daylight, the projecting roof over an arcade should not be deeper than it is tall.*
14. *If the sidewalk arcade extends over the public sidewalk, the sidewalk shall remain public property, and the developer shall apply for an encroachment permit from the City. If the sidewalk arcade extends over private property, the space below the arcade will remain private property.*
15. *If an arcade is developed, this 12-foot minimum requirement on the site supersedes any setback requirements specified elsewhere in the Plan.*

All projects are subject to the applicable design and development requirements, guidelines, and standards listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan and is consistent with the purpose and intent of the design and development requirements, guidelines, and standards that would otherwise apply to the project. Alternative proposals shall comply with all mitigation measures adopted for the Specific Plan.



Concept Diagram: Arcades

ARCADE MAP



OPEN SPACE AND STREETSCAPE

OPEN SPACE AND STREETSCAPE

GOALS:

Careful development of the open space and streetscape of Sunset Boulevard is critical to creating an inviting atmosphere. Trees, landscaping, and setbacks and well-designed open space will complement the beauty of the street and create a pedestrian-friendly environment in the tradition of boulevards around the world.

- I Implement a streetscape master plan for Sunset Boulevard that enhances the streetscape, provides a unifying element, and reinforces the unique identity of the street.
- II Increase setbacks, where feasible, to provide additional open space and opportunities for uses such as outdoor dining and landscaping, which will enhance the pedestrian environment and allow room for street furniture.
- III Extend the median on Sunset Boulevard to enhance the aesthetic quality of the street.
- IV Use open space strategically to enhance and protect significant views to the Los Angeles basin and to the hills above Sunset as well as along street corridors and within open spaces.
- V Develop a continuum of public and private open spaces that provide for comfort, safety, and the enjoyment of Sunset Boulevard.

OPEN SPACE AND STREETSCAPE

I. OPEN SPACE REQUIREMENTS

Additional open space is an important amenity to make Sunset a pleasant and hospitable environment for residents, workers, shoppers, and visitors. The Plan requires additional open space in exchange for increased development opportunities. To increase usable open space along Sunset, the following will be required:

1. *All new projects shall include design for open space. Projects are required to provide open space for a minimum of 15% of the gross site area of the Target Sites listed in the Plan. Open space may assume a variety of different forms of site design solutions, but all open spaces should be expansive and uninterrupted. Open spaces shall be designed to be integrated into the overall design of new developments, surrounding buildings, and existing open spaces.*
2. *For all new construction projects and major remodels of buildings 10,000 square feet or more, there shall be an average setback of 15 feet.*
 - a. *This open space shall include both public (the sidewalk) and private space.*
 - b. *Street trees and street furniture may be placed within the public area.*
 - c. *Certain uses, such as outdoor dining and landscaping for the privately owned land, may count toward the open space requirement.*
3. *The following areas shall be considered as part of the required open space, both individually and in combination:*
 - a. *Plazas and courtyards*
 - b. *View portals and view terraces*
 - c. *Required front setbacks*
 - d. *Outdoor dining within any of the above*
 - e. *Designated medians created by the developer*

Detailed guidelines for the above are found in the Urban Design section.

4. *If the Director of Community Development determines that fulfillment of the open space requirements for a specific site would not be feasible or would not substantially further the open space and streetscape goals of this Plan, the applicant shall be required to pay an exaction fee to be used by the City to acquire land and develop open space elsewhere along the Boulevard.*
5. Some properties within specified geographic areas can be developed to a greater height in exchange for the provision of open space. For project sites which contain designated Cultural Resources, flexibility will be allowed in determining the minimum amount of open space provided, due to the limitations on site design imposed by Cultural Resources.

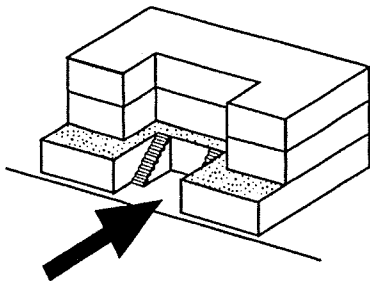
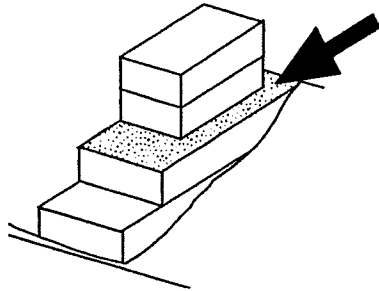
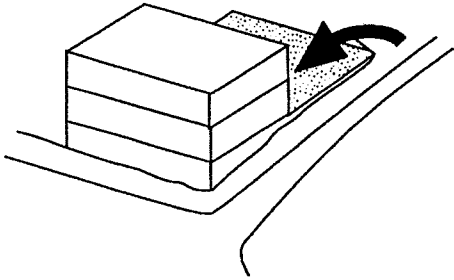
II. OPEN SPACE DESIGN STANDARDS

Open spaces will be designed to provide public amenities to the greatest extent possible. Comfort, safety, detailing, access, and activities must all be considered in well-designed open spaces. Projects will be evaluated with the following open space design guidelines:

Design:

1. Open space should contain high-quality hardscaping and focal elements, such as fountains or artwork.
2. Seating is to be provided through the use of portable or fixed-site furniture or edges along planters and/or fountains.
3. Blank walls at the pedestrian level should be constructed with a planter at the base or the top so that, at a minimum, clinging vines can be utilized to soften the expanse of blank wall. Irrigation and maintenance concerns regarding the use of vines and small or narrow planters should be considered early on in the design phase of the building.
4. *Open space shall be adequately lighted to address safety.*

OPEN SPACE AND STREETSCAPE



Concept Diagram: Access to Open Space

Location:

5. Open space should be physically connected to the public sidewalk.
6. Open space should be designed as one large, contiguous space and not many scattered, separate spaces. Exceptions to this will be allowed if justified by physical and/or design constraints or exemplary urban design which successfully links the smaller, separate spaces.
7. For projects which consist predominantly of office use and are located on the south side of the street, open space should be at the main building entrance and at the same grade as the sidewalk.
8. For projects which consist predominantly of retail use, the required public open space may occur on the second story of a project.
9. If the open space functions as a view terrace, it may be located below the level of the sidewalk. In cases where it is located below the level of the street, the open space should be connected to the building by a direct and visually attractive stairway.
10. When possible, open space should be located with access to sunlight.
11. Open space must be designed for a mix of active and passive uses and/or activities.

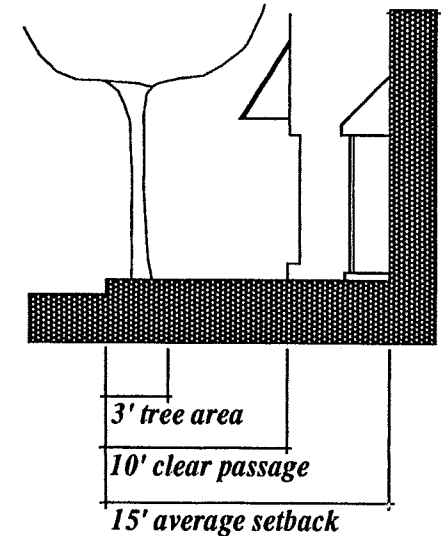
Landscaping:

12. An approximate minimum of 15% of the required open space should be landscaped.
13. Landscaping of new projects should enhance the building's architecture and public open spaces, and buffer adjacent residential land use.

14. Landscaping should include at least one canopy tree. The tree species, when grown to a mature height and healthy spread, should be of a scale to reduce the vertical proportioning of an interior plaza or courtyard.
15. *Open space which is located on private property shall be maintained by the property owner.*
16. Landscaping on privately owned property and within the open space setback will comply with the landscaping requirements of the Zoning Code as they relate to commercially zoned property.
17. *All landscaped areas shall contain a combination of low, medium, and tall plant materials as appropriate.*
18. In heavily used open spaces, trees which are not contained in raised planters or in a large planter area should require the use of tree grates at their base.
19. *Where possible, landscaping shall be drought-tolerant.*

III. STREETSCAPE REQUIREMENTS

1. **Setbacks:** *For all new construction projects and major remodels of buildings 10,000 square feet or more, there shall be an average setback a minimum of 15 feet wide from the curb to the building facade.*
 - a. *A clear area allowing pedestrian passage of 10 feet, measured from the curb inwards within the setback, shall be provided throughout the Plan. Street furniture, street trees, and street signage are permitted within the clear area that is closest to the curb.*
 - b. Nonstructural building extensions, such as covered patios and bay windows may extend into the setback but not into the 10-foot clear area.
 - c. The area within the setback which is not specified as clear passage for pedestrians may be used for other pedestrian-oriented outdoor uses, such as outdoor dining, open space, landscaped plazas, view terraces, benches, etc.



OPEN SPACE AND STREETSCAPE

- d. This open space shall include both public (the sidewalk) and private space.
 - e. Street trees and street furniture may be placed within the public area.
 - f. Uses for the privately owned land may count toward the open space requirement and may contain appropriate uses, such as outdoor dining and landscaping.
2. New construction projects and major remodels of buildings 10,000 square feet or more shall be required to install streetscape elements as follows:
 - a. *Install sidewalk paving pattern as specified in the City's adopted Streetscape Masterplan.*
 - b. *From the eastern border of the City to La Cienega, (Geographic Areas 1, 2, and 3) and from San Vicente to the western border of the City, (Geographic Areas 7 and 8) the developer shall plant street trees as specified in the City's adopted Streetscape Masterplan.*
 3. For new construction and major remodels from La Cienega to San Vicente, (Geographic Areas 4,5, and 6) the developer shall:
 - a. *Plant canopy trees spaced a minimum of 30 feet apart. The species shall be decided by the City's Landscape Division and the business owner, if they so choose.*
 4. Sidewalk elements:
 - a. Developers along all portions of Sunset Boulevard may install sidewalk elements, such as commemorative plaques or artwork, at the main entrance to buildings.
 - b. If these installations are to fulfill art requirements, the approval of the Fine Arts Advisory Board is required, pursuant to the Zoning Code.
 5. Sidewalk Arcades:

Allow sidewalk arcades on the north side of the street, east of Sunset Plaza, and between Clark and Larrabee.

a. *For buildings with arcades constructed within this designated location, the arcade/sidewalk shall be an approximate minimum of 12 feet wide and shall be used as the primary sidewalk.*

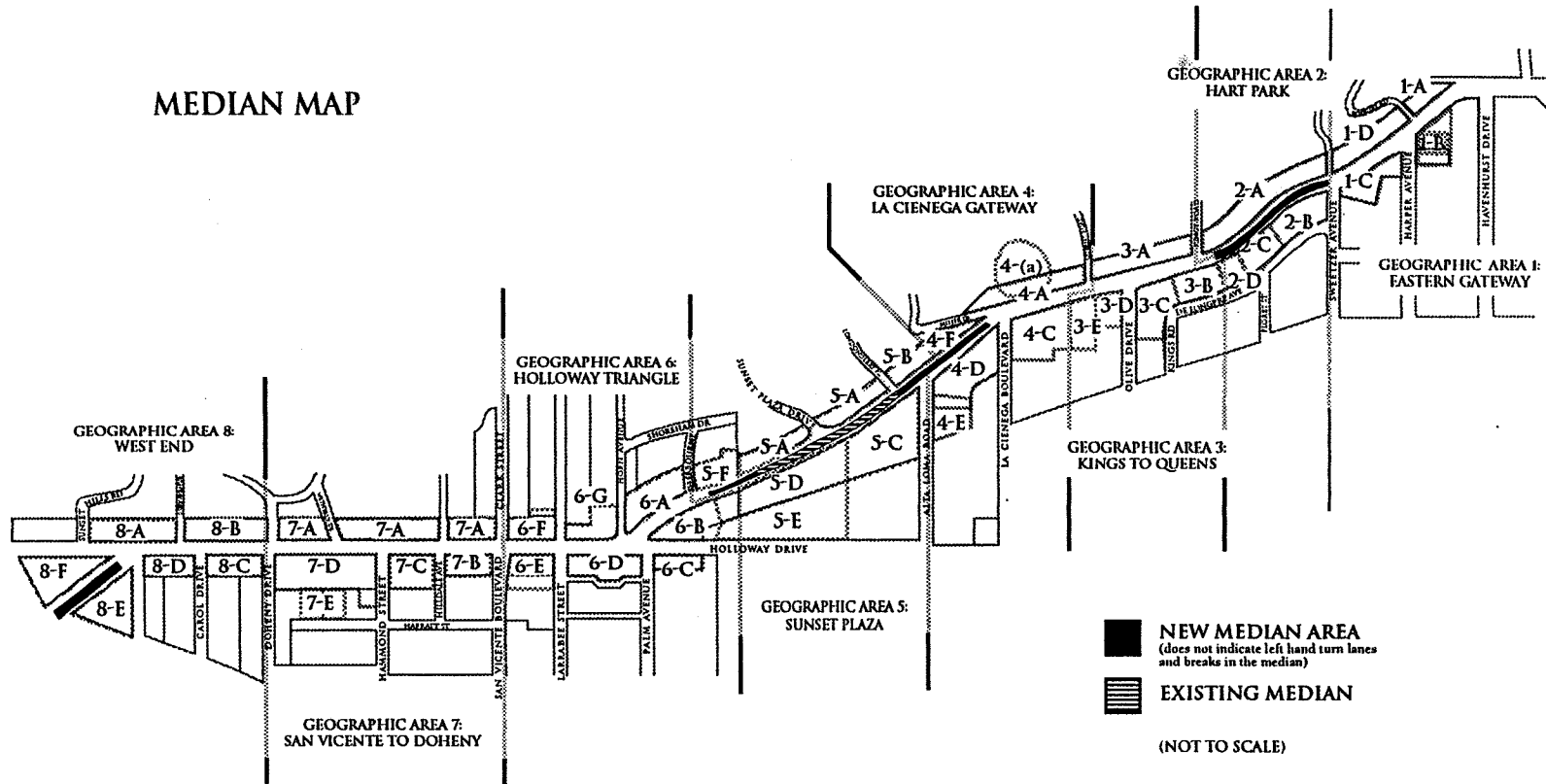
6. **Medians: Develop and landscape the medians.**

Additional medians are essential to beautifying the street and enhancing the pedestrian environment. By replacing unused pavement with a median, the City will realize ecological as well as aesthetic goals. No street widening or lane reductions are required to install the proposed medians. Long portions of new medians will have the necessary breaks for turns at major side streets. All applicants with projects over 2,500 square feet, except for those fronting the existing median, must pay into the median fund.

a. Medians may be installed at the following locations:

- West End between Cory Avenue and Beverly Hills border. This is a logical extension of the wide median along Sunset Boulevard in Beverly Hills.
- The Sunset Plaza median will be extended west to Sherbourne, just short of the Holloway Triangle, and east to La Cienega. This will extend the Sunset Plaza median throughout the middle portion of the street slated for intensive retail use. This section will contain the heaviest pedestrian activity, and the median will enhance the pedestrian experience. The median extending west from Sunset Plaza will tie the pedestrian areas of Sunset Plaza to the Holloway Triangle. The existing median shall remain.
- North Kings Road east to Sweetzer Avenue. This section would serve as a visual extension of Hart Park and reinforce the presence of Hart Park at street level. This should extend the length of the park with no lane breaks and should be as wide as possible.

MEDIAN MAP



- b. *All new construction projects with 100 feet or more of frontage adjacent to a proposed median must pay into a median fund. Applicants may count their payment into the median fund towards their open space requirement. All new development over 2,500 square feet must pay into a median fund, except for those developments which front an existing landscaped median.*
- c. *New construction projects with less than 100 feet of frontage adjacent to the proposed median pay a fee to the City at the estimated cost of \$150 per linear foot for a 5-foot wide median and \$200 per linear foot for a 10-foot wide median. Prices for a narrower median will have to be calculated on a project-by-project basis.*
- d. *Partial funding for the median shall be budgeted as a future capital improvement.*
- e. *Installation of a median or medians at other sites on Sunset Boulevard may be approved by the Director of Community Development in consultation with the Transportation Department.*
- f. *The median shall be designed so that fire safety vehicles may drive over it where necessary for emergency access.*

All projects are subject to the applicable design and development requirements, guidelines, and standards listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan and is consistent with the purpose and intent of the design and development requirements, guidelines, and standards that would otherwise apply to the project. Alternative proposals shall comply with all mitigation measures adopted for the Specific Plan.

OPEN SPACE AND STREETSCAPE

USE MIX

GOALS:

A mix of land uses is critical to support a diverse business climate, enhance the pedestrian quality of the street, reduce vehicle trips, and reinforce the existing varied character of Sunset Boulevard. This use mix should encourage development of businesses that support each other, continuing the historic pattern of land use on Sunset that is eclectic, diverse, and contributes to both daytime and nighttime life on the street.

- I Include many options so that opportunities exist for the expansion or creation of many use types.
- II Consider both daytime and nighttime uses in all geographic areas so that businesses support each other and can share parking.
- III Evaluate new uses within the context of existing uses.
- IV Increase pedestrian-friendly uses and nighttime businesses.

Land uses in the Sunset Specific Plan area are either permitted, conditionally permitted, or prohibited, as per the Zoning Ordinance. This plan gives direction regarding appropriate location of permitted uses along the Boulevard. The following is a list of use types which already exist on Sunset Boulevard. The SSP Zone will include uses listed in Zone Text Amendment 95-02.

USE TYPES AND REQUIREMENTS

1. Office:

Office space needs vary, depending on the user. The needs of large entertainment firms are different from those of medical offices, professional offices, and other types of office users.

- a. *Class-A office space:* This is high-end, contemporary office space with a minimum total square footage of over 100,000 square feet and large floor plates. This type of office space is attractive to companies who are interested in a corporate headquarters or "flagship" office. It is the goal of the City to encourage this type of business anchor as a generator of economic activity.
- b. *Class-B office space:* This is usually space that has not been custom designed for the current tenant. It often exists in office buildings that are being reused, in buildings that were not originally intended for office use (such as converted warehouses), or in buildings which were designed for another primary use, such as retail, with office as a secondary use. The City encourages the remodeling of this type of office space.
- c. *Professional office:* These are smaller office spaces that exist along retail frontages or in complexes of office suites. There are numerous existing small professional offices along Sunset Boulevard.

All types of office space are encouraged in the Sunset Plan as follows:

- d. The construction of new Class-A office space is encouraged in the following locations, all of which are Target Sites:
 - Geographic Area 1: Site B
 - Geographic Area 4: Sites C, D
 - Geographic Area 5: Sites C, D
 - Geographic Area 6: Site E
 - Geographic Area 7: Site C
- e. The remodeling of existing Class-B office space is encouraged.

Class-B office space exists in the following locations:

Geographic Area 4: Site C
Geographic Area 5: Site C
Geographic Area 6: Site B
Geographic Area 7: Site D
Geographic Area 8: Site C

- f. In keeping with the goal of creating an active pedestrian environment, new uses of professional offices at ground level will not be permitted in Geographic Areas 4, 5, and 6 but may be permitted in other areas on a limited basis. Professional offices may continue to locate on the second floor and higher of any structure on Sunset.

2. Retail and Services:

There are two primary retail and service types: local-serving and destination. Sunset Boulevard is characterized by both types. This pattern should be continued.

- a. *Local-serving retail and services:* The term "local-serving" means that products and services are directed to local residents, business persons, and employees for daily consumption. Examples are markets, banks, cobblers, and florists.
- b. *Destination retail and services:* "Destination" means that products and services are unique and marketed to a consumer base that extends beyond the local area. Examples are apparel boutiques and specialty foods. Many of the existing destination businesses on Sunset are successful, bringing shoppers, tourism, and revenue to businesses and the City.
- c. Due to the close proximity of residents, and due to the intensity of commercial development along Sunset, local-serving retail and services are encouraged all along Sunset.

USE MIX

- d. When a local-serving business closes or relocates, the property owner should make every attempt to lease to another local-serving business. Local-serving businesses within a larger, multiuse project will be awarded parking reductions as an incentive.
 - e. This plan intends local-serving businesses to be part of the mix of uses on the Boulevard.
 - f. While destination businesses are encouraged, they should be balanced with local-serving businesses.
 - g. In keeping with the successful existing uses of these areas, appropriate locations for destination businesses are anywhere in Geographic Areas 5 and 6, near parking structures or clustered with other destination businesses. Such businesses should be discouraged at isolated locations with little or no parking.
 - h. This plan requires that the entrance into individual retail spaces be located at ground level only, except when specified otherwise.
 - i. The Sunset Specific Plan will permit pawnshops in the SSP Zone in accordance with the Zoning Ordinance.
3. Hotels:
- a. Hotels or hotel expansions will be reviewed on a case-by-case basis.
 - b. The ground floor of hotels shall be designed to enhance the use mix and level of pedestrian activity in the area for which they are proposed. This can be accomplished with cafes and retail space along the street frontage.
4. Conference Facilities:

Due to the high number of hotel rooms in the Sunset Boulevard area, the City would benefit from the development of modest-scale conference and meeting facilities. This could be achieved in several ways: An independent developer could build and operate a facility; a

joint partnership could be created between a developer, hotel(s), the City; or an individual hotel could sponsor the development of a facility.

It is expected that the optimum facility would contain from 20,000 to 40,000 square feet of meeting facilities.

Conference space is encouraged in Geographic Area 6, Site E.

5. Residential Mixed Use:

Residential uses on commercial properties are encouraged because the uses meet the goals of increasing the City's housing stock, providing a buffer between the commercial and residential neighborhood, and bringing more pedestrians to the street.

- a. The following sites have been identified as appropriate for residential uses, and residential development on these sites would be granted a density bonus of 0.5 for the inclusion of residences in a commercial project. It is expected that these residences would constitute the secondary use on the site, with commercial space being predominant:

Geographic Area 1: Sites B,C

Geographic Area 2: Site B

Geographic Area 3: Sites B,C

Geographic Area 4: Sites C,D,F

Geographic Area 7: Sites C,E

- b. *Residences shall not be permitted on the ground floor of properties on Sunset Boulevard.*

- c. *Guidelines and standards for residential uses are pursuant to the Zoning Ordinance.*

6. Restaurants:

Restaurants are businesses whose primary function is food service. Alcohol service is secondary. Restaurants are currently located along the entire length of the street and provide a significant number of the destination services in this area. The City encourages

USE MIX

restaurants at all areas along Sunset Boulevard.

- a. *Restaurants which serve alcohol require a Minor Conditional Use Permit.*
- b. A coffeehouse may have two entertainers if no instruments are amplified.

7. Bars:

Bars primarily serve alcohol but do not include any dance or entertainment. Food service is secondary. The City does not encourage the development of bars, but applications will be reviewed on a case-by-case basis, pursuant to the permitting process of the West Hollywood Zoning Ordinance.

- a. Approval of bars will be considered on a case-by-case basis.
- b. All bars require a Major Conditional Use Permit.

9. Nightclubs:

Nightclubs are business establishments that combine either dance or entertainment, or both, with alcoholic beverage service. Food service is secondary.

- a. Requests will be reviewed on a case-by-case basis, pursuant to permitting processes required by the West Hollywood Municipal Ordinance and subject to findings, conditions, and standards therein, especially the existing mitigations against negative impacts on adjacent neighborhoods.
- b. The City recognizes both the value and the impacts of nightclubs. In an effort to mitigate potential negative impacts to the areas surrounding the nightclubs, particularly residential areas, the City has attached specific standards to the approval of nightclub applications. The following is a list of the areas covered by these standards. For the exact conditions, please see the appropriate section of the Zoning Code (9317).

Nightclub standards regulate the following:

-
- i. Entrances and exits
 - ii. Site maintenance
 - iii. Interior lighting
 - iv. Location of activities within an enclosed building, with specific exceptions
 - v. Restrooms
 - vi. Loading and receiving areas
 - vii. Parking areas
 - viii. Conduct of patrons--Nightclubs are responsible for requesting that patrons be quiet when leaving.
 - ix. Noise
 - x. Hours of operation
 - xi. Legalization of existing nightclubs
 - xii. Security
 - xiii. Occupancy

These standards will apply to all new approvals. Existing nightclubs have been assessed and must comply with these standards as of December 1993.

- c. The effectiveness of these measures will be monitored by code- and law-enforcement officials. In addition to these standards, the City is seeking further methods to address overall security issues and spillover effects in the neighborhoods. All Conditional Use Permits for nightclubs will be reviewed annually by the Director of Community Development. If further conditions or restrictions are deemed necessary by the City Council, the Planning Commission, or the Director of Community Development, the City will reevaluate the current conditions attached to nightclubs.
- d. New nightclub development is limited to a total of 25,000 net new square feet over a five-year period, starting with the date of adoption of the Plan. The City Council will monitor the progress of the nightclub initiative.

9. Pawnshops

Pawnshops are prohibited in the SSP Zone.

10. Parking: Consolidated and Shared

"Consolidated Parking" is defined as the use of parking spaces in private, public, or joint-development parking structures to satisfy off-site parking requirements for adjacent and surrounding properties.

"Shared Parking" is defined as parking spaces that can be used to serve two or more individual land uses. It may be on-site or off-site in private, public, or jointly developed parking structures. Shared parking can be achieved through two conditions:

- 1) Different peak-hour parking demands between adjacent or nearby businesses
- 2) Trips made to two or more businesses in the same area

See the Transportation policy section for a more detailed description of parking uses.

- a. The City encourages the development of private and public consolidated and shared parking. Various forms of consolidated parking will be considered: general public parking spaces, shared parking for area businesses, a combination of these two, and others.
- b. Consolidated parking will be encouraged in these areas:
Geographic Area 4: Site A
Geographic Area 6: Sites A,D
- c. Temporary surface parking is encouraged but requires a Temporary Use Permit.

11. Visitor- and Tourism-Related Uses:

- a. The City encourages the development of unique and unusual uses and mix of uses, which will be considered on a case-by-case basis. Requirements and standards for such uses shall be taken from those listed for similar types of uses.

Such uses may include:

-
- i. Museums/galleries
 - ii. Theaters (Geographic Area 4, Sites C, D, F)
 - iii. Other recreational uses
- b. The City will evaluate these uses on a case-by-case basis, allowing the possibilities of higher ceilings and particular design features necessary for unusual uses.

Criteria used to evaluate such uses shall include:

- i. Ability to mitigate potential negative impacts
- ii. Compatibility with adjacent land uses
- iii. Design quality

12. Pedestrian Uses:

Within the geographic areas of this plan, pedestrian uses are encouraged all along Sunset. A "pedestrian use" has the characteristic of attracting pedestrians into the establishment as they pass by. Such businesses are specialty retail, markets, and cafes.

Pedestrian uses are strongly encouraged in all geographic areas.

13. Nighttime Uses:

Retail uses, especially those located in areas with a high concentration of nighttime activity, are encouraged to be open as late as 2:00 a.m. Appropriate uses for late hours are retail stores such as record stores, bookstores, and markets. The increased business activity will contribute to safer streets, due to a higher number of diverse patrons on the street and increased lighting.

There are no specific requirements for nighttime uses.

14. Temporary Uses:

- a. *Vacant and underutilized properties* may be allowed the following temporary uses:
 - i. Surface parking

USE MIX

- ii. Christmas tree/pumpkin sales
 - iii. Cultural events
 - iv. Filming
- b. Outdoor temporary uses are encouraged. Plans for locating temporary uses on Sunset shall be subject to all permit processes required by the City and shall require approval by the Director of Community Development.
- c. *Temporary uses for vacant and underutilized properties shall be subject to the review and approval of the Director of Community Development, according to established City procedures and the Zoning Ordinance.*

15. Temporary Events:

The City encourages temporary events on Sunset Boulevard. There are two types of temporary events.

- A one-time event which is not an extension of an existing business, such as a parade.
 - An event, usually promotional, which is an extension of an existing business, such as a promotional book signing or concert.
- a. Temporary events require a Temporary Event Permit, and applications will be considered on a case-by-case basis.
- b. Conditions may be attached to the Temporary Use Permit based on the type of event. These conditions may require significant expenditure. If they incur a cost to the City, such as additional time for the Sheriff's Department, the business or promoter must pay these costs before the Event Permit is issued. The business or promoter may also be required to purchase additional insurance before the Event Permit is issued.

All projects are subject to the applicable design and development requirements, guidelines, and standards listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purpose and intent of the design and development requirements, guidelines, and standards that would otherwise apply to the project. Alternative proposals shall comply with all mitigation measures adopted for the Specific Plan.*

USE MIX

TRANSPORTATION

TRANSPORTATION

GOALS:

In order for Sunset Boulevard to be an attractive place to visit and an economically vital location to do business, people must be able to walk, drive, and park conveniently. Addressing the needs of people walking, bicycling, and traveling by public transit is as critical to the ability to reduce congestion on the street as are physical traffic improvements.

- I Facilitate walking, and enhance the safety and comfort of people who walk to, from, and along Sunset Boulevard.
- II Facilitate demand by bicyclists who want to ride to, from, and along Sunset Boulevard.
- III Support the use of public transit by improving service and increasing safety and comfort on transit lines and at waiting areas.
- IV Promote a decrease in automobile use among employees of Sunset Boulevard workplaces.
- V Reduce congestion caused by inefficient use of existing parking and poorly distributed parking locations, and make public parking available and accessible.
- VI Maximize the efficiency of Sunset Boulevard's capacity to carry vehicular traffic.
- VII Improve visibility and safety of crosswalks.

TRANSPORTATION

I. CITY PROGRAMS

1. **City of West Hollywood General Plan**-- The General Plan contains an air quality element that sets air quality goals for the entire City. The primary goal for the City is to promote air quality that is compatible with health, well-being, and the enjoyment of life by controlling point sources and minimizing vehicular trips to reduce air pollutants. The General Plan calls for the City to work towards the attainment of ozone, nitrogen dioxide, carbon monoxide, and sulfate standards as enforced by the South Coast Air Quality Management District. These state and federally mandated goals for our city are described below in terms of the Congestion Management Plan (CMP) and the Air Quality Management Plan (AQMP).
2. **Congestion Management Plan (CMP)**--The CMP was first adopted for Los Angeles County in November 1992. The CMP is a state-mandated program that was developed to meet the requirements of Section 65089 of the California Government Code. It is intended to address regional congestion through linking capital improvement projects, transportation, land-use, and air quality decisions. In order to address the issues of general congestion, the CMP requires that local jurisdictions interact with each other and that they all comply with requirements set forth by the CMP. Local jurisdictions must assist in monitoring the CMP system, adopt and implement a trip-reduction and travel-demand ordinance, analyze the impacts of local land-use decisions on the regional transportation system, and participate in the Countywide deficiency plan. These measures apply to new construction projects as well as to existing traffic and congestion problems.

By complying with the above mitigation measures, the City of West Hollywood will ensure that it complies with the CMP. In this way, the City will also contribute to requirements that Los Angeles County meet federal and state clean air standards through land-use decisions, capital investment projects, and transportation demand management strategies.

The Metropolitan Transit Authority (MTA) will annually review the performance of local jurisdictions to verify their conformance with CMP requirements.

3. **Air Quality Management Plan (AQMP)**--The AQMP is a plan devised by the South Coast Air Quality Management District (SCAQMD) to reduce emissions from on-road motor vehicles by establishing more stringent tail-pipe emission standards, using less-polluting

fuels, and reducing vehicle use (e.g. vehicle trips and vehicle miles traveled). A Transportation Demand Management (TDM) program that consists of AQMP-recommended Transportation Control Measures (TCM) will reduce vehicle use. Many of these state and federally mandated TCMs are being pursued as recommendations as well as requirements for new development on Sunset Boulevard via the Sunset Specific Plan. For example, the Sunset Specific Plan requires that the design and facility improvement of new developments promote bicycle and pedestrian transportation through the development of bikeways, bicycle parking, lockers, and pedestrian facilities.

4. **Transportation Management Organization (TMO)**--With participation from the Chamber of Commerce, the City of West Hollywood is in the process of organizing the West Hollywood Area Transportation Management Organization (WHATMO). WHATMO is a multifaceted organization that enlists the participation of employers in West Hollywood, developers, residents, and public agencies with the aim of establishing policies, programs, and services that address the City's transportation problems, including those on the Sunset Strip. Services that WHATMO will provide to the community of Sunset Boulevard include:
 - a. The promotion of employer-based programs that encourage employees to come to work by carpooling, riding transit, walking, or bicycling
 - b. Assistance to large employers (100+) in complying with California State Regulation XV, which requires them to prepare TDMs
 - c. Establishing a stronger pedestrian and bicycle orientation throughout the area, thus reducing parking congestion and traffic demand
 - d. Providing a lunchtime shuttle service on Sunset Boulevard between Crescent Heights and Doheny. The shuttle will be coordinated with the West Hollywood CityLine shuttle service.

4. **Transportation Demand Management (TDM) Ordinance**-- At the beginning of 1993, the City adopted a TDM ordinance applying to all employers of five or more employees at a work site that is 10,000 square feet or more, whether newly constructed or a new use. This ordinance establishes a program of transportation demand management tools that reduce

TRANSPORTATION

travel demand and manage the movement of people and vehicles within the City. These tools are created to change the way people travel to work, reduce congestion, and improve air quality in the City.

II. TRANSPORTATION REQUIREMENTS

1. *The developer shall comply with requirements of the City's Transportation Demand Management (TDM) ordinance and participate in the programs of the Sunset Transportation Management Organization (TMO).*
 - a. The TDM ordinance should be consulted by developers and business owners prior to receiving project approvals.
 - b. *All businesses will be required to cooperate with the City's efforts and requirements that result from the CMP, TMO, and TDM.*
 - c. The City will permit and encourage nonrequired members to join the TMO and will develop a prototype rideshare program.
 - d. The City will reduce parking requirements for developments that agree to join the TMO.
2. **Implement the Sunset Boulevard Transportation Master Plan.**
 - a. The City has prepared a master plan for Sunset Boulevard which contains specifications for improving signalization, intersections, and location of bus stops. The City will use Transportation Development Act (TDA) funds or developer exaction fees to:
 - i. Install crosswalks at nonsignalized intersections
 - ii. Install sidewalk extensions on Sunset Boulevard wherever on-street parking gives way to a crosswalk and will not go into travel or turn lane
 - iii. Install sidewalk extensions on side streets
 - b. Projects may be conditioned to require:

- i. New crosswalks
 - ii. Limousine parking plans
 - iii. Advertisement of public parking locations
 - iv. Creation of additional on-street spaces
3. Develop the components of a bicycle transportation system.
 - a. The City will use TDA funds and/or developer exaction fees to buy bicycle racks for merchants who want to install them.
 - b. The City will consider installing street furniture that can be used for bicycle racks.
4. Enhance the usability of bus stops.
 - a. The City will accommodate regular and express bus service as well as local transit service.
 - b. At all locations, there should be benches and shelters to protect people from the winter rains and summer sun.
 - c. *When new development includes the site of a bus stop, the project will be required to install the bus shelter. Public art fees may be used for the bus shelter.*
5. Increase the levels of transit ridership among current users, and expand the appeal of transit to a wider array of people.
 - a. The City will seek funding to continue a weekday lunchtime shuttle for employees along "The Strip".
 - b. The City will work with the MTA and other transit providers to increase headways during off-peak hours, since Sunset Boulevard businesses are active during evening and late-night hours.
6. Ensure a sense of safety among transit users.

TRANSPORTATION

- a. City staff will work with the MTA to provide adequate levels of MTA patrol officers on MTA buses that run along Sunset.
 - b. The City will urge the Sheriff's Department to participate in programs aimed at protecting riders of the CityLine transit.
 - c. *{Subject to the availability of funds and budget options, the City shall undertake a feasibility study to develop specific proposals for providing additional transit service on Sunset Boulevard to supplement existing MTA services within 18 months of adoption of the Sunset Specific Plan.}* Options to be considered shall include extending the hours of a possible Sunset daytime shuttle and including provision of additional service in this area, with additional services in the rest of the City to improve cost-effectiveness of the service. The City shall identify funding which could be made available for such a service.
7. Operate traffic control devices and employ engineering and transportation systems management to provide optimal vehicular circulation.
- a. The City will improve existing signal phasing, channelization, and other aspects of the street's capacity according to the Sunset Boulevard Improvement Plan for an eventual increase in capacity of 7%.
 - b. The City will remove, consolidate, and limit the number of curb cuts on Sunset Boulevard and adjacent feeder streets.
 - c. When possible, driveways shall be located on signalized secondary streets.
 - d. Medians shall be used to prevent left turns onto Sunset from new projects.
 - e. *All circulation, other than exit and entry, shall take place on the building site.*

f. The City recognizes that there are a few local streets which intersect with Sunset Boulevard. Installation of cul-de-sacs on these streets would likely re-route traffic onto other local streets, and should therefore be discouraged, pursuant to the City's adopted Neighborhood Traffic Control Policy and consistent with the Sunset Specific Plan and policies.

8. Prevent intrusive valet parking.

- a. *Parking operations shall conform to Transportation Department guidelines for on-site queuing and circulation in parking areas.*
- b. *Valet operators shall not park on residential streets.*

9. Shared Parking:

Shared Parking is defined as parking spaces that can be used to serve two or more individual land uses. It may be on-site or off-site in private, public, or jointly developed parking structures.

Shared parking can be achieved through two conditions:

- Different peak-hour parking demands between adjacent or nearby businesses
- Trips made to two or more businesses in the same area

When evaluating shared-parking proposals, the Community Development Department will consider the following:

- a. The maximum distance from the parking site to the lessee's site should be approximately 400 feet.
- b. Distances of up to 1,000 feet from the lessee's site will be considered if there are no other feasible possibilities and if the lessee can provide documentation to justify the shared parking.

TRANSPORTATION

- c. The lessee shall provide evidence of a continuous lease; a long-term lease is preferable.
- d. Projects may be conditioned regarding:
 - i. Disabled access from off-site parking to the business
 - ii. Signage relating the parking site to the business site
 - iii. Design standards
 - iv. Hours of use
 - v. Any other appropriate condition

10. Consolidated Parking:

Consolidated Parking is defined as the use of parking spaces in private, public, or jointly developed parking structures to satisfy off-site parking requirements for adjacent and surrounding properties.

When a consolidated parking structure is completed, the City will create parking districts and institute a Parking Permit Program to credit parking spaces to surrounding commercial uses. The City will collect fees through leasing spaces to businesses, crediting businesses, or charging a one-time fee. The following are guidelines for the Parking Permit Program:

- a. A commercial parking requirement may be met by a cash in-lieu payment. The amount of the payment is set and determined by a fee resolution.
- b. Businesses will be allowed to make in-lieu payments on an installment plan over a five-year period at prime interest rate, adjusted quarterly. The in-lieu payment option provides a one-time opportunity for a business to open its doors in a situation where it cannot otherwise provide the required parking.
- c. If a business changes hands or fails, the in-lieu payment shall not be refunded. The entitlement continues to a new business for the lifetime of the parking structure.
- d. The City may assist in the creation of a district to improve the availability of off-street parking. Financing may be accomplished through municipal bonds or through lease financing, with the fees paid by local owners based on property assessments.

- e. Commercial sites may lease a certain number of spaces in the Parking Permit Program. Once the structure is designed, the cap will be determined.
- f. In allocating parking spaces, the City will give priority to commercial uses that:
 - i. Share parking with other uses
 - ii. Provide incentives to use alternative transportation sources beyond those required by the City's TMO Ordinance
- g. All consolidated parking structures will charge fees designed to encourage short-term use to promote ridesharing, vanpooling, and alternative transportation to single-occupancy vehicles. Examples are:
 - i. Peak hour surcharges and surcharges on solo drivers
 - ii. Escalating rates at garages, surface lots, and street meters, with low rates for short-term parking and higher rates for long-term parking
 - iii. Use of meters with short time periods
- h. The City encourages the replacement of surface parking lots with underground garages or multilevel structures to be designed according to the Urban Design section.
- i. If a Parking District and/or Business Improvement District is created, the assessment formula may be based on the following:
 - i. Business category
 - ii. Zone of benefit/distance from parking
 - iii. Parking credits for businesses that provide their own parking

11. Guidelines for parking structures:

- a. The City will encourage the construction of consolidated parking facilities that are capable of expanding to meet future parking demands.
- b. Large developments (over 100,000 square feet) will be required to provide the parking spaces for a 100,000 square-foot building and will receive a reduction in the parking requirement for every additional 10,000 square feet.

TRANSPORTATION

- c. Developers will be permitted to construct up to 120% of the City's requirements.
 - d. Developers may construct more than 120% of the required parking spaces only if the additional spaces are made available to the public.
 - e. The City will encourage the use of the latest parking technology, such as I.D. cards, electric gates, and individual timers.
 - f. All parking structures should be constructed to allow for convenient retrofitting of the building for the recharging of electric vehicles, in accordance with the West Hollywood Zoning Ordinance.
- 12. Transportation Commission review is required for all projects of 20,000 square feet or more.
 - 13. A joint meeting of the Transportation Subcommittee and the Planning Commission, or their representatives, will decide on the specific access requirements for each site.

All projects are subject to the applicable design and development requirements, guidelines, and standards listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purpose and intent of the design and development requirements, guidelines, and standards that would otherwise apply to the project. Alternative proposals shall comply with all mitigation measures adopted for the Specific Plan.*

PARKING

PARKING

GOALS:

Sunset Boulevard is an important asset to the City of West Hollywood.

I

II

III

IV

VI

PARKING

1. Consolidated and Shared Parking

"Consolidated Parking" is defined as the use of parking spaces in private, public, or joint-development parking structures to satisfy off-site parking requirements for adjacent and surrounding properties.

"Shared Parking" is defined as parking spaces that can be used to serve two or more individual land uses. It may be on-site or off-site in private, public, or jointly developed parking structures. Shared parking can be achieved through two conditions:

- 1) Different peak-hour parking demands between adjacent or nearby businesses
- 2) Trips made to two or more businesses in the same area

See the Transportation policy section for a more detailed description of parking uses.

- a. The City encourages the development of private and public consolidated and shared parking. Various forms of consolidated parking will be considered: general public parking spaces, shared parking for area businesses, a combination of these two, and others.
- b. Consolidated parking will be encouraged in these areas:
 - Geographic Area 4: Site A
 - Geographic Area 6: Sites A,D
- c. Temporary surface parking is encouraged but requires a Temporary Use Permit.

2. Prevent intrusive valet parking.

- a. *Parking operations shall conform to Transportation Department guidelines for on-site queuing and circulation in parking areas.*
- b. *Valet operators shall not park on residential streets.*

3. Shared Parking:

Shared Parking is defined as parking spaces that can be used to serve two or more individual land uses. It may be on-site or off-site in private, public, or jointly developed parking structures.

Shared parking can be achieved through two conditions:

- Different peak-hour parking demands between adjacent or nearby businesses
- Trips made to two or more businesses in the same area

When evaluating shared-parking proposals, the Community Development Department will consider the following:

- a. The maximum distance from the parking site to the lessee's site should be approximately 400 feet.
- b. Distances of up to 1,000 feet from the lessee's site will be considered if there are no other feasible possibilities and if the lessee can provide documentation to justify the shared parking.
- c. The lessee shall provide evidence of a continuous lease; a long-term lease is preferable.
- d. Projects may be conditioned regarding:
 - i. Disabled access from off-site parking to the business
 - ii. Signage relating the parking site to the business site
 - iii. Design standards
 - iv. Hours of use
 - v. Any other appropriate condition

PARKING

4. Consolidated Parking:

Consolidated Parking is defined as the use of parking spaces in private, public, or jointly developed parking structures to satisfy off-site parking requirements for adjacent and surrounding properties.

When a consolidated parking structure is completed, the City will create parking districts and institute a Parking Permit Program to credit parking spaces to surrounding commercial uses. The City will collect fees through leasing spaces to businesses, crediting businesses, or charging a one-time fee. The following are guidelines for the Parking Permit Program:

- a. A commercial parking requirement may be met by a cash in-lieu payment. The amount of the payment is set and determined by a fee resolution.
- b. Businesses will be allowed to make in-lieu payments on an installment plan over a five-year period at prime interest rate, adjusted quarterly. The in-lieu payment option provides a one-time opportunity for a business to open its doors in a situation where it cannot otherwise provide the required parking.
- c. If a business changes hands or fails, the in-lieu payment shall not be refunded. The entitlement continues to a new business for the lifetime of the parking structure.
- d. The City may assist in the creation of a district to improve the availability of off-street parking. Financing may be accomplished through municipal bonds or through lease financing, with the fees paid by local owners based on property assessments.
- e. Commercial sites may lease a certain number of spaces in the Parking Permit Program. Once the structure is designed, the cap will be determined.
- f. In allocating parking spaces, the City will give priority to commercial uses that:
 - i. Share parking with other uses
 - ii. Provide incentives to use alternative transportation sources beyond those required by the City's TMO Ordinance
- g. All consolidated parking structures will charge fees designed to encourage short-term use to promote ridesharing, vanpooling, and alternative

transportation to single-occupancy vehicles. Examples are:

- i. Peak hour surcharges and surcharges on solo drivers
 - ii. Escalating rates at garages, surface lots, and street meters, with low rates for short-term parking and higher rates for long-term parking
 - iii. Use of meters with short time periods
- h. The City encourages the replacement of surface parking lots with underground garages or multilevel structures to be designed according to the Urban Design section.
- i. If a Parking District and/or Business Improvement District is created, the assessment formula may be based on the following:
 - i. Business category
 - ii. Zone of benefit/distance from parking
 - iii. Parking credits for businesses that provide their own parking

5. Guidelines for parking structures:

- a. The City will encourage the construction of consolidated parking facilities that are capable of expanding to meet future parking demands.
- b. Large developments (over 100,000 square feet) will be required to provide the parking spaces for a 100,000 square-foot building and will receive a reduction in the parking requirement for every additional 10,000 square feet.
- c. Developers will be permitted to construct up to 120% of the City's requirements.
- d. Developers may construct more than 120% of the required parking spaces only if the additional spaces are made available to the public.
- e. The City will encourage the use of the latest parking technology, such as I.D. cards, electric gates, and individual timers.

PARKING

- f. All parking structures should be constructed to allow for convenient retrofitting of the building for the recharging of electric vehicles, in accordance with the West Hollywood Zoning Ordinance.
 - 12. Transportation Commission review is required for all projects of 20,000 square feet or more.
 - 13. A joint meeting of the Transportation Subcommittee and the Planning Commission, or their representatives, will decide on the specific access requirements for each site.
6. **Waived Parking Requirements:** Parking requirements are waived at the following sites, Geographic Area 3 in conjunction with extra density bonus for Hotels, 7-D in conjunction with renovation.

Retrofitting of Grade-Level Frontages and Setbacks 7-A: Minor ground-floor additions occupied by pedestrian-friendly uses are encouraged and will be permitted a 0.1 FAR bonus. *Development taking advantage of this bonus must comply with the standards for ground-level facade design and retrofitting of existing structures in the Urban Design Guidelines sections IV and VI. Parking requirements shall be waived for the additional 0.1 FAR.*

All projects are subject to the applicable design and development requirements, guidelines, and standards listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purpose and intent of the design and development requirements, guidelines, and standards that would otherwise apply to the project. Alternative proposals shall comply with all mitigation measures adopted for the Specific Plan.*

BILLBOARDS AND ART ADVERTISING

BILLBOARDS AND ART ADVERTISING

GOALS :

- I Encourage maintenance and location of existing and proposed billboards.
- II Legalize existing billboards, and allow for creative billboards which will enhance the excitement of Sunset Strip without detracting from existing visual aesthetics or interfering with views.
- III Encourage continued use of original artwork/signage at businesses which involve the entertainment industry.
- IV Allow for artwork to be incorporated into existing and proposed structures in order to enhance the visual quality of the street and reduce the number of blank walls.

BILLBOARDS AND ART ADVERTISING

I. REQUIREMENTS

Billboards are one of the signature features of the Sunset Strip. These requirements are designed to allow the Sunset Strip's billboards to continue to represent the Boulevard's unique character, as well as to encourage possibilities for creative and innovative billboards.

Billboard shall mean an off-site sign with minimum dimensions of twelve feet by twenty feet and maximum dimensions of twenty feet by sixty feet.

1. Legalization, enlargement, and structure replacement:

- a. Two-sided, V-shaped, and multiple faced billboard sites will be allowed to enlarge existing billboard surfaces so that all faces are of equal size and equal to the dimensions of the largest of the existing faces, and supporting back structures are hidden from view. Applications for legalization and enlargement, and exact replacement will be reviewed on a site-specific basis through the billboard permitting process by the Planning Division and the Building and Safety Division of the Community Development Department.
- b. All billboard structures may be replaced. The preferred replacement is a single-pole structure. Application to replace an existing structure may include the repositioning of the angle of the face or the structure to take better advantage of view angles. All applications for billboard replacement or repositioning will be reviewed by the Planning Division. Applications require a site plan showing both the base and overhead extension. If the existing billboard is higher than the Sunset Specific Plan height limit for that site, it may be replaced exactly as is to the existing height as of May 15, 1996.
- c. If the billboard is repositioned to change the view angle, it must be brought into compliance with the Sunset Specific Plan Height Limit for that site.
- d. All applications will be reviewed to ensure minimize any additional obstruction of views and to ensure compatibility with the intent of the Sunset Specific Plan, and in accordance with the billboard design standards.

BILLBOARDS AND ART ADVERTISING

2. Maintenance:

Encourage the maintenance of all existing billboards, particularly those in gateway locations on Sunset Boulevard.

3. Creative Billboards

Creative Billboard shall mean a billboard which may incorporate elements such as enlarged size, irregular shape, flashing lights, moving parts inflated additions, electronic media, participatory attributes, three dimensional or structural projections and or other unusual characteristics that would substantially differ from a traditional flat surface billboard of standardized size.

Through the Creative Billboard Application process, the City encourages temporary creative "non-standard" billboards which may incorporate elements such as larger-than-standard and irregular billboards, flashing lights, moving parts, inflated additions, electronic media, and/or participatory attributes, such as tuning into radio stations.

- a. The City will also encourage the creation of temporary, long-term, nonstandard billboards which may become symbols of West Hollywood and the Sunset Strip, such as the *Marlboro Man*. *All creative billboards shall be approved through the Creative Billboard Process.*
- b. [A creative billboard shall not be included in the total permitted sign area.] The Director of Community Development may approve or renew a Creative Billboard Permit for a period of six months if all of the following findings of fact can be made in a positive manner:
 - i. The creative billboard is located on Sunset Boulevard;
 - ii. The creative billboard either:

BILLBOARDS AND ART ADVERTISING

- enlarges an existing billboard in the same location and in such a way that does not exceed the height limitations set forth in the Sunset Specific Plan; or
 - is on the wall of a building on Sunset Boulevard
- iii. The billboard is properly sited and well-integrated into context.
- iv. The billboard exhibits one of the following elements:
- Architectural - The proposed billboard structure is compatible with and enhance the architectural elements of the building(s) or site.
 - Media - The proposed billboard incorporates neon, unusual lighting techniques, electronic, graphics, moving parts, or other creative concepts deemed appropriate by the Director of Community Development.
- v. The creative billboard application includes a scale drawing of the intended design, with specific measurements and statistics for any non-standard parts, extensions or protrusions and lighting.
- vi. Moving or changing visuals are timed in a way that does not cause confusion or interfere with the flow of traffic.
- C. Creative Billboard Applications must specify a time period for expiration of the Creative Billboard Permit.

4. Using Buildings as Creative Billboards

- a. Creative Billboards will be permitted on the sides of buildings that can accommodate a mural type sign of a minimum of 5000

BILLBOARDS AND ART ADVERTISING

contiguous square feet. These will be permitted through the Creative Billboard process, and will be regulated to have a maximum of 15 percent of advertising copy text to overall image.

Such signs shall:

- i. Be located on walls that exhibit no other sign except for address or building identification signs, such as the logo of the primary tenant.
- ii. Be limited to one overall image per wall face, with one advertiser. Images that continue around windows, or over building corners shall maintain the integrity of a single image, and not be broken into separate, divided images.
- iii. The image itself must measure a minimum of 5000 square feet, and be applied directly to the wall.
- iv. Shall not be on the front facade of a building, but rather on a side wall that is visible from Sunset Boulevard.

5. Billboard Design Standards

- a. **Size-** Billboard size should use the industry standard of 14 feet high by 48 feet wide as a guideline. Small billboards are not encouraged. Oversized billboards (larger than the standard) are to be considered creative billboards and must go through a Creative Billboard Application.
- b. **Height-** Existing billboards may be replaced only up to the height of the existing billboard. If the highest face of an existing billboard is 14 feet high above the top of an existing building, it may only be replaced up 14 feet above the building. New billboards should be incorporated into new development. Billboard heights shall not exceed height limits.

BILLBOARDS AND ART ADVERTISING

- c. **Views, Lighting-** Billboards must not negatively impact public views. All new projects and changes to existing billboards will be reviewed by the Community Development Department on a site-specific basis, and for possible impacts to residents.

6. Sites for New or New Creative Billboard Structures:

The Plan calls for the siting of several new billboards in conjunction with expected new development. *All new billboards shall be approved on a site-by-site basis and must conform to the billboard design standards above.* The following is a list of potential sites for new or creative billboards.

- a. **Geographic Area 1: Site 1-A-** Maintain the *Marlboro Man* or replace with similar landmark billboard. A height limit of up to 60 feet is allowed to accommodate this billboard or similar landmark structure. The maximum width shall be 35 feet for the upper 40 feet of the billboard.
- b. New billboards may be allowed in conjunction with new development on the following sites. New billboards should be integrated into new development so as not to significantly increase the number of billboards.

Geographic Area 2: Sites 2-A, 2-B

Geographic Area 4: Sites 4-A,C,D, and F

Geographic Area 7: Site 7-C

Geographic Area 8: Site 8-A

- c. **Geographic Area 6:** Encourage creative billboards that contribute to and create the dynamic atmosphere of this area. The billboard at Site B could be particularly effective. Encourage the creation of an "Electric Agora" as both a creative billboard and art piece, possibly using funds from the Urban Arts Program.
- d. If an existing billboard is demolished in the course of new construction, the construction of a replacement billboard must occur within two years of the demolition.
- e. All billboard proposals will be checked against the Community Development

BILLBOARDS AND ART ADVERTISING

Department's Billboard Inventory, which catalogues all the existing billboards at the time of approval.

7. Original Art Advertising not Considered as Billboards:

- a. Record stores, bookstores, nightclubs, entertainment offices, and other similar uses qualify as "original art advertisers". Existing locations with which the City has already made arrangements for such advertising, such as Tower Records and Video and The Whisky, may continue using this media. New locations wishing to utilize original art advertising may do so by submitting a plan for such to the Director of Community Development for approval.
- b. The following characteristics will be considered for approval:
 - i. Suitable location on the building for displaying the artwork
 - ii. Relation between the proposed artwork and nature of the business
- c. The Director may approve the application with conditions regarding size restrictions, time limits, materials, amount of lighting, lettering, and requirements for building permits.

8. Artwork

The City encourages creative artwork as part of all development projects.

- a. Sculptures, murals, and other artwork which is not designed as advertising may be incorporated into a building facade or public area of a building. Any lettering must be limited to the content of the artwork, the sponsor, (including non-profit sponsors) and the artist's name.
- b. A rendering of the art proposal shall be submitted to the Director of Community Development to evaluate the materials, location, and structural soundness.



Tower Records: Original Art Advertising

BILLBOARDS AND ART ADVERTISING

9. General Signage

Business-identification signs, temporary signs, exempt signs, and prohibited signs, other than those listed in this section, are regulated by the West Hollywood Sign Ordinance.

10. Creative Video Signs

- a. Large Screen Video Signage, of a minimum of twelve feet by nine feet, which has high quality moving images utilizing video technology, and which may include visuals that are considered offsite advertising, shall be permitted through the creative sign process, with Planning Commission review, in Geographic Areas Three and Four, Six and Seven.
- b. There shall be no more than four of such signs for the entire Sunset Boulevard. Each sign proposal will be reviewed on a case-by case basis, and design for safety and traffic considerations will be included at each review.
- c. These signs shall only be permitted if there is an agreement with the Fine Arts Advisory Board that certain programming meets the Urban Arts requirement as specified by the Fine Arts Advisory Board. Which requires a minimum of \$200,000 worth of construction.



Building Mural

All projects are subject to the applicable design and development requirements, guidelines, and standards listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purpose and intent of the design and development requirements, guidelines, and standards that would otherwise apply to the project. Alternative proposals shall comply with all mitigation measures adopted for the Specific Plan.*

CULTURAL RESOURCES

CULTURAL RESOURCES

GOALS :

Many of the buildings along Sunset Boulevard represent significant styles in the architectural history of Southern California. These buildings describe the diverse and distinctive responses that architects made to adapt commercial architecture to automobile travel. Some of these buildings were designed by renowned architects of the time.

- I Protect historically or architecturally significant structures that reflect the early transition of development on Sunset in the 1920s and 1930s. This period represents a change, in terms of uses and transportation, from Sunset's agricultural past to a new urban context.
- II Preserve structures that represent the best architectural examples of early Sunset Boulevard development.
- III Protect designated properties.
- IV Promote the restoration of historically or architecturally significant structures on Sunset Boulevard.
- V Provide support, and act as a resource to owners of historically or architecturally significant structures while they are in the process of obtaining an historic designation.
- VI Permit further development of significant properties as long as such development is compatible with existing Cultural Resources.

CULTURAL RESOURCES



*Hart House,
Designated Cultural Resource*

Photo: Richard Settle

1. The City intends to preserve the diverse nature of the architecture on Sunset. Buildings which are architecturally or historically significant have been divided into three separate categories:
 - a. Buildings on the National Register of Historic Places, which are designated as Cultural Resources in the City of West Hollywood.
 - b. Buildings designated as local Cultural Resources in the City of West Hollywood.
 - c. Buildings considered culturally valuable because their design represents a style typical of their era of the Sunset Strip, and which would be considered for designation.
2. The following structures are listed on the National Register of Historic Places and are designated as local Cultural Resources (category a above):
 - a. 8439 Sunset Boulevard (The Piazza Del Sol), Geographic Area 3-A.
 - b. 8358 Sunset Boulevard (Sunset Tower), Geographic Area 2-D.
3. The following structures have been designated as Cultural Resources in the City of West Hollywood (category b above):
 - a. 8341 De Longpre Ave. (Hart House), Geographic Area 2 - Hart Park (Eligible for a National Register listing)
 - b. Lingenbrink Commercial District (designed by Rudolph Schindler): 8756, 8760, 8762-8764 Holloway Drive (8762-8764 is noncontributing), Geographic Area 6 - C.
6. The City intends to preserve the character of Sunset Boulevard. The urban design policy and the guidelines of the geographic areas are based on the architectural precedent of the culturally significant buildings along Sunset Boulevard. The structures listed below are considered valuable to Sunset Boulevard for character, style, and design (Category c above).
 - a. The following buildings have been recommended by the Cultural Heritage Advisory Board to the West Hollywood City Council for designation as Cultural Resources in the

City of West Hollywood (category b above):

- i. 9165-9169 Sunset (Streamline Moderne Commercial Building designed by Paul Williams) in Geographic Area 8
 - ii. 9118-9134 Sunset and 1048-1052 Carol Drive (Geffen Records) in Geographic Area 8
 - iii. 8623 Sunset (temple-style facade, Sunset Plaza), Geographic Area 5
 - iv. 8619 Sunset (temple-style facade, Sunset Plaza, eligible for a National Register listing as part of a district), Geographic Area 5
- b. The following buildings are considered valuable to Sunset Boulevard because of their character, style, and design. There structures serve as design examples for the type of scale, atmosphere, and articulation which the City encourages for buildings along Sunset. They represent the historic evolution of Sunset Boulevard, with styles ranging from the grandeur of the old clubs, "stage-set" architecture, to the pedestrian-oriented Georgian style of Sunset Plaza. The City encourages buildings which are compatible with these styles in scale and character.

- 9159-9163 Sunset
- 9121-9125 Sunset
- 9111 Sunset
- 9028 Sunset
- 8630-8660 Sunset
- 8782-8786 Sunset
- 8776-8780 Sunset
- 8739 Sunset
- 8657-8673 Sunset
- 8739 Sunset
- 8657-8673 Sunset
- 8641-8653 Sunset
- 8949-8953 Sunset
- 8625-8637 Sunset
- 8601-8615 Sunset
- 8600 Sunset
- 8589-8597 Sunset

c. For addresses 8616 through 8720 on the south side of the street, and 8589-8711 on the north side of the street, please see the specific requirements in the chapter for Geographic Area 5. (pp. ----)

CULTURAL RESOURCES

- d. If applications are made to demolish any of the buildings listed above, the City will recommend that the developer try to preserve the facade. If preserving the facade is not possible, the design of the replacement structures shall be reviewed by staff in accordance with the urban design standards in this plan. These standards emphasize articulation, fenestration, and pedestrian orientation so that the human scale of the area is preserved while allowing innovative and high-quality new design.
 - e. *Applications for development of these properties shall require a Certificate of Appropriateness (C of A) and shall require the standard planning approvals in conjunction with adherence to the urban design standards.*
 - f. If the building is demolished, the developer shall make full photographic documentation of the existing structure before demolition.
7. As part of the approval process for the Sunset Specific Plan, the City council agreed that the Historic Designation process should be applied to Sunset Plaza.

All projects are subject to the applicable design and development requirements, guidelines, and standards listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan and is consistent with the purpose and intent of the design and development requirements, guidelines, and standards that would otherwise apply to the project. Alternative proposals shall comply with all mitigation measures adopted for the Specific Plan.

URBAN ARTS PROGRAM

URBAN ARTS PROGRAM

GOALS :

Sunset Boulevard, with its history, architecture, and connection to the entertainment arts, presents an ideal opportunity for a comprehensive, multifaceted arts program. The City has an existing Urban Arts Program, which requires that developers of any project of \$200,000 or more spend 1% of the budget for art related to the project. Building on this existing policy, the Sunset Boulevard Arts Program will create a lively and comprehensive arts program tailored to the needs of Sunset Boulevard, contributing to the high visibility and attraction of the area.

- I Create a cohesive and comprehensive program of urban art that will give the West Hollywood section of Sunset Boulevard a distinct arts identity.
- II Facilitate the use of 1%-for-art moneys from the Urban Arts Program, and pool resources for an active arts program for this area.
- III Further enliven the pedestrian-active atmosphere, and contribute to the concept of Sunset Boulevard as an attractive destination.
- IV Utilize open space in combination with cultural activities.
- V Ensure a fair and varied selection of artists, and create a forum for the realization of many art forms.

I. REQUIREMENTS

Pursuant to the existing Urban Arts Program, developers of projects valued at

URBAN ARTS PROGRAM

\$200,000 or more are required to spend 1% of the overall budget for art. There are three ways in which such a developer may comply with this requirement. In all three cases, the art fee may be used for all aspects of the arts program, including works of art, administration costs, and technical arts assistance if necessary.

- 1) The developer may select an artist who meets the qualifications of the Fine Arts Advisory Board, who will have final approval.
- 2) The developer may pay the required art fees into a fund administered by the City, dedicated to the Sunset Boulevard area.
- 3) The developer may choose to participate in an art project previously approved by the City. The City will pool the 1% moneys from the developer with moneys from the Sunset Arts Program's designated art fund in order to jointly realize an art project of larger scope. Artists chosen for these projects will be selected by a Request for Proposal. The City will administer the Requests for Qualifications and Proposals for selection of the artists and artwork.

1. Developer Selection of Artist:

- a. Arts projects may be located on the development site or elsewhere on Sunset but must relate to the Sunset Boulevard area.
- b. The arts program will become part of the Planning checklist and approval process and should be considered at the beginning of the development project.
- c. The urban arts policy provides guidelines for this process, which are included as an appendix to the Sunset Specific Plan. The development review process will include administration of urban arts policy.

2. Payment made to the arts fund will be comingled with the one arts fund for the City of West Hollywood.
3. **Sunset Arts Project**

The following is a list of projects proposed by the **Fine Arts Advisory board as desirable arts projects for Sunset Boulevard. A developer may choose to use art funds for these projects.**

- a. Sunset Boulevard Art Festival
- b. Permanent or temporary art installation on the Sunset median
- c. Art Park using designated open space
- d. Art installation for Holloway Triangle
- e. The "Electric Agora" at Holloway Triangle
- f. Marking gateways at both the eastern and western entrances to the City
- g. Decorative murals, either permanent or temporary, on exterior building walls
- h. A comprehensive or block-specific streetscape design, incorporating street furniture, bus shelters, and pavement
- i. An outdoor public performance space
- j. Pedestrian enhancement and amenities
- k. Light displays

Any of the above may also be considered for developer- or Arts-Fund financed projects.

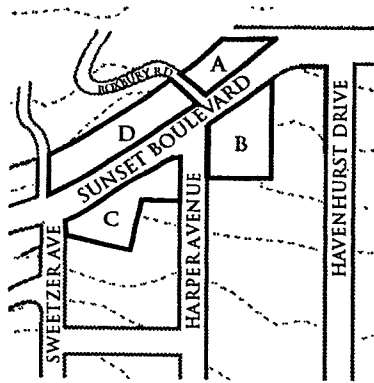
All projects are subject to the applicable design and development requirements, guidelines, and standards listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purpose and intent of the design and development requirements, guidelines, and standards that would otherwise apply to the project. Alternative proposals shall comply with all mitigation measures adopted for the Specific Plan.*

**SECTION TWO:
GEOGRAPHIC AREAS**

AREA 1 - EASTERN GATEWAY

AREA 1 - EASTERN GATEWAY

Artist's rendering of landmark corner and views north to the hills.



AREA 1 - EASTERN GATEWAY

Geographic Area One is bounded by Havenhurst and Sweetzer. The *Marlboro Man* billboard marks the eastern entry, leading toward one of the main curves of the street and the beginning of the concentration of entertainment billboards. On the northern side of the street, steep hills rise abruptly behind the land parcels fronting on Sunset. Uses in this area include some entertainment, such as the Roxbury nightclub, some office and low-rise commercial space.

Sites:	1-A:	8225	Sunset Blvd.
	1-B:	8222 - 8240	Sunset Blvd. and 1438 Harper
	1-C:	8250 - 8288	Sunset Blvd.
	1-D:	8255 - 8295	Sunset Blvd.

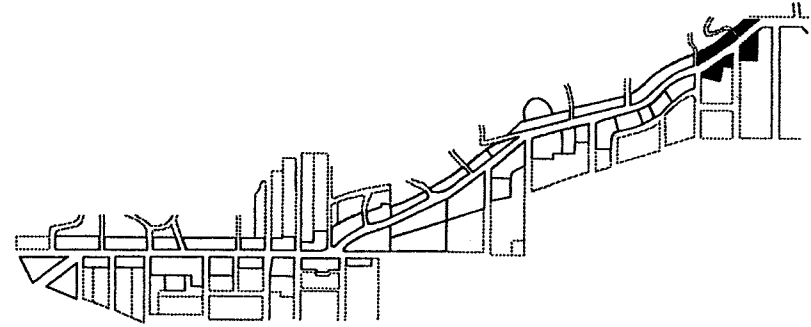
GOALS:

Provide a visually dynamic entrance to the Sunset Strip. Dramatize the unique character of "The Strip" and of West Hollywood by encouraging new development that creates an architectural landmark.



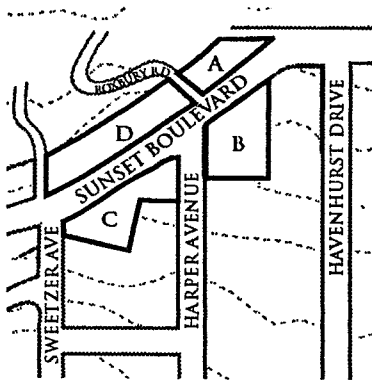
Eastern Gateway

AREA 1 - EASTERN GATEWAY



OBJECTIVES :

1. Mark the entrance into West Hollywood at Havenhurst with a distinctive gateway. Differentiate the West Hollywood section of Sunset Boulevard from the eastern section that is in the City of Los Angeles.
2. Emphasize the hilly topography and reinforce the curvilinear form of the road through the siting of new buildings and through streetscape and landscape improvements.
3. Preserve and enhance views of the Hollywood Hills, hillside neighborhoods, and the historic Chateau Marmont hotel that is located above the street. Discourage development of a continuous wall of buildings on the north side of the street that might obscure these views.
4. Encourage development and accommodate anchor tenants by permitting additional height and density on at least one site of the properties in the Eastern Gateway.
5. Require buildings to be designed and massed so that they are sensitive to adjacent neighborhoods on the south and north sides of the street.
6. Use billboards or similar graphic elements to provide visual landmarks that will enhance the entertainment image of this section of Sunset.
7. Implement pedestrian streetscape improvements within the public right-of-way and develop open space amenities within new private development projects.



AREA 1 - EASTERN GATEWAY

REQUIREMENTS AND RECOMMENDATIONS

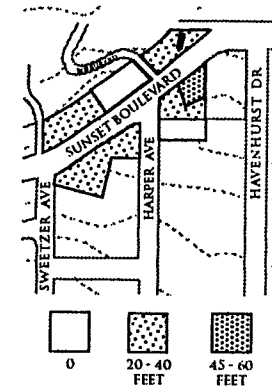
DEVELOPMENT REQUIREMENTS

- 1-All 1. **Density and Height:** The overall density for this area is 1.5. The maximum height limit is 95 feet on Site 1-A, to accommodate a vertically proportioned billboard or slender, tall building. The majority of the height limits are 45 feet. (See Height Limits Map.) Site 1-C is allowed an additional residential bonus of 0.5, for a total possible density of 2.0.

<u>Site</u>	<u>Base</u>	<u>Bonus</u>	<u>Type</u>	<u>Total</u>
1-A	1.5		base	1.5
1-B	1.5		base	1.5
1-C	1.5	.5	base + residential	2.0
1-D	1.5		base	1.5

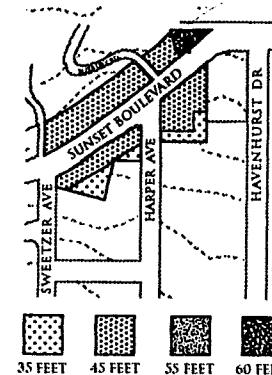
URBAN DESIGN REQUIREMENTS

- 1-A,D MM 2. **Views to the Hills:** Mass buildings to preserve northward views into the hills on 1-D. The massing at the corner of Roxbury and Sunset should create a "minor landmark" when viewed up Harper Avenue. Mass new buildings on 1-A so as not to obstruct public views up to the Chateau Marmont.



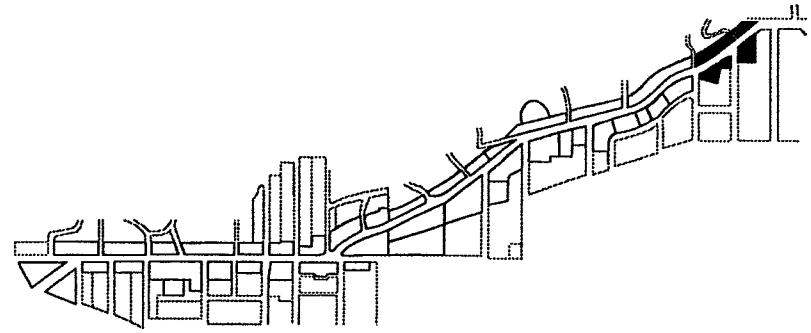
EXISTING HEIGHTS

EXISTING BILLBOARD:
MARLBORO MAN - 60 FEET



RECOMMENDED HEIGHTS

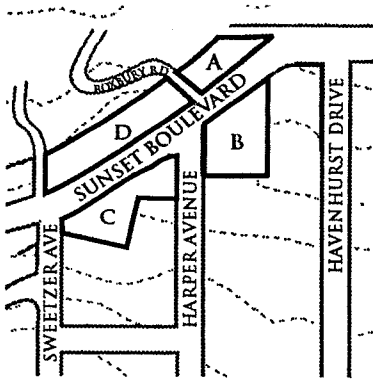
AREA 1 - EASTERN GATEWAY



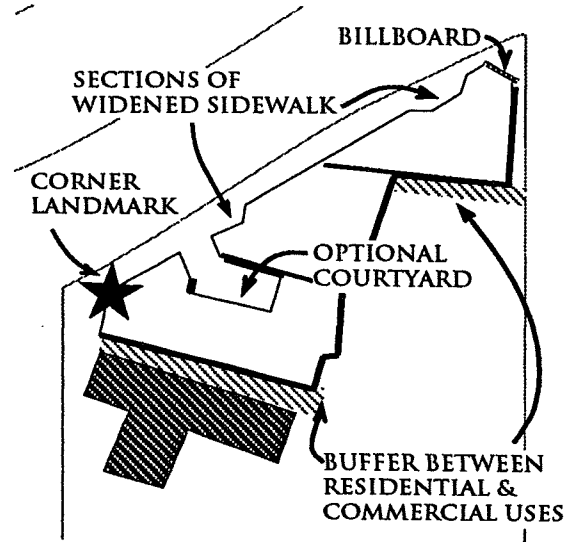
- 1-A,B 3. *Lighting of Buildings:* Use lighting techniques, such as rooftop floodlights, laser beams, etc., to dramatize new buildings built on 1-A and 1-B and to mark the entrance to "The Strip" at night. These lighting installations shall be engineered to avoid glare or other negative impacts on hillside residences.

URBAN DESIGN RECOMMENDATIONS

- 1-C,D 4. **Massing and Bulk:** Break the massing of large projects to give the appearance of a number of structures within a given site. A maximum horizontal massing increment of 100 feet is suggested.
- 1-A,B 5. **Creation of a Gateway:** Mass and design buildings on both sides of the street in a compatible manner that creates a strong gateway into West Hollywood.
- 1-B,C 6. **Landscaped Buffers and Courtyards:** Encourage the design of U-shaped buildings with passive landscaped courts on 1-B and 1-C, adjacent to existing residential uses. Courtyard design is intended to recreate a more pedestrian oriented design at street level.
- 1-B,C 7. **Courtyards:** Permit interior courtyards that are clearly connected to the street. They should be landscaped according to the Open Space and Streetscape design standards (pp. 77-86) and remain intimate in scale. The intent of this courtyard design is to create a quiet space as a physical alternative to the boulevard frontage.



AREA 1 - EASTERN GATEWAY

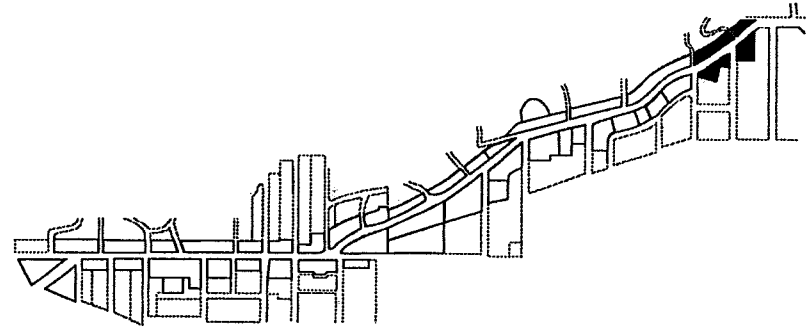


Concept Diagram: Courtyards

OPEN SPACE AND STREETSCAPE REQUIREMENTS

- 1-B,C 8. *Front-setbacks beyond the city-owned sidewalks, shall remain private property. Required streetscape improvements and street trees shall be installed. (See Open Space and Streetscape Section)*

AREA 1 - EASTERN GATEWAY



OPEN SPACE AND STREETScape RECOMMENDATIONS

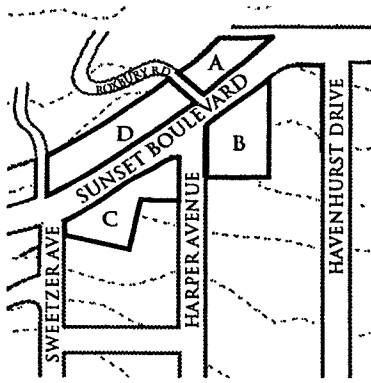
- 1-B,C** 9. **Create Front Setbacks:** Where new construction occurs, create setbacks along the Sunset Boulevard frontage of Sites 1-B and 1-C to an average of 15 feet. (See Open Space and Streetscape section, VI-7.) Sidewalk widening on these sites should facilitate small, outdoor dining spaces or landscaped building entrances or similar amenities which make the streetscape more pedestrian-oriented.
- 1-D** 10. **Sidewalk Arcade:** Allow development of a covered arcade along the frontage of 1-D that will comply with the sidewalk arcade design and development standards. (See Urban Design section, IX.)

USE MIX RECOMMENDATIONS

- 1-B,C** 11. **Residential Bonuses:** Encourage the development of mixed-use projects with residential uses on 1-C and 1-B. An additional FAR of 0.5 is offered to projects that provide residential uses.

BILLBOARDS AND ART ADVERTISING REQUIREMENTS

- 1-A,B,C,D** 11. **Billboards:** All new billboards, whether freestanding or connected to
MM development, are subject to the size, design, and spacing requirements in the
Billboard and Art Advertising section (pp. 113-120).



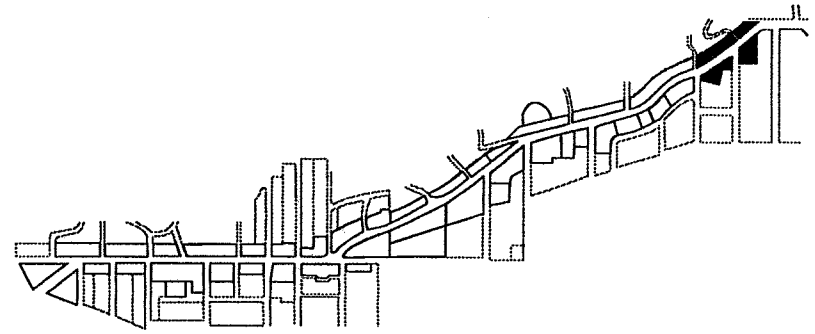
AREA 1 - EASTERN GATEWAY

BILLBOARDS AND ART ADVERTISING RECOMMENDATIONS

- 1-A 12. *The Marlboro Man*: Encourage a visually powerful landmark element on 1-A. Preserve the existing *Marlboro Man* billboard or replace it with a similar billboard structure or with a vertically proportioned landmark building. Height up to 95 feet is permitted on 1-A for this purpose. This billboard shall have a maximum width of 35 feet for the upper 40 feet of the sign.

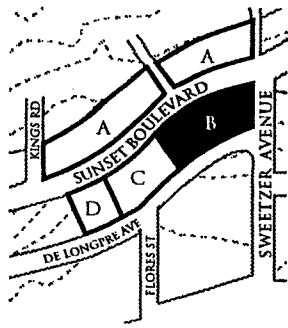
All projects on Sites 1-A, B, C, and D are subject to the applicable design and development standards and guidelines listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purposes and intent of the design and development requirements, guidelines, and standards that would otherwise apply to this project. Alternative proposals shall comply with the mitigation measures adopted for the Sunset Specific Plan.*

AREA 1 - EASTERN GATEWAY



AREA 2- HART PARK

AREA 2 - HART PARK



AREA 2 - HART PARK

Geographic Area Two is bounded on the east by Sweetzer Avenue and on the west by Kings Road. On the south side of the street, Hart Park and the Sunset Tower (formerly the St. James's Club) provide the focus for this section. Hotels are the predominant single use for this area.

Site 2-B has been chosen as a Target Site for both economic and urban design reasons. Proximity to the park and beautiful views create an attractive residential setting with good automobile access from Sweetzer, creating an ideal opportunity for mixed-use development. Height along the Sunset frontage is allowed to complement the Sunset Tower.

Sites: 2-A: 8301 - 8383 Sunset Blvd.
 2-B: 8300 - 8310 Sunset Blvd.
 2-C: 8341 - 8351 De Longpre Avenue (Hart Park)
 2-D: 8358 Sunset Blvd.

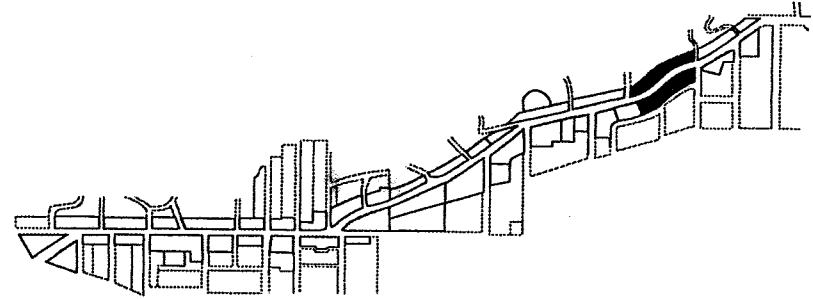
GOALS :

Enhance the Hart Park section of Sunset Boulevard by providing visual and physical access to the park. Develop Hart Park and adjacent private properties in a coordinated manner to create a recognizable node of activity and an attractive destination point on Sunset Boulevard.



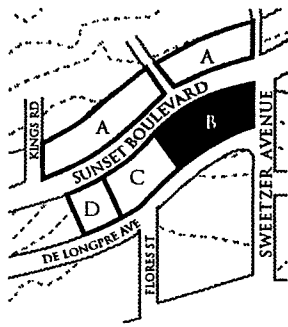
Sunset Tower
 Photo: Richard Settle

AREA 2 - HART PARK



OBJECTIVES :

1. Design new buildings or renovate existing ones to create a relationship with Hart Park. Massing, use mix, and open space must address the park and integrate it into the daily life of Sunset Boulevard.
2. Encourage mixed-use development that will strengthen Sunset Boulevard's economy and provide a physical connection to Hart Park and existing adjacent residential areas. Permit additional density and height on at least one site where it can best be accommodated and where it is most likely to encourage development.
3. Encourage development that complements Sunset's hilly and curving topography, Hart Park's open space, the street's entertainment image, and the distinctive tower of the Sunset Tower. Any new design or renovation on Site 2-B should frame the edge of the park in a manner similar to Sunset Tower.
4. Increase accessibility to Hart Park, visually and functionally, and emphasize it as a benefit to and focus of the neighborhood. Link the park to other open spaces and development parcels with streetscape improvements.
5. Ensure that new commercial development in the area is sensitive to adjacent residential neighborhoods. Particular attention should be given to the design of any commercial development along the De Longpre Avenue frontage.
6. Maintain and enhance views to the hills north of the Boulevard and south to the Los Angeles basin.



AREA 2 - HART PARK

REQUIREMENTS AND RECOMMENDATIONS

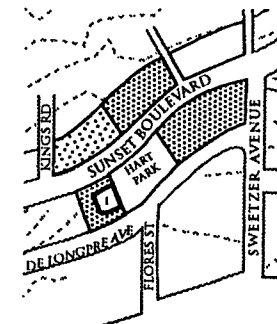
DEVELOPMENT REQUIREMENTS

- 2-All 1. **Density and Height:** The overall allowed density for this area is 1.5, except for the Target Site 2-B and Hart Park at 2-C. The maximum height limit is 65 feet on 2-B adjacent to Hart Park to allow for a taller structure which will complement the existing Sunset Tower. The majority of the height limits are set at 45 feet. (See Height Limits Map.)

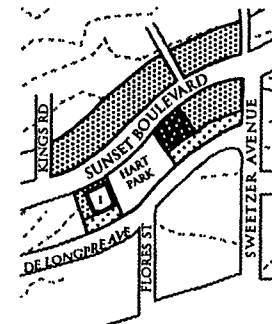
<u>Site</u>	<u>Base</u>	<u>Bonus</u>	<u>Type</u>	<u>Total</u>
2-A	1.5		base	1.5
2-B	2.75	.5	target + residential	3.25
2-C			park	none
2-D	1.5		base	1.5

- 2-B 2. **Target Site:** This site is designated as a Target Site with a base FAR of 2.75. An additional density bonus of 0.5 is allowed for the development of residential uses, for a total possible FAR of 3.25. New construction, as well as the renovation of existing structures, is encouraged on this site.

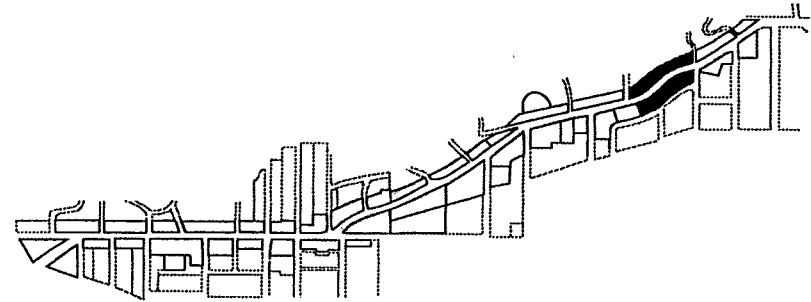
The hotel at the site 2-B, (currently the Golden Crest) shall be permitted a 6,500 square foot renovation bonus, exempt from parking requirements, for the development of pedestrian oriented uses at the front of the building along Sunset Boulevard.



1 EXISTING BUILDING:
ST. JAMES'S - 180 FT.



AREA 2 - HART PARK



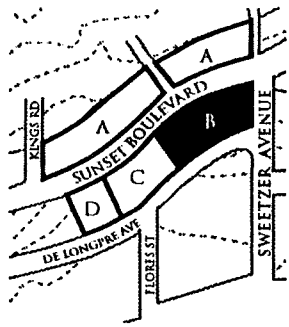
The height of the bonus development shall not exceed 35 feet at the ground floor, the bonus development must be used for restaurant, retail or hotel lobby uses.

URBAN DESIGN REQUIREMENTS

- 2-A MM 3. *Views to the Hills: Mass and design development on Site 2-A so as to preserve northward views from the Boulevard to the hills.*

URBAN DESIGN RECOMMENDATIONS

- 2-B 4. **Height Bonus:** Permit additional height for approximately one-third of 2-B. The additional height will be used to create a landmark that complements the Sunset Tower and frames the park. The building will be vertically proportioned and be a contemporary reference to the Sunset Tower when viewed eastward along the curve of Sunset.
- 2-A,B,D 5. **Design of Buildings Facing Hart Park:** Remodel existing buildings facing Hart Park (buildings on 2-A, 2-B, and 2-D) and develop new buildings so that the park frontage is treated as primary frontage. For approximately 80% of the park frontage, service areas, blank walls, parking areas, storage, and other nonprimary uses should not face or abut the park. Using 80% as a guideline, this regulation should apply to most of the Hart Park frontage. The main entrance and the overall massing of any project developed on the western half of Site 2-A should face and make reference to Hart Park across the street.



AREA 2 - HART PARK

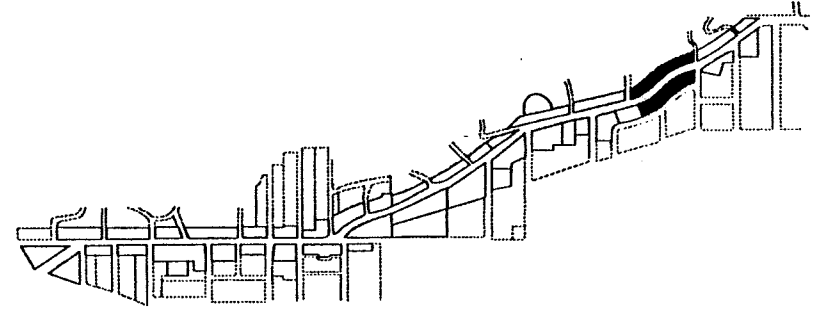
Requirements

- 2-B,C,D 8. **Create Front Setbacks:** Create front setbacks along the Sunset Boulevard frontage of Sites 2-B, C, and D to an average of 15 feet, including required streetscape improvements. (See Open Space and Streetscape section pp---)
- 2-A,B,C,D 10. **Medians:** Payment into the median fund to install a median in the center of the street from North Kings Road to Sweetzer Avenue to make Hart Park more apparent from the street level.

OPEN SPACE AND STREETSCAPE RECOMMENDATIONS

- 2-C 6. **Hart Park:** Maintain the park as a green, landscaped oasis on Sunset. Improve the upper Sunset Boulevard frontage of Hart Park so that it is visually integrated with the street and the view of the City is maintained with clear and direct street access.
- 2-B 7. **Open Space:** Provide usable, public open space as part of any development of Site 2-B. This open space will serve as a physical extension of Hart Park.
- 2-A 9. **Sidewalk Arcade:** Allow for the development of a covered sidewalk arcade to be located along the frontage of Site 2-A. Any arcade shall comply with sidewalk arcade design and development standards. (See Urban Design section.)

AREA 2 - HART PARK

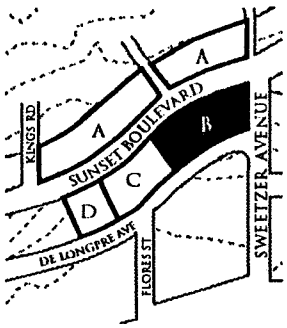


USE MIX RECOMMENDATIONS

- 2-B **11. Permitted Uses:** Augment use of Hart Park by providing pedestrian-oriented uses along the property frontages adjacent to the park. Suggested uses include an indoor park, educational or community facilities, or a small restaurant/cafe with outdoor seating. The De Longpre frontage of 2-B should be developed with residential uses or with a massing and design that suggests residential use. Design any project along De Longpre so that the height is consistent with the residential nature of the area.

The height of buildings off De Longpre shall be limited to 35 feet and a depth of 50 feet in from the street, including a setback curb to building setback of 10 feet.

- 2-B **12. Residential Bonuses:** Maximum FAR for Site 2-B is 2.75 if developed with commercial uses only. The City strongly encourages the development of mixed use on this site with residential uses on the upper floors and/or along the De Longpre frontage. Additional FAR of 0.5 is permitted for residential purposes.



AREA 2 - HART PARK

BILLBOARDS AND ART ADVERTISING REQUIREMENT

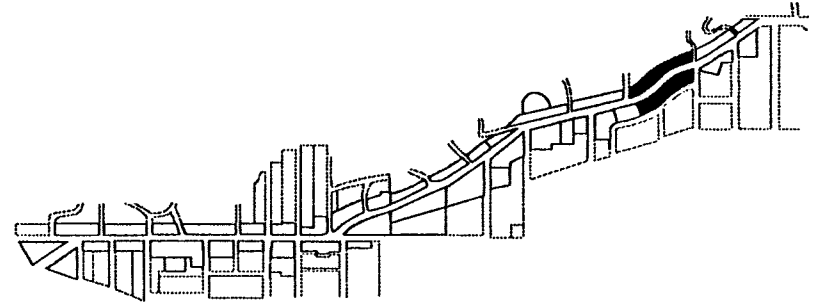
- 2-A,B MM 13. **Billboards and Art Advertising:** New billboards are permitted in conjunction with new development at sites 2-A and 2-B. All new billboards, whether freestanding or connected to development, are subject to the size, design and spacing requirements as stated in the Billboard and Art Advertising section.

Billboard Requirements: All new billboards shall be integrated into new development. Only one new Billboard is permitted on site 2-A, either east or west of Fountain Avenue.

TRANSPORTATION RECOMMENDATIONS

- 2-B 14. **Automobile Access:** Encourage all automobile access to development on Site 2-B to be provided from Sweetzer Avenue. Access should be restricted from Sunset to right-turn in, right-turn out.

AREA 2 - HART PARK



CULTURAL RESOURCES REQUIREMENTS

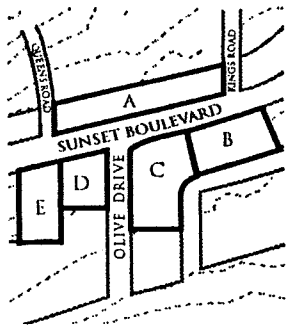
2-D

15. **Sunset Tower** (formerly the St. James's Club): Preserve the existing Sunset Tower. *Any development or changes shall comply with the Secretary of the Interior's Standards and Guidelines for Rehabilitating Historic Buildings and the accompanying requirements of the City of West Hollywood's Cultural Resource Program.*

16. **Hart House**: Preserve the existing Hart House in Hart Park. *Any development or changes shall comply with the Secretary of the Interior's Standards and Guidelines for Rehabilitating Historic Buildings and the accompanying requirements of the City of West Hollywood's Cultural Resource Program.*

All projects on Sites 2-A, B, C, and D are subject to the applicable design and development standards and guidelines listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purposes and intent of the design and development requirements, guidelines, and standards that would otherwise apply to this project. Alternative proposals shall comply with the mitigation measures adopted for the Sunset Specific Plan.*

AREA 3- KINGS TO QUEENS



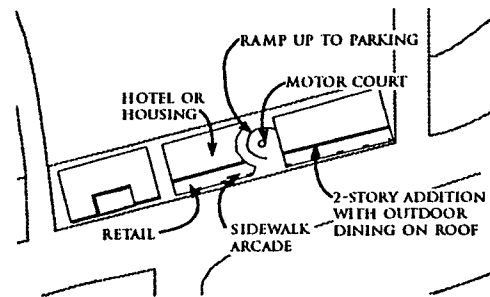
AREA 3 - KINGS TO QUEENS

Geographic Area Three is bordered by Queens Road at the western end and Kings Road at the eastern end. There are a significant number of hotels and nightclubs located here, including the Hyatt, the Mondrian Hotel, The Comedy Store, and the House of Blues. The south side of the street presents expansive views of the Los Angeles basin.

Sites:	3-A:	8401 - 8439 Sunset Blvd.	3-D:	8440 Sunset Blvd.
	3-B:	8372 - 8404 Sunset Blvd.	3-E:	8456 - 8462 Sunset Blvd.
	3-C:	8420 - 8430 Sunset Blvd. and 8473 De Longpre Ave.		

GOALS:

Encourage the upgrading and remodeling of existing structures as well as the construction of new, high-quality development and the preservation of important public views. Be sensitive to adjacent residential neighborhoods.

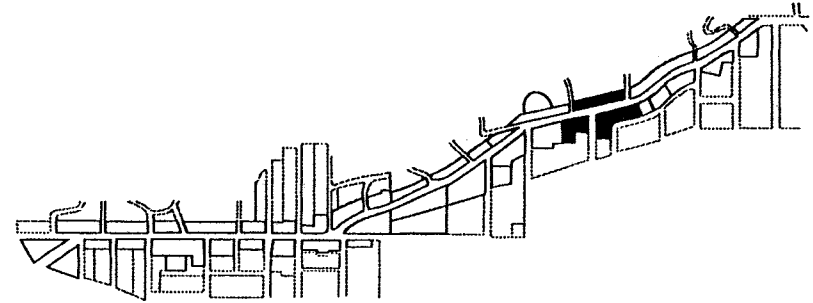


Concept Drawing: Site 3-A Remodel



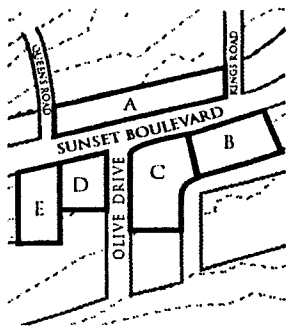
Hyatt Hotel: View facing east

AREA 3 - KINGS TO QUEENS



OBJECTIVES :

1. Encourage existing buildings to be remodeled and upgraded to ensure the continued economic viability of the hotels and other businesses located here and to make the existing buildings more pedestrian-friendly and architecturally distinctive.
2. Permit and encourage a mix of uses and amenities to serve the tourists and business travelers staying at the area's hotels.
3. Maintain important views of the basin and develop open space amenities and view terraces at these locations. Remodel existing buildings and permit additional floor area and/or height in exchange for opening up previously obscured views to pedestrians on the Boulevard.
4. Develop or remodel the De Longpre frontage of commercial projects with residential uses or with massing and architectural characteristics and landscaping compatible with the adjacent residential neighborhood.



AREA 3 - KINGS TO QUEENS

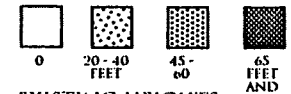
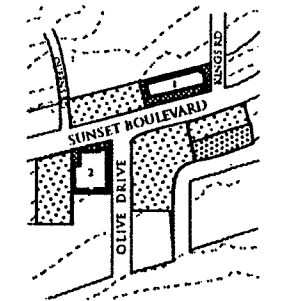
REQUIREMENTS AND RECOMMENDATIONS

DEVELOPMENT REQUIREMENTS

- 3-All 1. **Density and Height:** The overall base density for this area is 1.5. 3-A, B, D, and E are allowed some square footage bonuses for renovation. Residential bonuses are allowed at 3-B,C. Total possible densities are:

<u>Site</u>	<u>Base</u>	<u>Bonus</u>	<u>Type</u>	<u>Total</u>
3-A	1.5		base	1.5
3-B	1.5	.5	base + residential	2.0
3-C	1.5	.5	base + residential	2.0
3-D	1.5		base	1.5
3-E	1.5		base	1.5

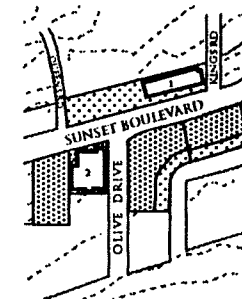
The maximum height permitted is 55 feet on 3-D and 3-E. The majority of height limits are set at 35-45 feet. (See Height Limits Map.)



EXISTING HEIGHTS

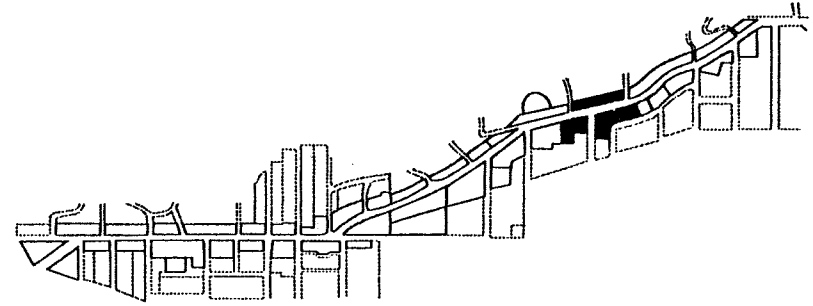
1 EXISTING BUILDING:
HYATT HOTEL - 150 FT.

2 EXISTING BUILDING:
MONDRIAN HOTEL - 147



RECOMMENDED HEIGHTS

AREA 3 - KINGS TO QUEENS



URBAN DESIGN REQUIREMENTS

3-B,C,D,E 2. *Views to the Basin:* Preserve views of the basin in all new development that occurs on Sites 3-B, C, D, and E. This will be accomplished by providing a sidewalk-level view corridor or portal, or by providing multilevel view terraces open to the public. All view corridors, portals, and terraces shall be designed in accordance with provisions and standards established for the development and design of view corridors, view portals, and view terraces. (See view guidelines in the Urban Design section)

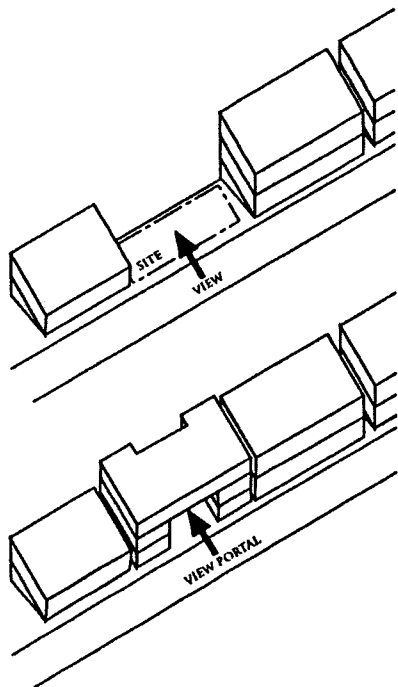
3-B,C 3. *Massing Requirements:* Maintain the character of existing topography in the development of new buildings on Sites 3-B, C, D, and E. New development of these blocks shall be massed to step down the hill from Sunset to De Longpre.

URBAN DESIGN

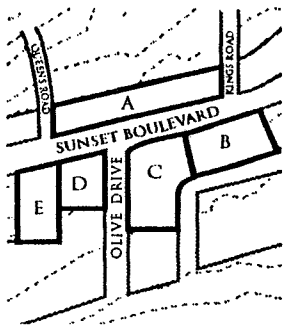
3-B,D,E 4. *Remodeling must result in opening views from the street through their respective sites to the Los Angeles basin and shall improve the general appearance of the buildings from the front, and for site 3-B, the*

3-A,D 5. **Additional Square Footage for Hotels:**

The Hotels at sites 3-A, and 3-D (Currently the Hyatt and the Mondrian) shall be permitted a 6,500 square foot bonus, exempt from parking requirements, for the development of pedestrian oriented uses at the front of the buildings.



Concept Diagrams: Views

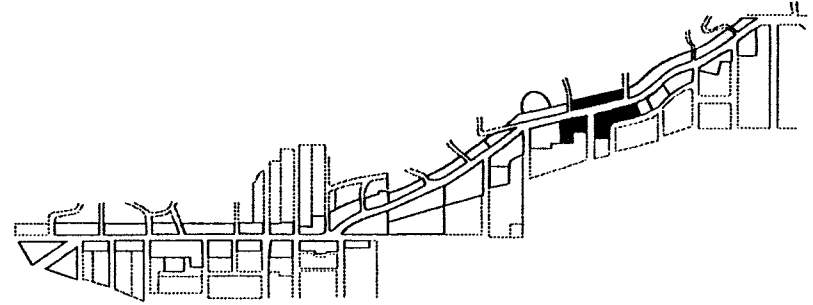


AREA 3 - KINGS TO QUEENS

The height of the bonus development shall not exceed 35 feet, or two stories, and must be used for restaurant, retail or hotel lobby uses, and maintain vehicular drop-off and pick-up on site.

- A. **10. Hyatt Hotel (8401 Sunset Blvd.):** The main lobby entrance, auto access, and auto carriage lane may be moved to the west end of the building to permit a one or two-story addition with a covered sidewalk arcade to be developed along the Sunset Boulevard frontage of the building. *The addition shall house pedestrian uses and may incorporate rooftop dining overlooking the street.*

- B. **8440 Sunset Boulevard:** Improve conditions for pedestrians along the ground floor of the existing hotel on 3-D. This additional square footage shall be devoted to pedestrian-active uses only and is exempt from parking requirements. The artist-rendered painting on the exterior of the hotel should be maintained or replaced with a similar or distinctive art that helps mitigate the visual impact of the bulky and boxlike exterior of the hotel.

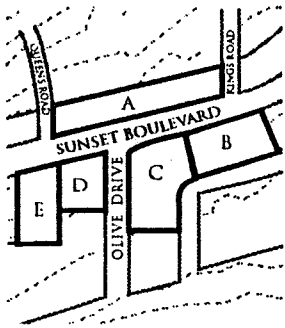


AREA 3 - KINGS TO QUEENS

- 3-B** 7. (Currently the Sunset Plaza Hotel) shall be permitted a 6,500 square foot bonus, exempt from parking requirements, for the development of pedestrian oriented uses at the front of the building. *The height of the bonus development shall not exceed 45 feet at the ground floor, the bonus development must be used for restaurant, retail or hotel lobby uses. The second floor may be used for office space or hotel rooms.*
- 3-A** 8. **Site 3-A Redevelopment:** Any new development of The Comedy Store property (middle of 3-A) should complement, in design and scale, the adjacent Piazza Del Sol property. Any redevelopment of this property should successfully terminate the view up Olive Drive and be designed to permit the development of an auto court to the east. A second-floor restaurant or similar public use is encouraged on this property, offering panoramic views of the Los Angeles basin to the southeast.
- 3-A** 9. **Sidewalk Arcade:** Allow a covered sidewalk arcade along the frontage of 3-A, except as it passes in front of the Piazza Del Sol, which complies with the sidewalk arcade design and development standards of this plan. (See Urban Design, IX.)

OPEN SPACE AND STREETSCAPE REQUIREMENTS

- 3-A,B,C,D,E** 10. **Front Setbacks and Open Space:** *Comply with front setback and street tree standards of this plan. (See Open Space and Streetscape section.) Recessed building entries, outdoor dining areas, or similar pedestrian-designated areas should be provided and should be continuous to the sidewalk and complement*



AREA 3 - KINGS TO QUEENS

building frontage. These pedestrian-active areas should be equal to approximately 30% of the property frontage and located on private property.

USE MIX

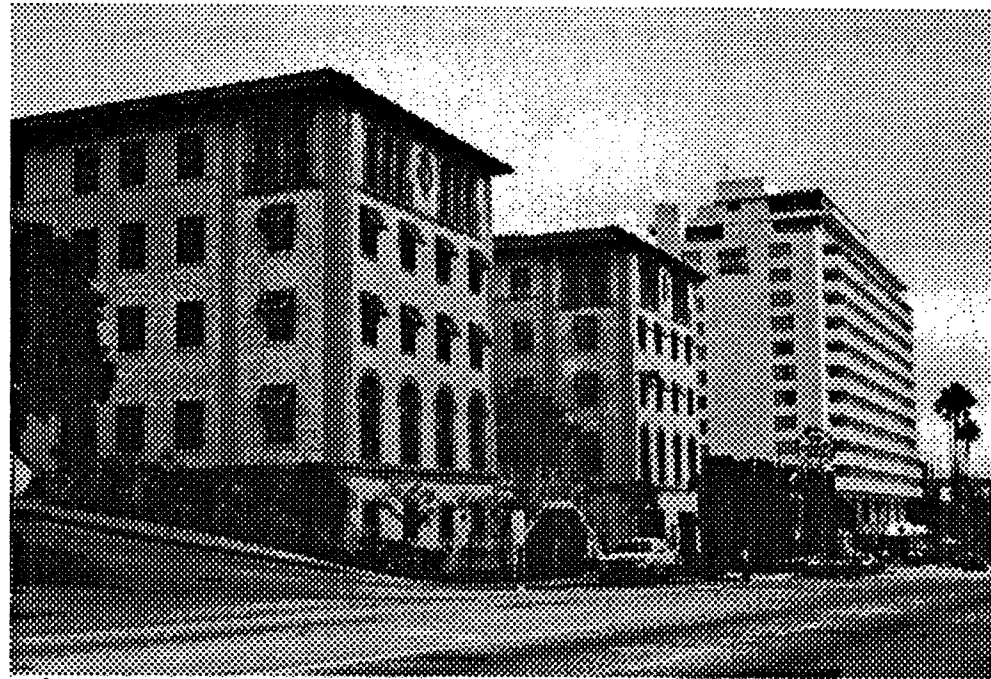
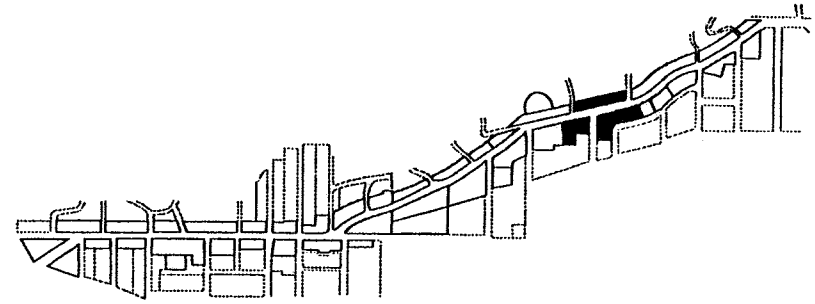
- 3-B,C 11. **Residential Bonuses:** Residential development on Sites 3-B, and 3-C is encouraged as part of the overall mix of uses. An additional 0.5 FAR is offered to projects that incorporate residential uses.

CULTURAL RESOURCES REQUIREMENTS

- 3-A 12. **Piazza del Sol:** Maintain the Piazza Del Sol on Site 3-A. Any development or changes shall comply with the Secretary of the Interior's Standards and Guidelines for Rehabilitating Historic Buildings and the accompanying requirements of the City of West Hollywood's Cultural Resource Program.

The residential uses shall be oriented toward De Longpre and shall serve as a buffer and transition between commercial uses along Sunset and residential uses along De Longpre. The De Longpre frontage of Sites 3-B and 3-C shall include a minimum 10-foot setback from the curb with a residential character. Only residential uses and parking for residential uses shall be accessed from De Longpre.

AREA 3 - KINGS TO QUEENS



Piazza del Sol

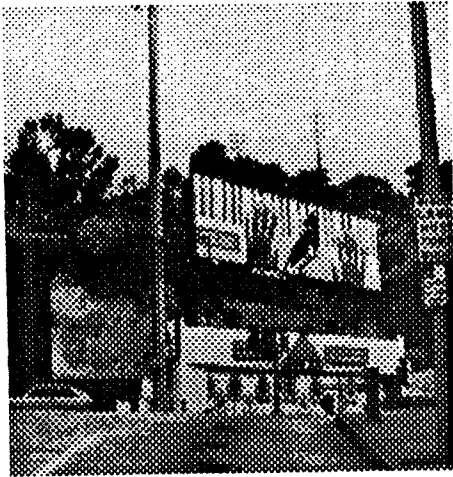
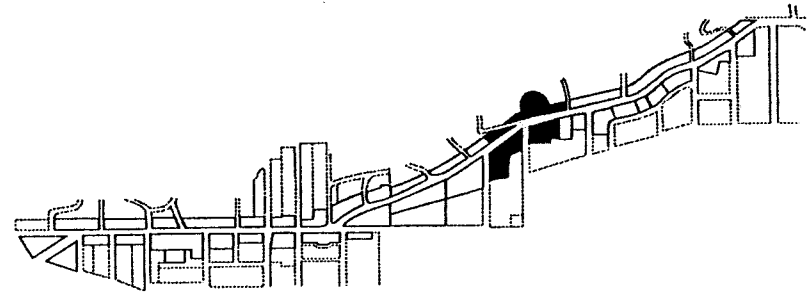
All projects on Sites 3-A, B, C, D, and E are subject to the applicable design and development standards and guidelines listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purposes and intent of the design and development requirements, guidelines, and standards that would otherwise apply to this project. Alternative proposals shall comply with the mitigation measures adopted for the Sunset Specific Plan.*

AREA 4- LA CIENEGA GATEWAY

AREA 4 - LA CIENEGA GATEWAY

Artist's rendering of nighttime view looking north from La Cienega

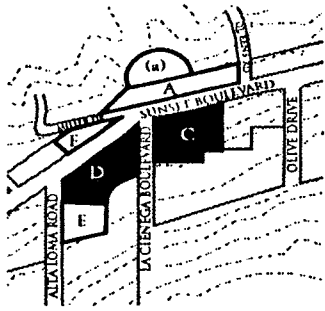
AREA 4 - LA CIENEGA GATEWAY



La Cienega/Sunset Intersection

OBJECTIVES :

1. Develop a dramatic building of landmark quality at the top of La Cienega that will act as a gateway to Sunset Boulevard at this key location.
2. Develop significant open space amenities, including view terraces and a hillside park, at identified locations, and link these with widened sidewalks and sidewalk arcades.
3. Accommodate large-office uses by permitting additional height and density on large parcels on the south side of the street.
4. Focus pedestrian activity in this area to provide a link between Sunset Plaza and the hotels to the east.
5. Maintain and enhance the area's special urban design features; preserve existing views and create new views of the basin and of the hills; mark vistas along the curves of the street; and maintain characteristic billboards.
6. Preserve views from the hillside neighborhoods by prohibiting a continuous wall of tall buildings along the street. Develop the commercial properties in such a way as to be sensitive to nearby residents.



AREA 4 - LA CIENEGA GATEWAY

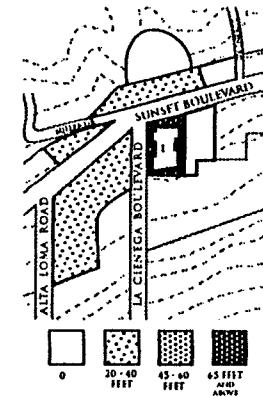
REQUIREMENTS AND RECOMMENDATIONS

DEVELOPMENT REQUIREMENTS

- 4-E,F 1. **Density and Height:** 4-C and 4-D have Target Site densities of 2.75. Site 4-(a) lies in Los Angeles, although it is part of the same parcel as 4-A. Site 4-F has an existing density of 1.5 with possible additional bonuses as listed. Additional residential bonuses of 0.5 FAR are permitted at 4-C, D, and F. A theater-use density bonus of 0.2 is permitted at 4-C, D, and F. Site 4-E has an existing permitted density of 2.25 for public amenities and remains the same. The total possible density at each site is as follows:

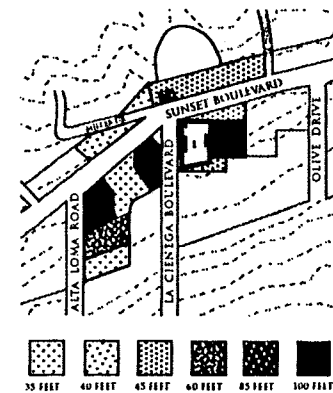
Site	Base	Bonus	Type	Total
4-A	1.5	.5 + .2	consolidated/park dev.	2.20
4-(a)	<i>This site is in Los Angeles, although it is the same parcel as 4-A</i>			
4-C	2.75	.5 + .2	target+ res. + theater	3.45
4-D	2.75	.5 + .2	target+ res. + theater	3.45
4-E	2.25		base	2.25
4-F	1.5	.5 + .2	base + res. + theater	2.2

Site 4-A has a maximum allowable height of 85 feet, permitted for a landmark building if the height bonuses for park development and consolidated development are utilized. The maximum heights in this area vary from 35-100 feet. (See the Height Limits Map.) If the project does not meet the requirement for either of the height bonuses, the maximum allowable height is 35 feet.



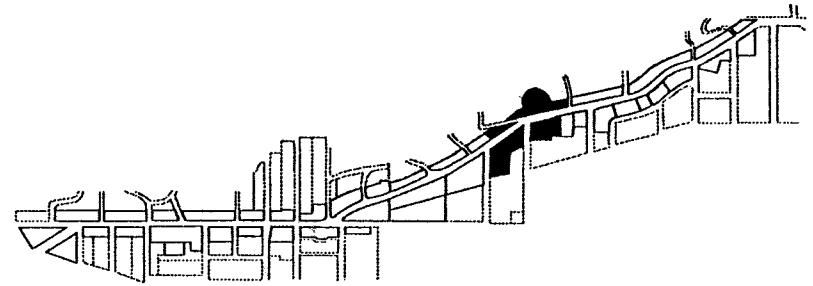
EXISTING HEIGHTS

EXISTING BUILDING: PETERSEN PUBLISHING - 104 FT.



RECOMMENDED HEIGHTS

AREA 4 - LA CIENEGA GATEWAY



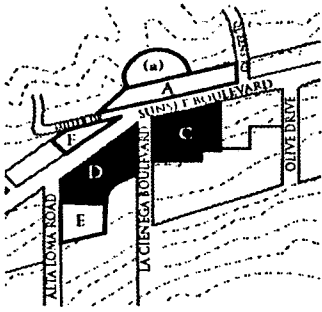
URB AN DESIGN REQUIREMENTS

- 4-C,D 7. *View Terrace: Require new development that increases floor area by 50% or more to provide public view terraces at the rear of the property on Sites 4-C and 4-D. Smaller additions representing less than a 50% increase shall not inhibit or preclude development of future view terraces due to their location or design. The terraces shall comply with the view terrace standards listed in this plan. (See Urban Design Guidelines section, I.)*
- 4-C,D 9. *View Preservation: Design buildings on 4-C and 4-D in such a way as to preserve or increase pedestrian-level views of the Los Angeles basin through their respective sites. The creation of views shall be accomplished by providing a view corridor or portal through the block in accordance with standards established for the preservation of views. (See Urban Design section.)*
- MM

URBAN DESIGN RECOMMENDATIONS

- 4-A 2. *Landmark Gateway/Height Bonus: Permit additional height for development located at the top of La Cienega on 4-A (maximum 85 feet total) to accommodate the construction of a dramatic, vertical landmark building or structure that acts as a gateway to Sunset. It shall be vertically proportioned with a narrow silhouette and limited to a maximum floorplate of 30 feet x 30 feet square and should incorporate dramatic nighttime lighting techniques. If possible, the tower should have public access to a rooftop viewing platform. It may incorporate a video sign or billboard facing down La Cienega Boulevard, complying with applicable Billboards and Art Advertising standards.*

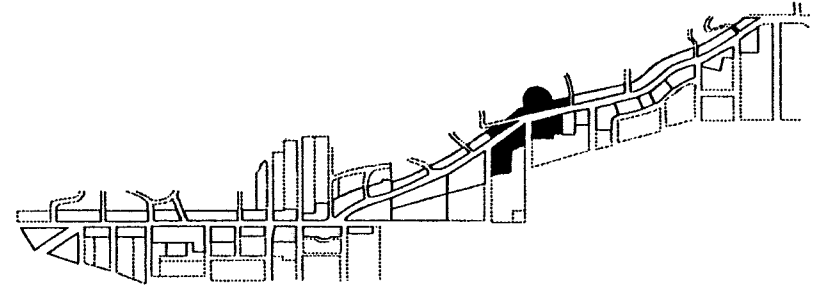
*Concept Drawing:
Arcade and Park without Tower*



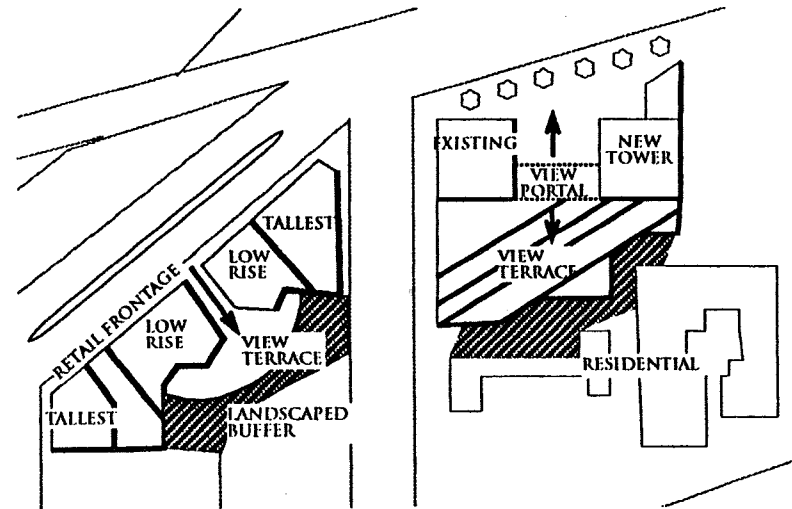
AREA 4 - LA CIENEGA GATEWAY

- 4-A,(a) 3. **Height /Density Bonus for Park Development:** Additional height up to 85 feet and density of 2.2 is permitted on that portion of 4-A which is under the same ownership as 4-(a), in exchange for developing the required open space and maintaining it as a public amenity. Without the development of the park, the height limit for site 4-A will remain at 35 feet.
- If a park is developed at site 4(a) it must be visually accessible from Sunset Boulevard, and must be designed to ensure public safety, with features such as lighting and restricted public address at night. The design of the park shall be included in the same design review process as the development.
- 4-C,D 4. **Target Sites:** 4-C and 4-D are designated as Target Sites with a maximum density of 2.75 with additional bonus densities of 0.5 for residential development and 0.2 for theater development for a total possible density of 3.45 at both sites. Both 4-C and 4-D permit heights up to 100 feet on portions of the sites to allow for narrow massing and vertically proportioned buildings.
- 4-A,F 5. **Sidewalk Arcade:** Allow the development of a continuous covered sidewalk arcade along the frontage of 4-A and 4-F. This arcade shall comply with sidewalk arcade design and development standards. (See Urban Design section, p. 63.) Portions of either frontage that are developed with a pedestrian plaza, a passageway leading to the park on Site 4-(a), or a landmark tower at the top of La Cienega need not include an arcade.
- 4-D,C 6. **Bridge or Tunnel Link:** A single, large-office tenant on 4-C and 4-D may be accommodated by linking these blocks with an underground pedestrian

AREA 4 - LA CIENEGA GATEWAY

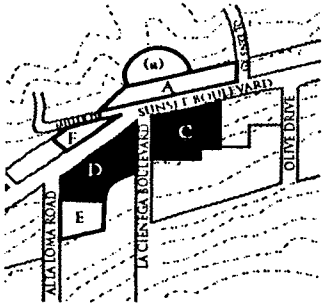


tunnel beneath La Cienega Boulevard or by connecting them with an enclosed bridge over the street. *If linked by a bridge, the bridge shall be innovative and dramatic in the expression of either its engineering or its architecture.* Such a structure will act as a gateway at the top of La Cienega and be a suitable architectural transition between the two buildings. A conventional glass-tube walkway is not acceptable.



4-C,D

8. **Height and Massing to Preserve Views:** Permit higher FARs and greater height limits on 4-C and 4-D to accommodate large-office uses. On 4-D, additional height is permitted only at the corners, in order to prevent a wall of buildings along the street and to preserve views from the hillside. (See Height Limits Map.)



AREA 4 - LA CIENEGA GATEWAY

OPEN SPACE AND STREETSCAPE RECOMMENDATIONS

- 4-A,(a) 10. **Hillside Park Development:** Develop 4-(a) as a significant hillside park and link it to Sunset Boulevard with a landscaped passageway or a portal through 4-A.
- 4-C, D 11. **Create Front Setback:** Provide setback of an average of 15 feet. (See Open Space and Streetscape section.)
- 4-C 12. **Streetfront Plaza:** Develop a triangular, landscaped, streetfront plaza on 4-C that enhances an envisioned gateway at the La Cienega Intersection. Encourage outdoor dining located along the edge of this plaza to help activate this open space.

OPEN SPACE AND STREETSCAPE REQUIREMENTS

- 4-D,F 13. **Median:** All properties on 4-A, D, C, E shall conform to the median fund to install a median down the center of Sunset Boulevard between La Cienega and the existing median at Sunset Plaza.

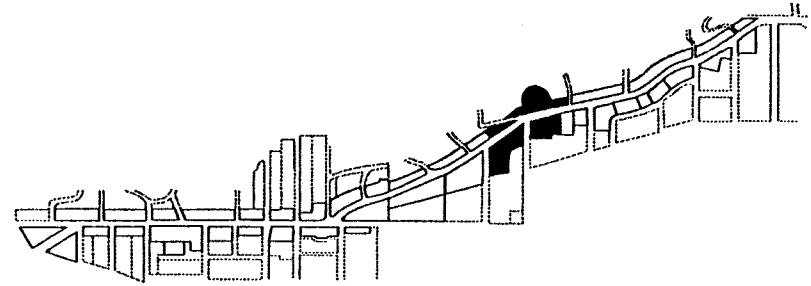
Concept Drawing: Hillside Park

Concept Diagram: 4-C, 4-D

USE MIX RECOMMENDATIONS

- 4-C,D,F 14. **Residential Uses/FAR Bonus:** Promote mixed-use development on 4-F, with upper-level view housing oriented towards Miller Drive. Mixed-use development is also encouraged on 4-D and 4-C, with housing located on the

AREA 4 - LA CIENEGA GATEWAY



southern portions of those blocks. An FAR bonus of 0.5 will be granted for residential uses developed at these locations.

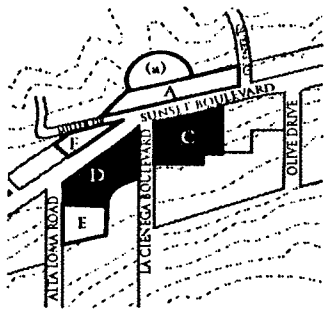
- 4-A,C,D,F 15. **Ground-Level Uses:** Develop ground-level retail or other pedestrian uses along a majority of the street frontage. Streetfront plazas or view portals, corridors, or terraces may be counted toward meeting the open space requirement. Second-floor retail is prohibited.
- 4-C,D,F 16. **Theater Uses:** Preserve theater uses on the Tiffany Theater site and develop additional theater spaces on 4-C, D, and F. These theater spaces shall be oriented towards the sidewalk and are permitted to "share" parking with daytime office uses on the same block. A bonus of 0.2 FAR for theater use is available.

BILLBOARDS AND ART ADVERTISING REQUIREMENTS

- 4-A,C,D,F 17. **Billboards:** New Billboards are permitted in conjunction with new development at sites 4-A, C, D, F. All new billboards, whether freestanding or connected to development, are subject to the size, design, and spacing requirements in the Billboard and Art Advertising section. All new Billboards shall be integrated into new development.

TRANSPORTATION RECOMMENDATIONS

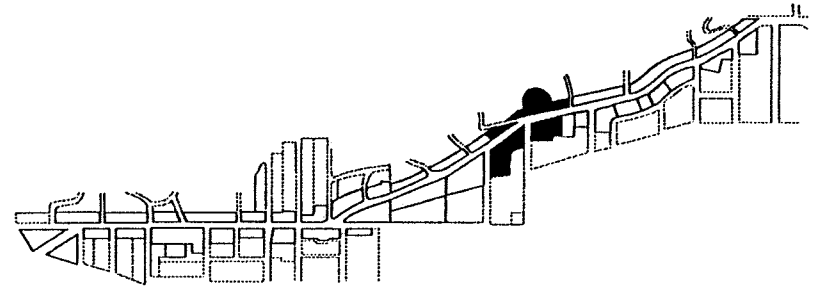
- 4-C,D 18. **Auto Access:** Encourage automobile access to Site 4-C from La Cienega Boulevard and to Site 4-D from either Alta Loma Avenue or La Cienega Boulevard.



AREA 4 - LA CIENEGA GATEWAY

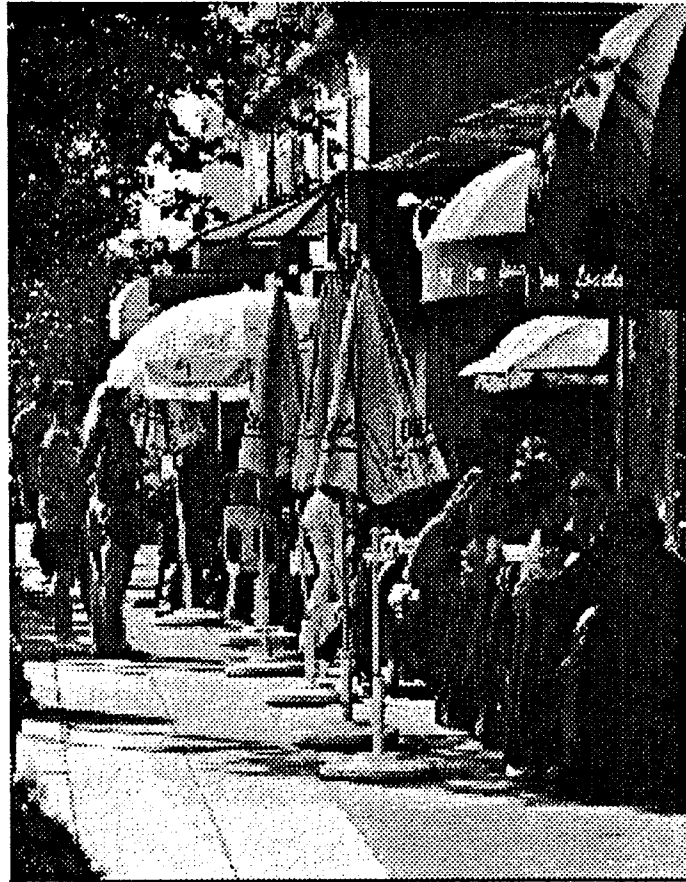
All projects on Sites 4-A, B, C, D, E, and F are subject to the applicable design and development standards and guidelines listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purposes and intent of the design and development requirements, guidelines, and standards that would otherwise apply to this project. Alternative proposals shall comply with the mitigation measures adopted for the Sunset Specific Plan.*

AREA 4 - LA CIENEGA GATEWAY

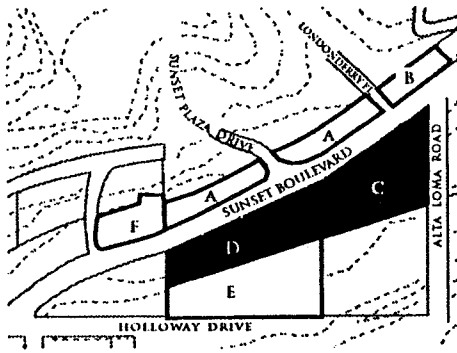


AREA 5 - SUNSET PLAZA

AREA 5 - SUNSET PLAZA



Pedestrian-Active Streetscape



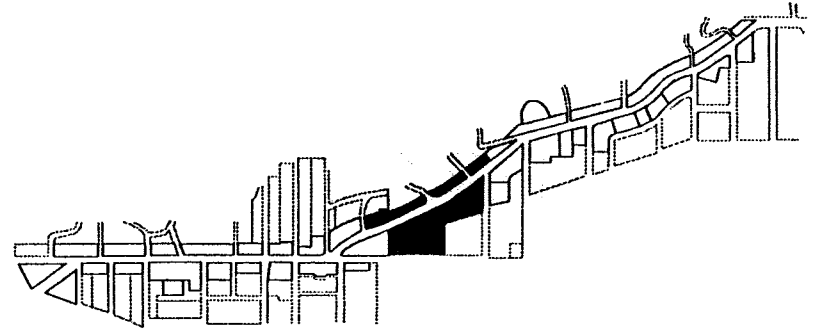
AREA 5 - SUNSET PLAZA

Geographic Area Five extends from Alta Loma to Sherbourne Drive. This is the most pedestrian-oriented section of the Sunset Strip. There are a significant number of small-scale, older buildings for retail uses, mostly in the Georgian style. Large office buildings mark both ends of the area. There is a significant amount of open land used for surface parking and a high proportion of undeveloped and underdeveloped land in this area. There is a particularly beautiful view looking south from the parking lot below Sunset Plaza.

Sites:	5-A:	8569 - 8711 Sunset Blvd.
	5-B:	8547 - 8555 Sunset Blvd.
	5-C:	8556 - 8572 Sunset Blvd.
	5-D:	8600 - 8720 Sunset Blvd.
	5-E:	8623 - 8665 W. Holloway Dr.
	5-F:	8721 - 8747 Sunset Blvd.

GOALS :

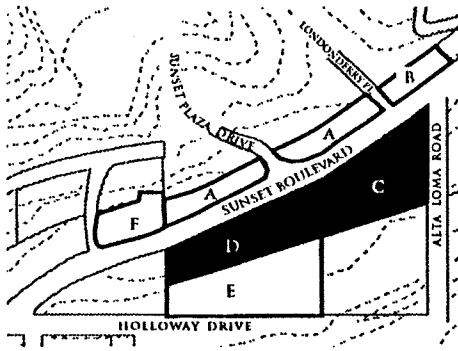
New projects will build on the charm and retail success of Sunset Plaza to create an exciting, pedestrian-oriented, urban village, with a broad mix of uses, open space, and beautiful views. This will be the center of Sunset Boulevard's pedestrian-oriented area.



AREA 5 - SUNSET PLAZA

OBJECTIVES :

1. Develop the large Sunset Plaza property in a coordinated manner to create a cohesive environment preserving its current design character and integrity. Incorporate a broad mix of uses, including residential units, and provide open space amenities.
2. Encourage the replacement of auto-oriented minimalls with new buildings that have sidewalk-fronting retail, oriented to pedestrians.
3. Require new development to be highly pedestrian-oriented and augment it with continuous streetscape improvements. Projects in this area shall create a significant retail/restaurant concentration.
4. Require new development projects to be designed and massed so as to prevent negative impacts on surrounding residential neighborhoods, particularly along Holloway Drive and Alta Loma Road.
5. Preserve and enhance views of the hills and of the Los Angeles basin.
6. Do not allow billboards at the pedestrian level which will detract from the character of the Boulevard.
7. Develop through-site, public, pedestrian passageways between Sunset and Holloway, where appropriate.



AREA 5 - SUNSET PLAZA

REQUIREMENTS AND RECOMMENDATIONS

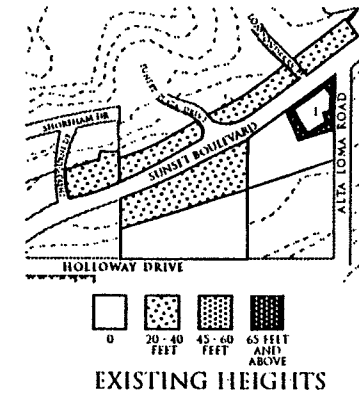
DEVELOPMENT REQUIREMENTS

5-All 1. **Density and Height:** The overall base density for this area is 1.5, except for 5-C and 5-D, which have Target Site densities of 2.75. The maximum height limit is 100 feet at the northeast corner of 5-C. The allowable heights are between 45 and 60 feet, with limits set at 25 feet along the Sunset Plaza frontage. (See Height Limits Map.)

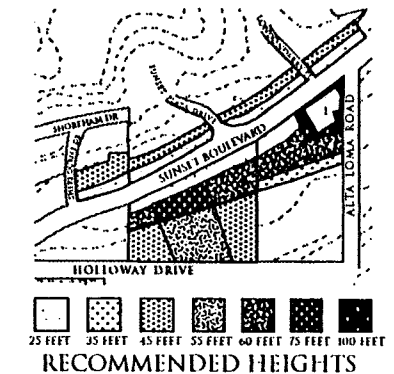
<u>Site</u>	<u>Base</u>	<u>Bonus</u>	<u>Type</u>	<u>Total</u>
5-A	1.5		base	1.5
5-B	1.5		base	1.5
5-C	2.75		target	2.75
5-D	2.75		target	2.75
5-E	In accordance with R-4 zoning standards			
5-F	1.5		base	1.5

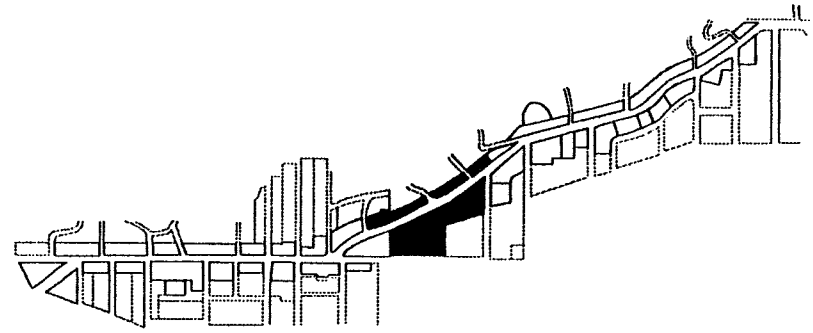
5-C,D 2. **Target Sites:** 5-C and 5-D are Target Sites. These sites receive a maximum permitted FAR of 2.75 and an increase in height limit to 100 feet and 75 feet, respectively.

5-E 3. **Residential Zoning:** The overall residential zoning for this block is 50 units/acre with a 45-foot height limit in accordance with the R-4 zoning standards in the Zoning Ordinance. *Development standards for residential zoning shall apply.* However, low-intensity commercial uses, such as ground-floor retail, restaurants, cafe, and limited-office uses,



EXISTING BUILDING:
PLAYBOY BUILDING - 121 FT.





AREA 5 - SUNSET PLAZA

may be permitted through the Conditional Use Permit process.

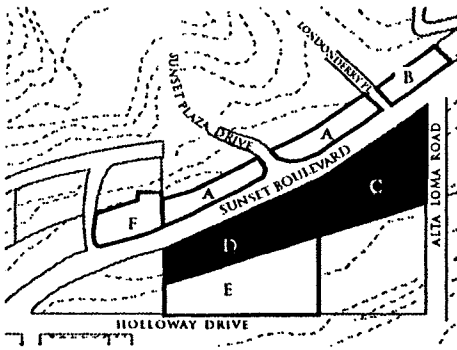
URBAN DESIGN REQUIREMENTS

5-All 4. *Architectural Design Standards: New development shall respond to and complement the architecture of Sunset Plaza and should be consistent with the scale of existing structures.*

5-all 5 **Urban Design at Sunset Plaza**

All renovations or new construction of Sunset Plaza buildings at the addresses: 8616 through 8720 on the south side of the street, and 8589 through 8711 on the north side of the street shall reflect the scale and character of former buildings and the remaining buildings within Sunset Plaza. All renovations or new construction shall be constructed with the same or similar type of materials as the existing structures, including but not limited to: painted wood and stucco with metal detailing of wrought iron and standing seam roofing for bay windows and roofs, and exhibit a level of articulation now existing in these buildings.

Specific elements of the existing development in new construction which define scale and character shall be composed from among, but are not limited to, the set of architectural elements that now comprise the buildings of Sunset Plaza as summarized in the list below. These elements shall be used in a manner consistent with their original use within one of the architectural styles found

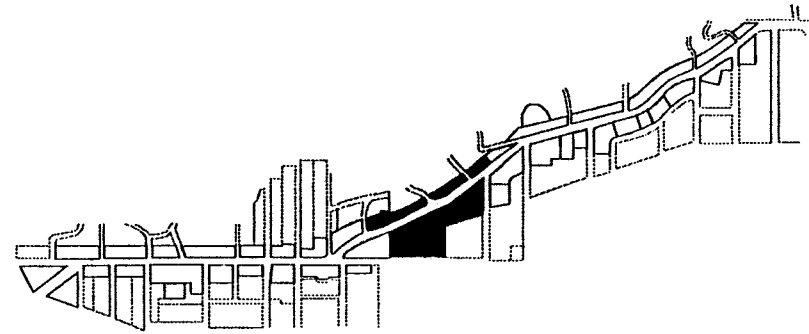


AREA 5 - SUNSET PLAZA

in Sunset Plaza. Other architectural elements which are not listed below may be used as long as they are compatible with those buildings architectural elements:

- Separation of large building masses into individually articulated bays or blocks that give the appearance of residential scale
- An articulated cornice, and pitched shape of the roof line.
- All ornamentation integral to the building facade such as: pilasters, columns and balcony railings, quoining, window, door and cornice moldings etcetera.
- Overall shape and configuration of building facades such as: axial symmetry, central massing, articulation of central body and wings, circulation of real second story window openings, and location size and scale of door and window openings
- Bay windows
- The appearance of an unbroken retail street wall, with appropriately scaled driveway entries
- Service and loading located off of Sunset

AREA 5 - SUNSET PLAZA



5-All

Massing Envelope for Geographic Area Five

From 8600 to the eastern driveway.

Maximum height of street frontage, measured from the face of the existing building, 35 feet to a depth of 30 feet, to a maximum height of 50 feet after first set back, second set back and additional 30 feet in depth, to a maximum height of 75 feet after second set back.

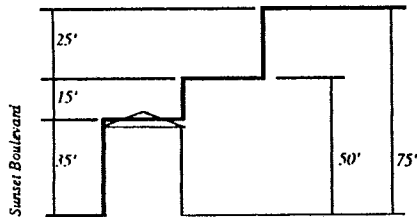
From the eastern driveway to the western boundary

Maximum height of street frontage, measured from the face of the existing building, 25 feet to a depth of 30 feet, to a maximum height of 50 feet after first set back, second set back an additional 30 feet in depth, to a maximum height of 75 feet after second set back.

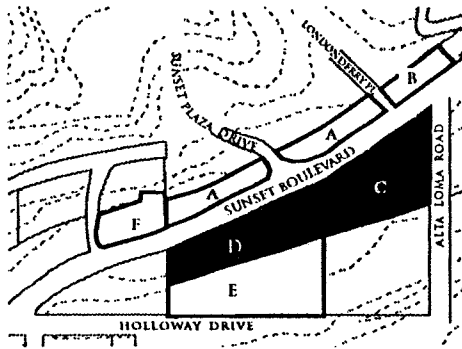
On the north side of the street, from 8589-8711

Maximum height of 25 feet is required for a depth of 30 feet, and to a maximum height of 45 feet after the first set back.

If any of the existing buildings which are designed with a central pavilion and flanking bays, (addresses 8589-95, 8601-15, 8623, 8625-37, 8641-53, 8657-73, 8600, 8616-24, 8630-60) are replaced with new construction, these buildings shall be reconstructed with a similar design of central pavilion and flanking bays. There shall be a thirty foot height limit for the central pavilion and a height limit of twenty-six feet for flanking bays.



Massing Requirements:
Section Diagram through Building



AREA 5 - SUNSET PLAZA

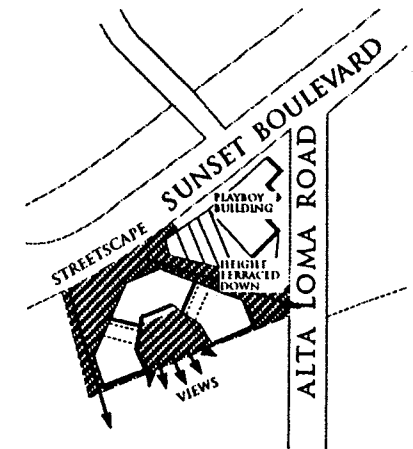
Buildings which are (as of May 15, 1996) designed as a single volume may be rebuilt to a maximum height of 30 feet. (addresses)

- 5-C,D,E 5. **Preserve Views:** Preserve views through sites 5-C, D, and E to the Los Angeles basin. Provide a minimum of two view corridors, portals, or terrace that provides a view through 5-D and 5-E, and one corridor, portal, or terrace through 5-C, complying with all applicable view-preservation standards in the Urban Design section.

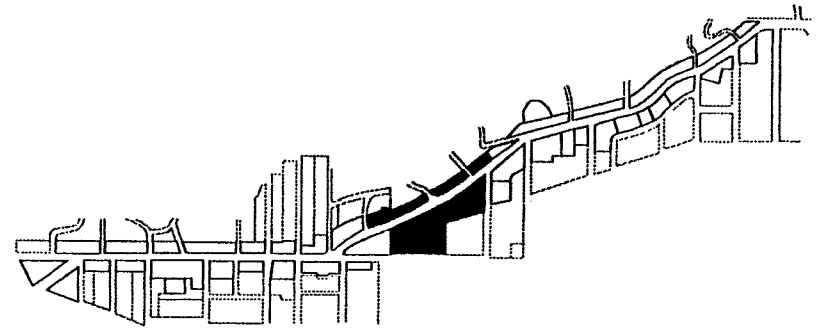
URBAN DESIGN RECOMMENDATIONS

- 5-B 6. **Sidewalk Arcade:** A covered sidewalk arcade is allowed along the frontage of 5-B, east of Londonderry Place, west of Londonderry Place. The arcade shall comply with the arcade design and development standards. (See Urban Design section.)
- 5-C,D 7. **View Terraces:** If view terraces accesible to the public, are developed on sites 5-C and D, they should be designed in such a way as to run along approximately 30% of the southern edges of each site.

These terraces shall comply with applicable view-preservation standards in the Urban Design section.



Concept Diagram: Site

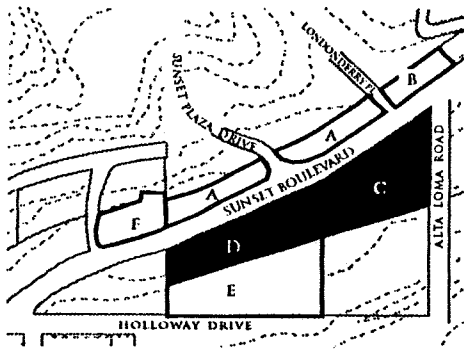


AREA 5 - SUNSET PLAZA

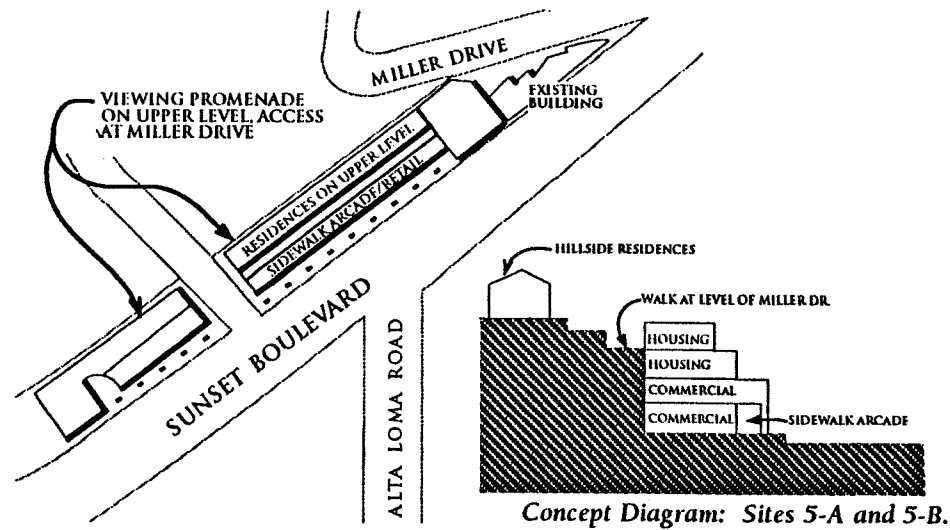
- 5-E 8. **Courtyard or Hillside Housing/ Holloway Setback and Pedestrian Passageway:** Develop courtyard-style or hillside-terraced housing on 5-E that steps down the slope from Sunset to Holloway. A through-site, pedestrian passageway between Holloway Drive and Sunset may be provided. Residential zoning standards shall apply to development on 5-E. Minimize the curb cuts and entries on the Holloway Triangle to approximately 30% of the street frontage.
- 5-C,D 9 **Alta Loma and Holloway Drive Frontages:** *Design secondary building facades located on Alta Loma and Holloway Drive so that they are similar to primary facades facing Sunset Boulevard.* Building facades facing Alta Loma or Holloway should not appear as unconsidered or neglected rear elevations of the building.
- 5-C 10. **Massing:** *New development on 5-C shall be massed to step down from the existing tower at the corner of Alta Loma Road toward Sunset Plaza.*

OPEN SPACE AND STREETScape RECOMMENDATIONS

- 5-A,B,C, 11. **Create Front Setbacks:** Create front setbacks on Sites 5-A, B, C, D, and F. An average setback of 15 feet from curb to building front shall be required for all new construction. Install streetscape improvements and plant street trees in compliance with this plan. (See Open Space and Streetscape section.)
- 5-D 12. **Open Space Development:** Provide a public amenity, such as a pocket park and/or view terrace, or paved, plaza on Site 5-D that incorporates public access to views at this location. Standards for the treatment of this open space as a view terrace are provided in the view preservation standards in the Urban Design



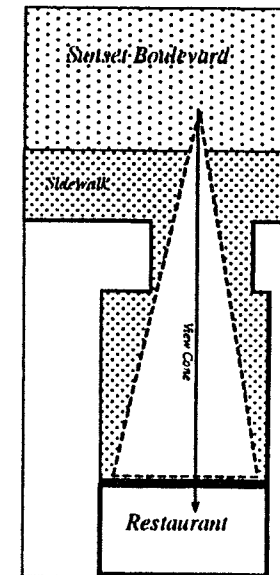
AREA 5 - SUNSET PLAZA



section, as well as in the Open Space section.

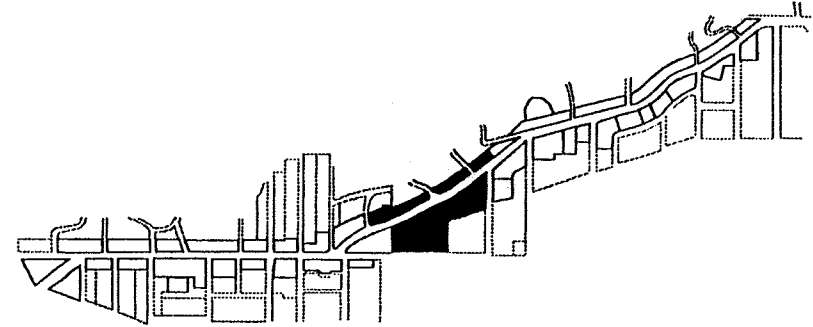
USE MIX RECOMMENDATIONS

- 5-All 13. **Ground-Floor Uses/Second-Floor Retail:** Pedestrian-active uses should be approximately 70% of the ground-floor frontage of new buildings. Second-level retail/restaurant uses are permitted.
- 5-All 14. **Retail Uses Not Facing the Street:** Permit the arrangement of retail and restaurant uses around and along interior pedestrian courts, passages, walking streets, and similar off-street spaces. If organized in this arrangement, restaurants should be designed as a visual continuum of the street and should



*Restaurant:
Visually Accessible to Sunset*

AREA 5 - SUNSET PLAZA



be visually accessible to pedestrians on the public sidewalk.

BILLBOARDS AND ART ADVERTISING RECOMMENDATIONS

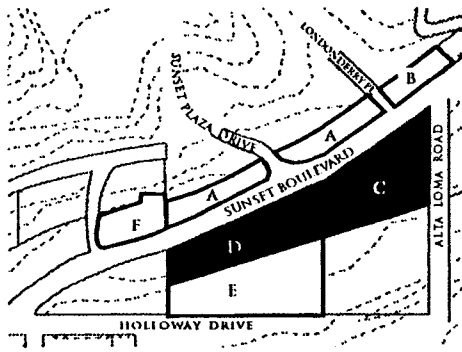
- 5-All 16. **Billboards:** Additional billboards will not be permitted in this area. Billboards existing as of May 15, 1996, may be relocated or repositioned as properties are redeveloped, though their size and numbers may not increase. All repositioned billboards shall comply with applicable billboard standards of this plan in the Billboards and Art Advertising section.

TRANSPORTATION RECOMMENDATIONS

- 5-All 17. **Median:** Develop a median down the center of Sunset Boulevard from Holloway to La Cienega. Pattern it on the existing median at Sunset Plaza. The median must be designed according to the design standards set out in the open space chapter.
- 5-D,E 18. **Auto Access:** Require that all automobile access to Site 5-E be made from entries on Holloway. As 5-D is developed, there should be no increase in curb cuts.

CULTURAL RESOURCES REQUIREMENTS

- 5-A 19. **Preservation:** 8619 and 8623 Sunset will be recommended for designation as Cultural Resources in the City of West Hollywood.



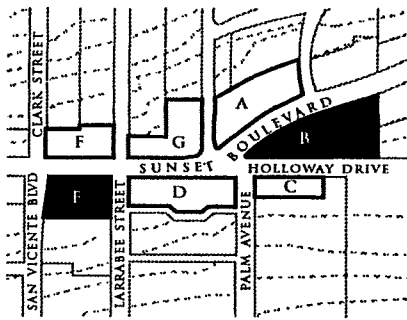
AREA 5 - SUNSET PLAZA

All projects on Sites 5-A, B, C, D, E, and F are subject to the applicable design and development standards and guidelines listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purposes and intent of the design and development requirements, guidelines, and standards that would otherwise apply to this project. Alternative proposals shall comply with the mitigation measures adopted for the Sunset Specific Plan.*

AREA 6 - HOLLOWAY TRIANGLE

AREA 6 - HOLLOWAY TRIANGLE

Artist's rendering of Holloway Triangle Electric Agora



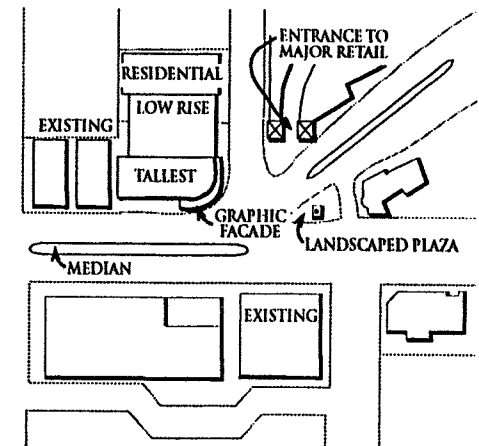
AREA 6 - HOLLOWAY TRIANGLE

Geographic Area Six is bounded on the east by 8730 Sunset Boulevard and on the west by San Vicente Boulevard. Holloway Triangle is one of the major intersections on Sunset Boulevard. Entertainment billboards are concentrated here, and the area has a unique daytime and nighttime pedestrian and entertainment atmosphere centering around Tower Records, Book Soup, and the Carolco Building.

Sites:	6-A:	8755 - 8789 Sunset Blvd.	6-E:	8850 - 8878 Sunset Blvd.
	6-B:	8730 - 8788 Sunset Blvd.	6-F:	8849 - 8873 Sunset Blvd.
		8731-8737 Holloway Dr.	6-G:	8801 - 8835 Sunset Blvd.
	6-C:	8742 - 8766 Sunset Blvd.		
	6-D:	8800 - 8844 Sunset Blvd.		

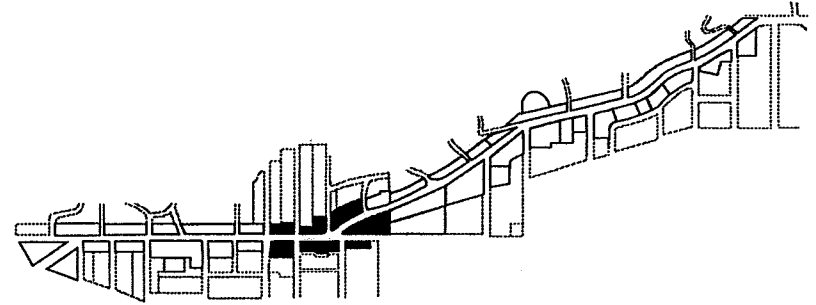
GOALS :

Existing development that houses such businesses as the Bel Age Hotel, Tower Records, Book Soup, and Carolco will be coordinated with new development to transform the Holloway Triangle area into a cohesive and dynamic outdoor space.



Concept Diagram: Holloway Triangle

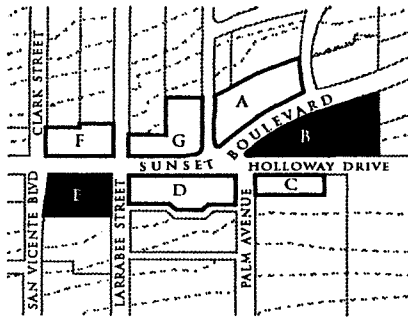
AREA 6 - HOLLOWAY TRIANGLE



View facing west

OBJECTIVES :

1. Orient new development toward the triangular intersection of Holloway and Sunset, creating an outdoor room, one of the major nodes of activity along Sunset Boulevard.
2. Design buildings, signage, lighting, billboards, streetscape elements, and open spaces that establish the Holloway Triangle as a dynamic outdoor space.
3. Develop a diverse mix of uses in the Holloway Triangle that extends the pedestrian focus of the commercial development of Sunset Plaza further west.
4. Encourage the remodeling and upgrading of existing buildings that are unlikely to be replaced in the near future. Improvements to existing buildings should encourage pedestrian use, be architecturally distinctive, and be attractive to current and future tenants.
5. Encourage development and businesses that provide nighttime uses and increase nighttime safety on Sunset.
6. Encourage development and accommodate firms associated with the "creative" industries by permitting additional height and density on larger commercial parcels that are easily accessed by automobile traffic. Provide consolidated public parking.
7. Physically integrate the Bel Age Hotel into the activity of Sunset Boulevard and augment its operation by developing compatible uses, such as conference/meeting facilities, restaurant, and retail.



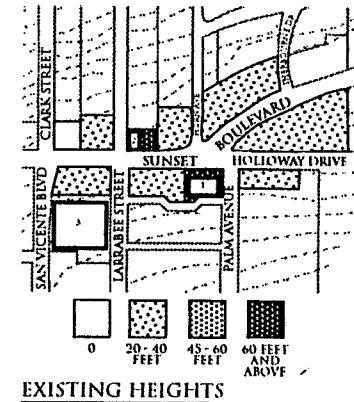
AREA 6 - HOLLOWAY TRIANGLE

REQUIREMENTS AND RECOMMENDATIONS

DEVELOPMENT REQUIREMENTS

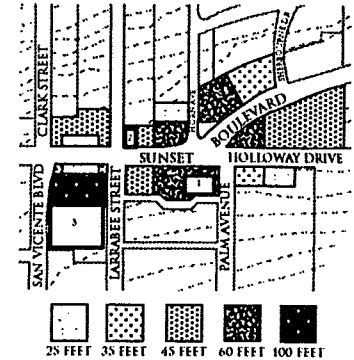
- 6-All 1. **Density and Height:** The overall density for this area is 1.5 and the height limit is 35 feet, except for 6-B and 6-E, which are designated Target Sites. If these sites are developed according to the requirements listed below, an FAR bonus of 2.75 and height bonuses of up to 100 feet will be permitted. The maximum height bonus is 100 feet on the south side of 6-E, relating in scale to the Bel Age Hotel. If the area around the Holloway Triangle is developed as a whole with a cohesive design scheme, height bonuses may reach a maximum of 60 feet.

Site	Base	Bonus	Type	Total
6-A	1.5		base	1.5
6-B	2.75		target	2.75
6-C	1.5		base	1.5
6-D	1.5		base	1.5
6-E	2.75		target	2.75
6-F	1.5		base	1.5
6-G	1.5		base	1.5



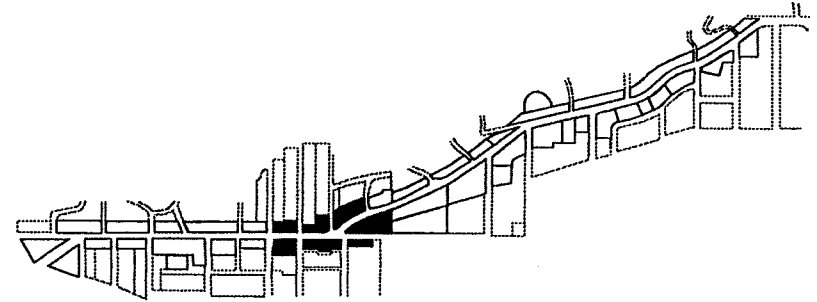
EXISTING HEIGHTS

- 1 EXISTING BUILDING: CAROLCO - 90 FEET
- 2 EXISTING BUILDING: 8831 SUNSET - 70 FEET
- 3 EXISTING BUILDING: BEL AGE HOTEL - 117 FEET



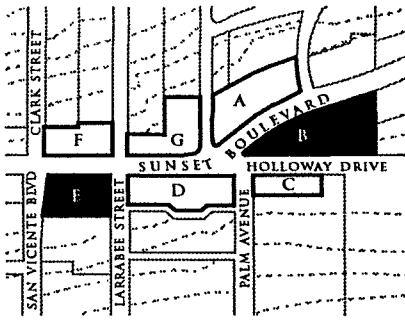
RECOMMENDED HEIGHTS

AREA 6 - HOLLOWAY TRIANGLE



URBAN DESIGN REQUIREMENTS

- 6-B
2. **Target Site:** Permit a maximum FAR of 2.75 and height limit of 60 feet on 6-B. If all the parcels on 6-B are developed in combination, with an overall design scheme, they may achieve the maximum height of 60 feet. *To be eligible for these bonuses, the development shall incorporate the following components:*
 - a. Approximately half of the project area should be:
 - office space that is adaptable for use by entertainment industries
 - or
 - devoted to public parking
 - b. Public parking, office use, or open space should be developed at the center of the block and should be surrounded at the edge of the block with retail uses facing Sunset and the Holloway Triangle, and residential uses facing Holloway. If all of the parcels on Site 6-B are combined, a height bonus up to 60 feet may be permitted along the east edges of the site. (See Height Limits Map.)
 - c. *Pedestrian access through the site, either indoor or outdoor, shall be provided between Sunset and Holloway.*
 - d. *The project shall be designed to take advantage of the southeast views of the Los Angeles basin. Public access to these views shall be provided where possible.*
 - e. *If the parcels being developed have frontage at the tip of the block facing the Holloway Triangle, the building massing and the main entrance to the*



AREA 6 - HOLLOWAY TRIANGLE

building shall be oriented toward the Triangle.

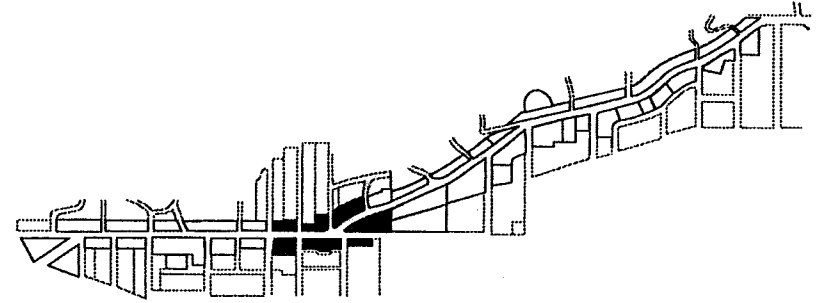
- f. The ground-floor frontage along Sunset should have pedestrian uses along approximately 75% of its length. Second-floor retail is permitted. *The ground floor shall step with the slope of the sidewalk and should not be located more than 2 feet above or below the elevation of the abutting sidewalk at any point along approximately 75% of the frontage.*
- g. *The building along Sunset shall be massed in increments not to exceed approximately 75 feet wide.*
- h. *The development site shall have access from both Sunset and Holloway.*
- i. *Between 20 and 50% of this area shall be developed as an open space amenity.*

If a project on Site 6-B does not meet the requirements to receive a height or density bonus as described above, the project shall still comply with the standards listed in e and g above and second-floor retail use shall not be permitted.

- 6-E 3. **Target Site:** If all properties on Site 6-E are consolidated and developed as a single, integrated development that complies with requirements listed below, a height bonus will be permitted up to a maximum of 100 feet on the south side of 6-E and an FAR bonus up to 2.75.

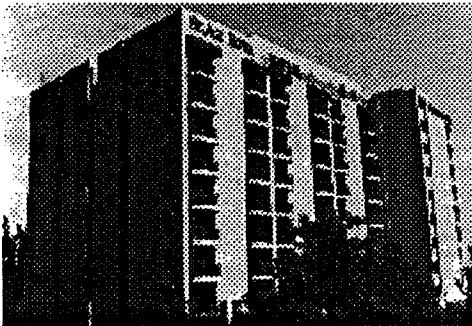
To be eligible for these bonuses, the development of 6-E shall incorporate the following components:

AREA 6 - HOLLOWAY TRIANGLE

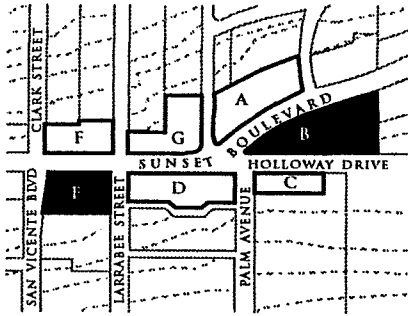


- a. A 15-foot average setback from the curb along the Sunset Boulevard frontage for purposes of creating a widened sidewalk, pedestrian plaza space, and space for outdoor dining. (See the Open Space and Streetscape section.) An additional 10 foot setback along approximately 25% or more of the street frontage is encouraged.
- b. Retail and restaurant uses along a minimum of approximately 75% of the length of the block. Retail/restaurant uses are encouraged along the length of the through-block passageway but are discouraged above the ground floor, except at the front of the building facing Sunset Boulevard.
- c. Office space shall be adaptable for use by entertainment industries.
- d. The southern facade of Site 6-E shall be designed as a primary facade and should relate to the entrance of the Bel Age hotel; it should not appear an insignificant elevation or as the rear of a building.
- e. Auto access should be provided from San Vicente and Larrabee only and should be located at or near the southern edge of the block.

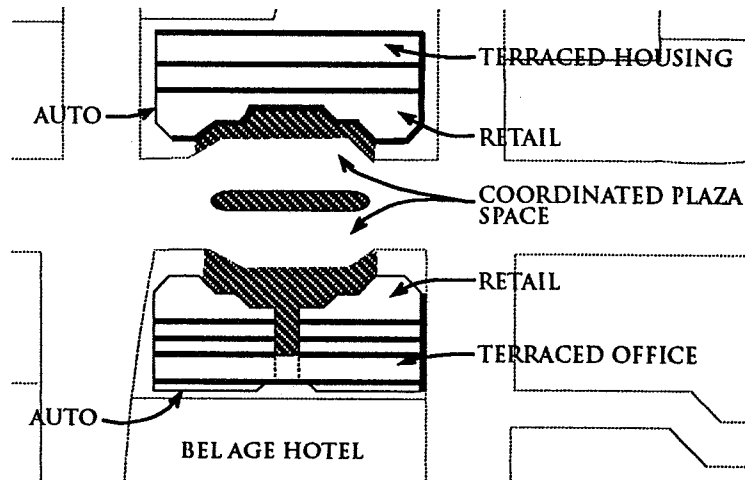
If all of the properties on Site 6-E are not consolidated and developed together, they shall not be eligible for additional height and FAR.



The Bel Age Hotel
Photo: Richard Settle



AREA 6 - HOLLOWAY TRIANGLE

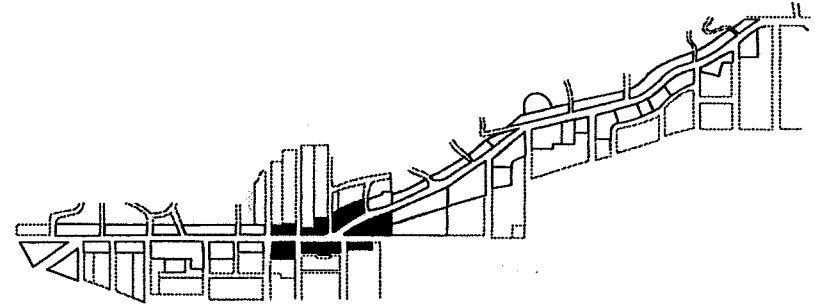


Concept Diagram: Sites 6-E, 6-F

The following is a list of design recommendations for any new development of 6-E:

- g. A covered or uncovered pedestrian passageway or arcade located approximately midblock between San Vicente and Larrabee should connect the Sunset Boulevard sidewalk to the main entrance of the Bel Age Hotel. Additionally, an elevated passage may connect this development to the hotel, over the carriage entrance.

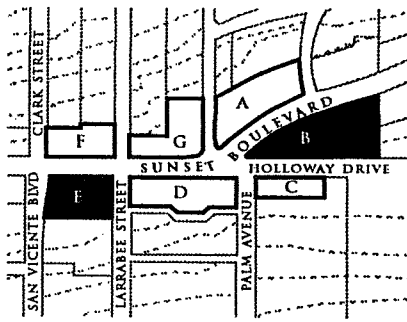
AREA 6 - HOLLOWAY TRIANGLE



- h. If conference space is included in the development, it should be a single-level conference facility with a minimum of 20,000 square feet of meeting space. The potential location would be below the level of Sunset Boulevard and tied to, or oriented toward, the back of 6-E and the main entrance to the Bel Age Hotel.

URBAN DESIGN RECOMMENDATIONS

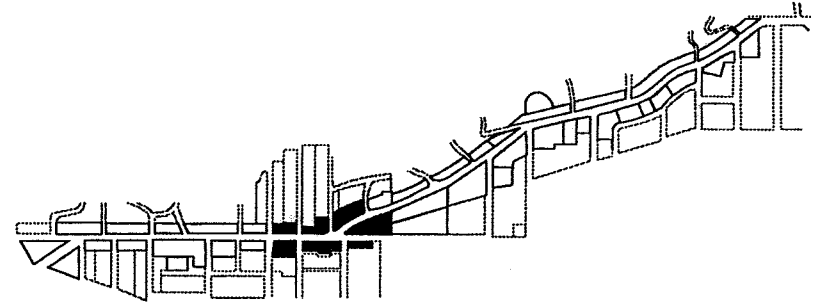
- 6-A,B,C,D,G 4. **Massing--Holloway Triangle:** Design new or remodeled buildings adjacent to the Holloway Triangle (Sites 6-A, B, C, D, and G), so that the massing and setbacks of these buildings contribute to the creation of enclosure around this space. New or remodeled buildings on Site 6-A should be designed in such a way as to step down or provide a direct transition between the frontage of the building and the public sidewalk. There should be no vehicle access at the front of the building that interferes with pedestrian entry. The ground floor of buildings on Site 6-A should not be more than 2 feet above or below the public sidewalk. Development on 6-A should terminate the view from the east on Sunset.
- 6-F 5. **Massing--Sunset and Clark:** Massing of any new building located at the northeast corner of Sunset and Clark should successfully terminate the view north to Sunset from San Vicente. Such a building will integrate architectural elements or be proportioned in such a way as to mark the corner of these cross streets with a minor landmark.
- 6-B 6. **Minor Landmark:** Terminate the view looking down Sunset from the west by including a landmark building element in the design of new development on this block.



AREA 6 - HOLLOWAY TRIANGLE

- 6-F 7. **Sidewalk Arcade:** Develop a sidewalk arcade along the frontage of Site 6-F that complies with the sidewalk arcade design and development standards. Outdoor dining may be developed on top of the arcade, overlooking the street. As an alternative to the arcade, new buildings may be set back from the current sidewalk line according to the Open Space and Streetscape requirements.
- 6-A,B,C,
D,G 8. **Lighting:** Use lighting techniques to mark the Holloway Triangle as a nighttime center of activity. Lighting should be creative and visually interesting, creating an identity but minimizing glare to the residences to the north.
- 6-B 9. **Electric Agora/Landmark building:** Develop a significant landmark building and/or an "Electric Agora", an innovative electronic and video information and advertising board, facing the Holloway Triangle .
- 6-All 10. **Public Art:** All fees paid to the City should be pooled and used to fund the design, fabrication, installation, and maintenance of a significant art installation on the Holloway Triangle. The installation should be clearly visible to passing motorists, related thematically to the heritage of Sunset Boulevard, and interactive with pedestrians. (See Arts Program section.)

AREA 6 - HOLLOWAY TRIANGLE

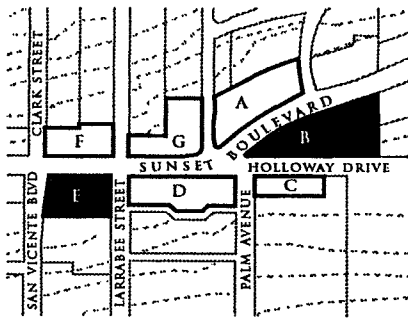


OPEN SPACE AND STREETSCAPE RECOMMENDATIONS

- 6-D,E 11. **Front Setbacks:** For new construction and major remodels, a minimum of a 15-foot average setback shall be created, consistent with the Open Space and Streetscape requirements. (See the Open Space and Streetscape Section) Pedestrian-active uses should be provided along approximately 75% of the ground-floor frontage and should be oriented toward the sidewalk.

USE MIX RECOMMENDATIONS

- 6-All 12. **Second-Floor Retail:** Second-floor retail space must be visible from grade level and have its primary entrance or sales area located at grade level, facing the public sidewalk.
- 6-A,B,C,G, 13. **Second-Floor Retail:** Configure second-floor retail space on all blocks in the Holloway Triangle area toward Sunset Boulevard with windows and/or doors facing the street.
- 6-D 14. **Second-Floor Retail:** Second-floor or interior retail is prohibited, except if located along a through-block passageway located at or near the middle of the block and connecting the Sunset Boulevard sidewalk to the main entrance of the Bel Age Hotel.
- 6-F 15. **Second-Floor Retail:** Allow second-floor retail and restaurant uses on 6-F only if the tenant spaces are oriented to the front of the building, with windows and doors facing the street.



AREA 6 - HOLLOWAY TRIANGLE

- 6-A,B,D,
E,F,G
16. **Ground-Level Uses:** Require ground-level pedestrian-active uses along approximately 75% of the Sunset Boulevard frontage of 6-A, B, D, E, F, and G. This is not required on 6-C but is permitted. The design of the ground floor of new buildings or the remodeling of existing structures on Site 6-C shall not preclude their future use by retail or similar uses.
- 6-A,B,
17. **Non-street-oriented Retail:** Permit interior pedestrian spaces, courtyards, walkways, and pedestrian malls with retail uses on Sites 6-A and 6-B. The main entrance to these spaces shall be organized around the Holloway Triangle.

BILLBOARDS AND ART ADVERTISING RECOMMENDATIONS

- 6-B
18. **Billboards:** Billboards should be designed to contribute to the dynamic nature of this intersection and be included as a design element. Billboards are subject to the requirements of this plan's guidelines for billboards and art advertising.

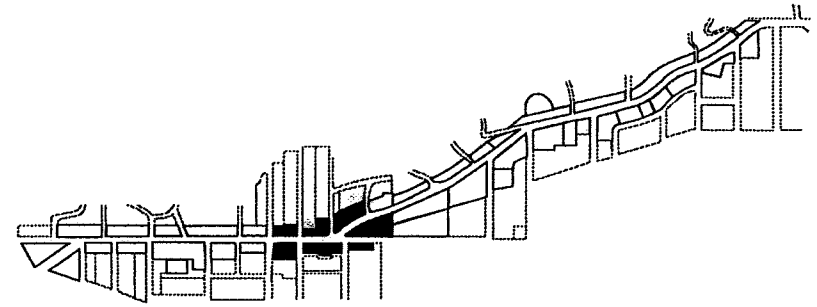
TRANSPORTATION RECOMMENDATIONS

- 6-E,F
19. **Auto Access/Parking:** Encourage auto access to Site 6-F from Clark Street or Larrabee Street only. If public parking is developed on Site 6-E, uses located on Site 6-F need not provide parking but may use space on Site 6-E to satisfy the parking requirement.



Tower Records
Photo: Richard Settle

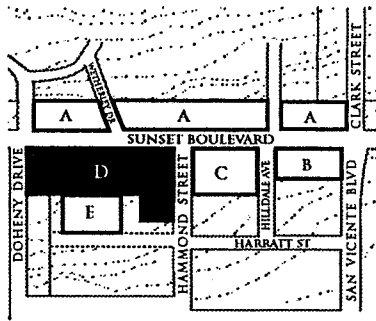
AREA 6 - HOLLOWAY TRIANGLE



All projects on Sites 6-A, B, C, D, E, F, and G are subject to the applicable design and development standards and guidelines listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purposes and intent of the design and development requirements, guidelines, and standards that would otherwise apply to this project. Alternative proposals shall comply with the mitigation measures adopted for the Sunset Specific Plan.*

AREA 7 - SAN VICENTE TO DOHENY

AREA 7 - SAN VICENTE TO DOHENY



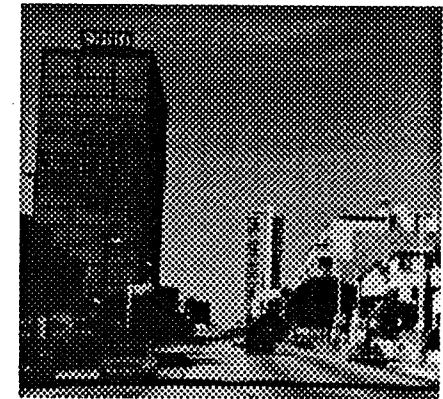
AREA 7 - SAN VICENTE TO DOHENY

Geographic Area Seven extends from San Vicente east to Doheny. Nightclubs, such as The Whisky, The Roxy, and Gazarri's, characterize this section of Sunset Boulevard. There is one large undeveloped lot between Hammond and Hilldale. Small office buildings on both the north and south sides of the street contrast with the large 9000 building. As one of the largest office buildings on Sunset, it is a familiar landmark.

Sites:	7-A:	8901 - 9059 Sunset Blvd.
	7-B :	8900 - 8920 Sunset Blvd.
	7-C :	8950 - 8978 Sunset Blvd.
	7-D:	9000 - 9056 Sunset Blvd.
	7-E:	9031 - 9041 W. Harratt St.

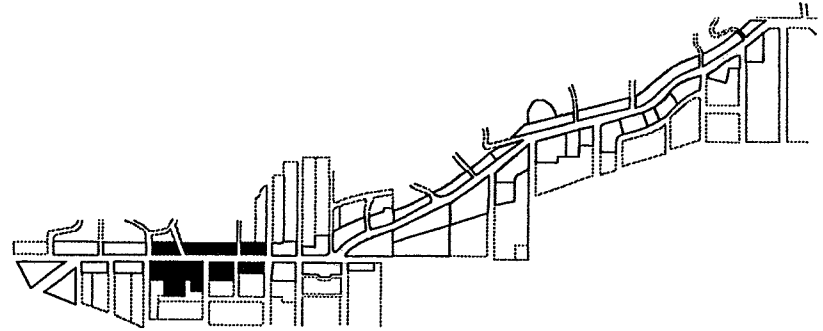
GOALS :

This section of Sunset currently includes both large and small office buildings, a number of long-established nightclubs, retail businesses, and some vacant and underdeveloped land. The goals for this area are to encourage small infill development as well as large office and mixed-use projects, and to remodel some existing structures. Developing vacant land with a strong mix of uses and a base of entertainment-related office space will strengthen the attractiveness and the economic viability of this section of Sunset.



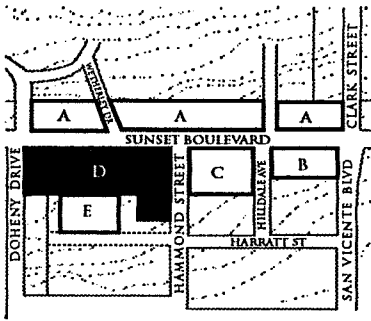
9000 Building

AREA 7 - SAN VICENTE TO DOHENY



OBJECTIVES :

1. Encourage well-designed infill projects and the remodeling or replacement of existing structures located on the north side of the street.
2. Improve the pedestrian environment by implementing streetscape improvements, which include: planting trees, creating landscaped sidewalk niches, humanizing the ground-floor level of existing buildings, and improving the landscaping and use of existing open spaces.
3. Improve the appearance and the marketability of existing buildings by encouraging distinctive facade, roofscape, and signage improvements.
4. Encourage development and accommodate firms associated with the "creative" industries by permitting additional height and density on larger commercial parcels which are easily accessed by automobile traffic.
5. New projects shall be designed and massed so as to be sensitive to the adjacent residential neighborhoods, particularly those located along Harratt, Hilldale, and Hammond Streets.
6. Encourage mixed-use development containing residential uses on large and deep sites where the residential uses can be accessed from Sunset but remain somewhat removed from the noise and activity of the street.
7. Maintain a strong yet human-scaled street wall in this section of Sunset Boulevard.



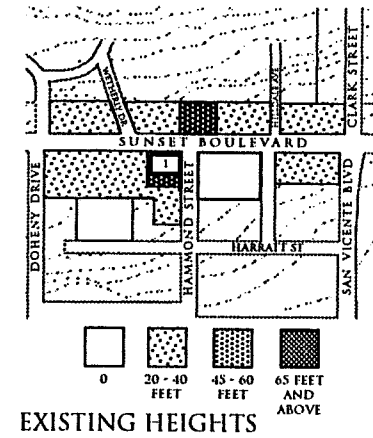
AREA 7 - SAN VICENTE TO DOHENY

REQUIREMENTS AND RECOMMENDATIONS

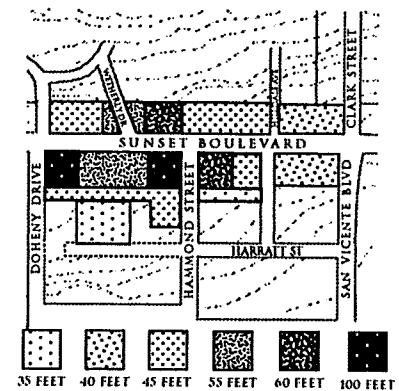
DEVELOPMENT REQUIREMENTS

- 7-All**
- Density and Height:** The base FAR for this area is 1.5. Site 7-C is a Target site and has a base density of 2.75 FAR with a 0.5 FAR bonus for residential development and a 0.2 FAR bonus for landmark design, for a total of 3.45 FAR. Site 7-D has a Target Site FAR of 2.75. Site 7-D has an additional density bonus of 0.1 for building renovation, creating a total possible FAR of 2.85. The maximum height is 100 feet at both ends of 7-D, with most other height limits set at 45-60 feet. (See Height Limit Map.) The heights are designed to step down from the 9000 Building, on either side, to create a transition in scale. Higher allowances have been located on the south side of the street to take advantage of the slope. Requirements for the Target Site include the creation of view corridors to open up public views.

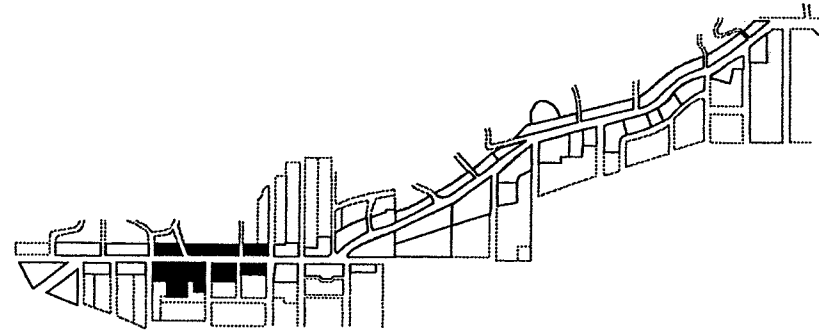
Site	Base	Bonus	Type	Total
7-A	1.5	.1	base + renovation	1.6
7-B	1.5		base	1.5
7-C	2.75	.5	base + res	3.25
7-D	2.75	.1	target + renovation	2.85
7-E	<i>In accordance with R-2 zoning standards</i>			



1 EXISTING BUILDING:
9000 BUILDING - 194 FEET

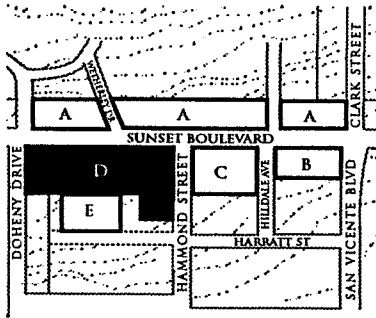


AREA 7 - SAN VICENTE TO DOHENY

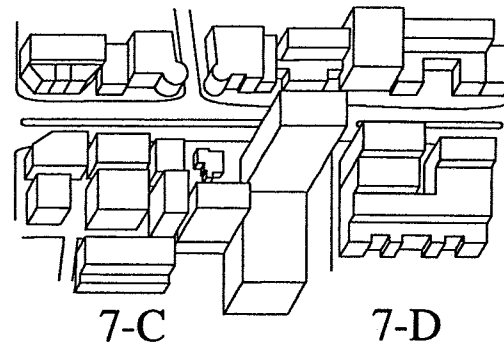


URBAN DESIGN REQUIREMENTS

- 7-C
2. Target Site: The allocated density for site 7-C is 3 . 25, and the maximum height limit is 60 feet on the western section of the block.
 - a. *The massing of development on 7-C shall be divided into at least two separate buildings above the street level of Sunset Boulevard. A view, preservation design, a corridor, terrace, or portal shall preserve at least one through-site view to the southeast.*
 - b. Along approximately 60% of the Sunset Boulevard frontage, the ground-floor level should be stepped according to the slope of Sunset to maintain no more than 2 feet of elevation difference between the ground-floor retail space and the sidewalk.
 - c. *The massing of new development on 7-C shall be stepped up the hill, with the tallest portion located at the northwest corner of the site closest to Sunset Boulevard, near existing tall, office-building and mixed-use development located across Hammond and Sunset.*
 - d. Permit height up to 60 feet along the street frontage of 7-C.



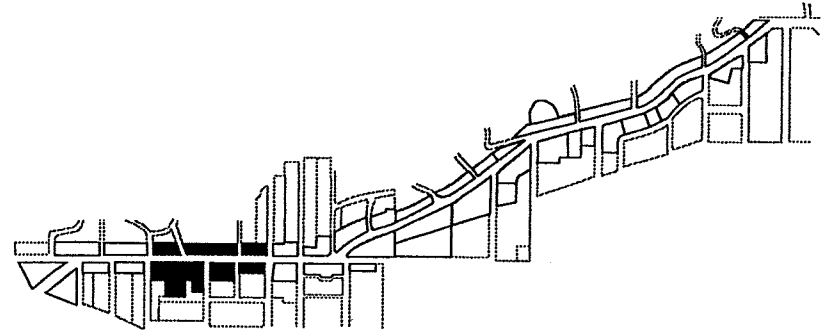
AREA 7 - SAN VICENTE TO DOHENY



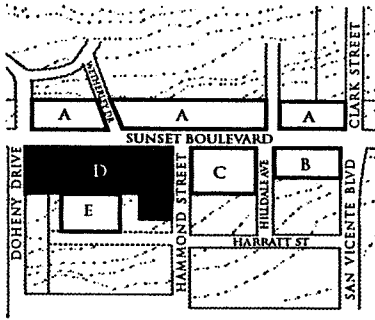
Concept Drawing: Massing, Sites 7-C, 7-D

- 7-D
3. **Target Site:** Permit height up to 100 feet along the Sunset Boulevard frontage of 7-D. This development shall be massed in compliance with the standards in the Urban Design section and shall create an articulated streetfront and stepping or otherwise differentiated massing.
- 7-A
4. **Retrofitting of Grade-Level Frontages and Setbacks:** Minor ground-floor additions occupied by pedestrian-friendly uses are encouraged and will be permitted a 0.1 FAR bonus. Development taking advantage of this bonus must comply with the standards for ground-level facade design and retrofitting of existing structures in the Urban Design Guidelines sections IV and VI. Parking requirements shall be waived for the additional 0.1 FAR.

AREA 7 - SAN VICENTE TO DOHENY

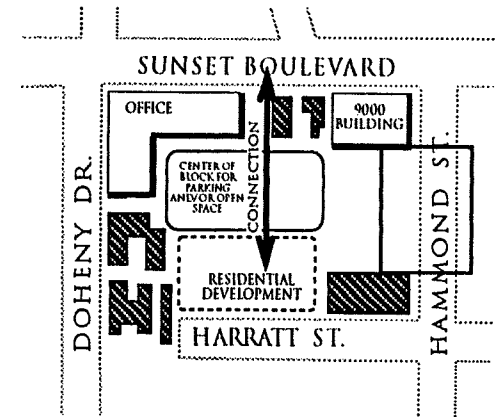


- 7-A 5. **Massing:** Additional height is permitted for the buildings on 7-A at the intersection of Wetherly Drive to create a minor gateway to the neighborhood up the hill. This development should be massed to accentuate the corners.
- 7-ALL 6. **Massing:** The side elevations of infill development which are taller than existing neighboring buildings should be designed in such a way as to minimize the increase in scale and to relate to the adjacent buildings. Courtyards and open space connected to the street are permitted to bring landscaping and plantings to this section of the Boulevard where there is no median.
- 7-D 7. **9000 Sunset Boulevard Ground-Floor Retrofitting:** The office building located at 9000 Sunset, known as "The 9000 Building", has a strong identity and is a recognized landmark. The building has been substantially remodeled and upgraded. The building, or parts of the building, may be remodeled again during the twenty-year lifetime of this plan. A 0.1 FAR and a parking bonus are offered to encourage this remodel. The additional 0.1 density shall be exempt from parking requirements. In the event of a remodel, the street level should be pedestrian-oriented and/or provide retail uses for a majority of the Sunset Boulevard frontage, using 65% as a guideline. Visual relief to the Hammond Street face of the parking structure is encouraged and may be achieved by a mural or other decorative surface treatment, similar to the western face of the building.

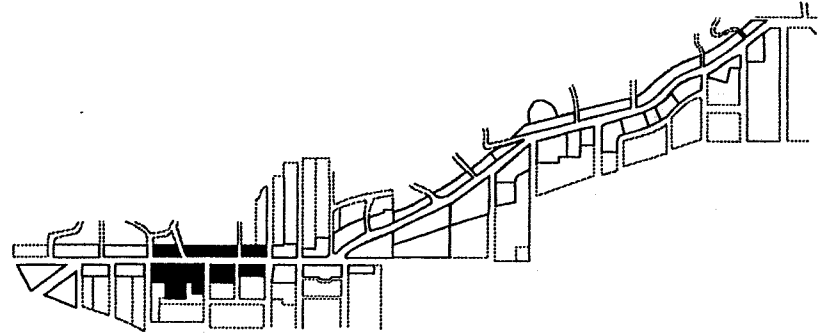


AREA 7 - SAN VICENTE TO DOHENY

- 7-D**
8. **Density Bonus for Office Uses:** If the entire site is redeveloped, additional height and density are permitted, of 7-D for purposes of developing office space. *To be eligible for the Target Site bonus, the parcels being developed shall have access from both Doheny Drive and Sunset.* The parcels need not be combined under single ownership but may be subject to an agreement creating an easement for shared access. This shared access should be located along the southern edge of the block from Doheny and preferably in alignment with Wetherly Drive from Sunset. As an alternative, access can be provided from Hammond Street through the lower level of the parking garage located at the eastern end of 7-D.
- 7-E**
9. **Residential:** 7-E may be developed with residential uses at a maximum density of 22 units per acre and in compliance with the Zoning Ordinance's R-2 standards if auto access is provided from Harratt Street. If 7-E, or a portion thereof, is developed as an integrated part of a larger project involving all or part of 7-D, with all automobile and parking access from Sunset Boulevard, then 7-E may be developed at a density of 50 units per acre and in compliance with the City's R-4 zoning regulations.
10. **Parking:** 7-E may continue to be utilized as parking for commercial uses located on 7-D. *All auto access for this purpose shall be from Sunset Boulevard.* A heavily landscaped 15-foot setback and decorative 6-foot block wall on the north side of the setback should be maintained along the entire Harratt frontage of the property used for parking.



AREA 7 - SAN VICENTE TO DOHENY



STREETSCAPE REQUIREMENTS

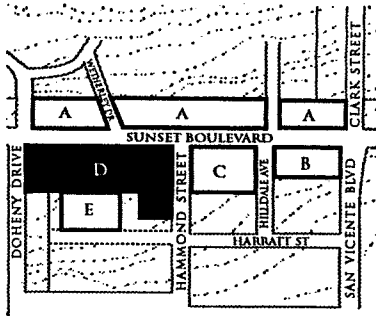
- 7-A 11. *Continuous Street Wall: The facades along 7-A shall have a strong and continuous presence developed along the frontage of 7-A.*
- 7-B,C,D 12. *Sidewalk Widening: Create setbacks along the Sunset Boulevard Frontage of sites 7-B, C, and D to an average of 15 feet, including required streetscape improvements such as street trees which shall be installed throughout, according to the standards in the Open Space and Streetscape section, III.*

STREETSCAPE RECOMMENDATIONS

- 7-A 13. Sidewalk niches are encouraged in this section.

USE MIX REQUIREMENTS

- 7-C 15. *Residential Uses: The southern edge of 7-C shall be developed with residential uses. A minimum of 4 units are required and a 0.5 FAR bonus is permitted. The residential units shall be sited in such a way as to serve as a buffer between commercial uses and the existing residential buildings located to the south.*

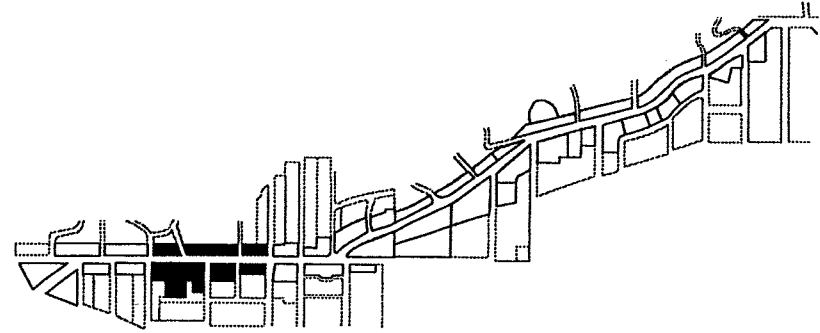


AREA 7 - SAN VICENTE TO DOHENY

USE MIX RECOMMENDATIONS

- 7-C 16. **Residential Uses:** A heavily landscaped pedestrian walkway or mews extending from Hammond to Hilldale along the southern edge of the block should be the main pedestrian access to the residential units.
- 7-A,B,D 13. **Ground-Level Retail:** Ground-floor retail uses are permitted on 7-A, B, and D. Second-floor retail is only permitted if it is the upper level of a tenant space whose primary sales area is at grade level and is accessed from the grade-level sidewalk. Approximately 30% of the Sunset Boulevard frontage should be occupied to pedestrian-active uses.
- 7-C 14. **Ground-Level Retail:** Second-floor and interior-oriented retail uses which do not have a primary entrance on Sunset boulevard are prohibited on 7-C. A majority of the Sunset Boulevard frontage should be occupied by pedestrian-active uses, using 60% as a guideline. All retail tenant spaces must be located at grade level and be oriented toward Sunset Boulevard. Exceptions to this requirement may be permitted for:
- a. A restaurant providing public views representing a secondary use on the site.
 - b. A second-level retail area which is the upper level of a tenant space whose primary sales area is located at grade level and which is accessed from the Sunset Boulevard sidewalk.

AREA 7 - SAN VICENTE TO DOHENY



BILLBOARDS AND ART ADVERTISING RECOMMENDATIONS

- 7-C 16. **Billboards:** Development on 7-C may incorporate a billboard or billboard-like element in compliance with the applicable standards of the Billboards and Art Advertising section of this plan.

TRANSPORTATION RECOMMENDATIONS

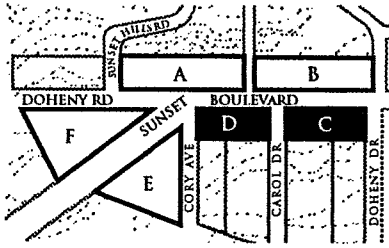
- 7-B 17. **Automobile Access:** New development on 7-B should provide automobile access from San Vicente Boulevard and Hilldale Avenue.
- 7-C 18. **Cul de Sacs:** If a project is designed so that cul de sacs remain on Hilldale Avenue, they should be rebuilt as part of the project.

All projects on Sites 7-A, B, C, D, and E are subject to the applicable design and development standards and guidelines listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purposes and intent of the design and development requirements, guidelines, and standards that would otherwise apply to this project. Alternative proposals shall comply with the mitigation measures adopted for the Sunset Specific Plan.*

AREA 8 - WEST END

AREA 8 - WEST END

Artist's rendering of western entrance to Sunset Boulevard.



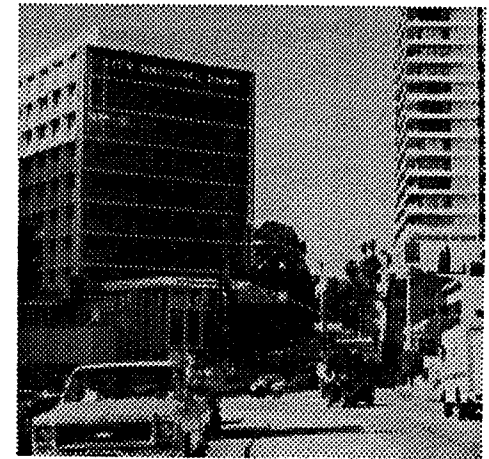
AREA 8 - WEST END

Geographic Area Eight extends from Doheny to the Beverly Hills border. The largest concentration of office buildings on the Sunset Strip is in this area. There are two historic buildings in the area designated as Cultural Resources in the City of West Hollywood: a Streamline Moderne building designed by Paul Williams and the building currently occupied by Geffen Records.

Sites:	8-A:	9157 - 9209 Sunset Blvd.
	8-B:	9101 - 9155 Sunset Blvd.
	8-C:	9100 - 9134 Sunset Blvd.
	8-D:	9170 - 9176 Sunset Blvd.
	8-E:	9200 - 9229 Sunset Blvd.
	8-F:	9220 Sunset Blvd.

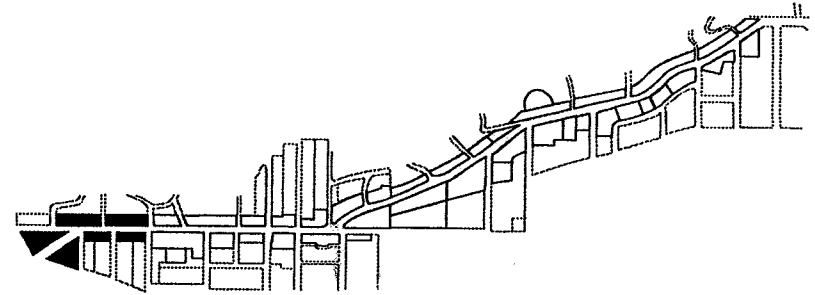
GOALS :

Accommodate additional office buildings within this area and provide space for "creative" industries and anchor businesses. Existing buildings will be upgraded. Open space, streetscape improvements, and other amenities will create an attractive location where businesses will want to relocate and where existing businesses will thrive. Guidelines for massing and design will result in new buildings that dramatize the western gateway into West Hollywood and the Sunset Strip.



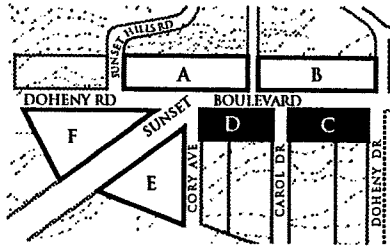
Sunset and Doheny Rd. looking west

AREA 8 - WEST END



OBJECTIVES :

1. Encourage development that accommodates large firms associated with the "creative" industries by permitting additional FAR and height on the large sites west of Doheny Drive on the south side of Sunset, which can be accessed from Doheny as well as from Sunset Boulevard.
2. Develop a building of landmark quality at the southeast corner of Sunset and Cory that dramatically marks the entrance to West Hollywood and acts as a "hinge" at the bend in the street.
3. Preserve important historic buildings by allowing substantial additional height and density elsewhere on the same property.
4. Encourage infill development on small sites and remodeling of existing buildings not likely to be replaced in the near future to make them more pedestrian-oriented, visually distinctive, and more marketable to office tenants.
5. Implement streetscape improvements and, in particular, dramatize the western end of Sunset Boulevard in West Hollywood with special streetscape improvements west of Doheny Road.
6. Encourage ground-floor uses, like restaurants and retail, that cater to the needs of area office workers.



AREA 8 - WEST END

REQUIREMENTS AND RECOMMENDATIONS

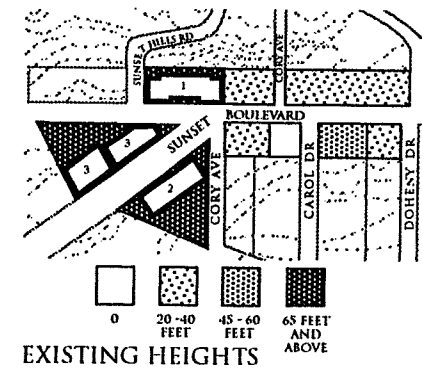
DEVELOPMENT REQUIREMENTS

- 8-A,B
1. **Density and Height:** The base FAR for 8-A and 8-B is 1.5. 8-C and 8-D have Target Site densities of 2.75. 8-D has a bonus density of 0.1 for landmark design. The existing base density for sites 8-F and 8-E is 3.0. The maximum height permitted for this area is 100 feet at 8-E, 8-F, and part of 8-A. Other sites have a height range from 35-90 feet. (See the Height Limits Map.)

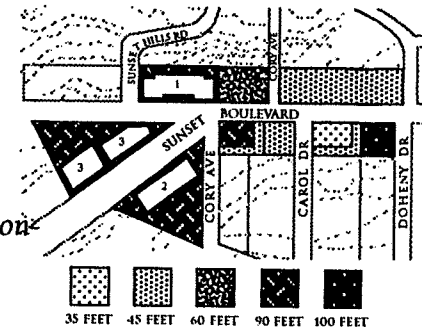
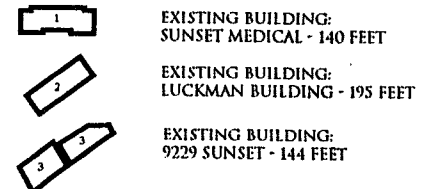
Site	Base	Bonus	Type	Total
8-A	1.5		base	1.5
8-B	1.5		base	1.5
8-C	2.75		target	2.75
8-D	2.75	0.1	target + landmark	2.85
8-E	3.0		existing	3.0
8-F	3.0		existing	3.0

URBAN DESIGN REQUIREMENTS

- 8-A,F
2. Existing pedestrian-friendly uses shall not be removed or replaced with non-pedestrian-friendly uses.

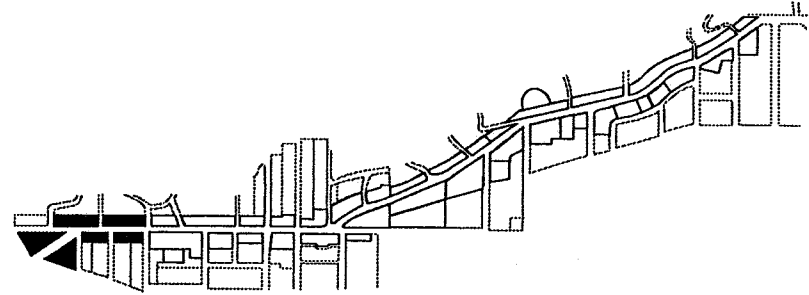


EXISTING HEIGHTS



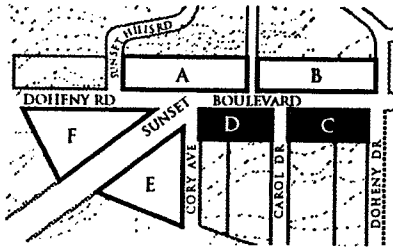
RECOMMENDED HEIGHTS

AREA 8 - WEST END

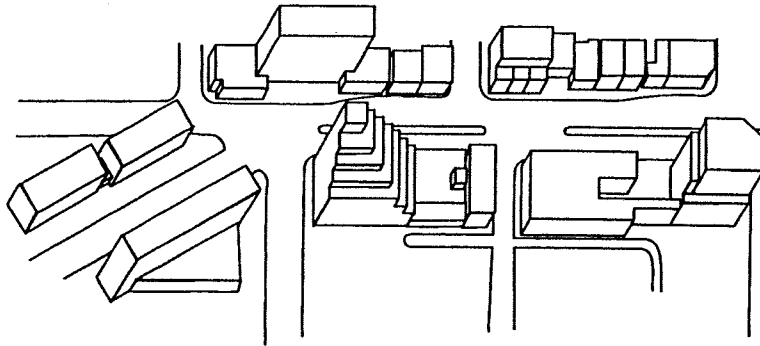


URBAN DESIGN RECOMMENDATIONS

- 8-C,D 3. **Target Sites:**
- a. **Height and Density Bonuses:** Height up to 100 feet and density to 2.75 is permitted on the southwest corner of Doheny Drive and Sunset for an office building with grade-level retail space. The building shall be massed to emphasize its corner location and should have a distinctive top.
 - b. **Design Guidelines for New Development:** The design of any new building on 8-C should relate to the massing, scale, and materials of the existing structure on the block. The modulation of the facade, particularly at ground level, should relate to the older building.
- 8-D 4. **Minor Landmark:** On the eastern half of 8-D, height up to 90 feet and 0.1 FAR of additional density for a total of 2.85 FAR is offered for purposes of developing a distinctive landmark pavilion, building entrance, monument, or similar streetscape at the eastern tip of the block. It should serve as a visual termination at the western end of Sunset Boulevard, and night lighting should dramatize the landmark design.
- 8-A,F 5. **Ground-Level Facades:** The ground-floor frontages of existing buildings on Sites 8-A and F are encouraged to be remodeled and given a more human scale.



AREA 8 - WEST END

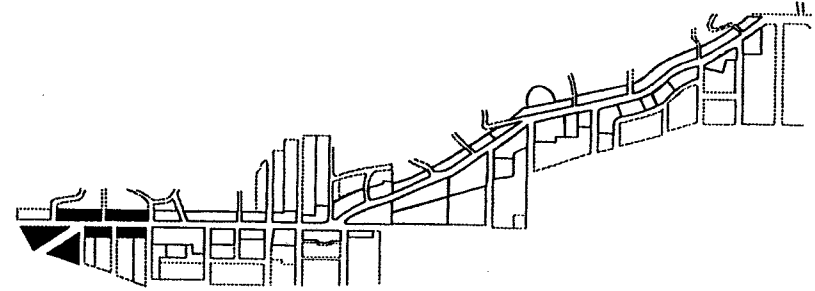


Concept Drawing: Massing, Sites 8-C, 8-D

STREETSCAPE AND OPEN SPACE RECOMMENDATIONS

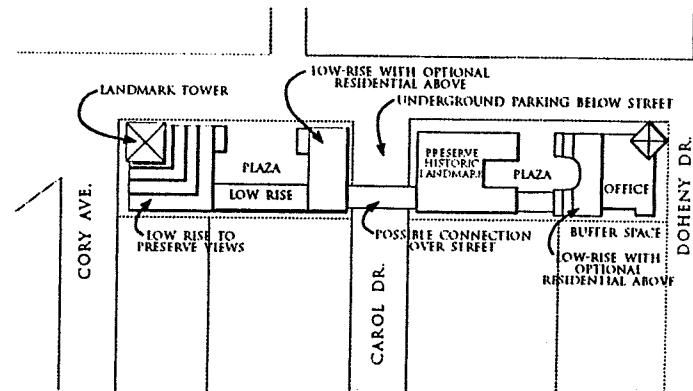
- 8-ALL 6. **Streetscape Improvements and Street Trees:** Install streetscape improvements and plant street trees along all frontages in compliance with the standards set in the Open Space and Streetscape section of this plan.
- 8-B 7. **Sidewalk Niches:** Develop sidewalk niches along the frontage of 8-B for small, landscaped, open space amenities; outdoor dining; and landscaped building entrances which enhance the streetscape.
- 8-ALL 8. **Continuous Street Wall:** The building facades along the frontage of all blocks in the west end are encouraged to have a strong and continuous presence.
- 8-E,F 9. **Median:** Install a median down the center of Sunset Boulevard between the Beverly Hills border and Doheny Road along the entire frontage of 8-E and 8-F.

AREA 8 - WEST END



USE MIX REQUIREMENTS

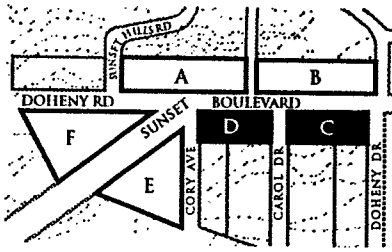
- 8-ALL 10. *Pedestrian Uses: Pedestrian-active uses shall be provided along approximately 30% of each block in the West End.*
- 8-ALL 11. *Second-Level Retail: Second-level retail uses are prohibited throughout the West End, except for restaurant uses developed in an office building and oriented toward the Sunset Boulevard frontage.*



Concept Diagram: Site 8-C, 8-D.

USE MIX RECOMMENDATIONS

- 8-C,D 10. *Large-Office Uses: 8-C and 8-D may be linked to accommodate a single office user. Underground parking may extend under Carol Drive. If 8-C and 8-D are linked, the City may consider reconfiguring a portion of Carol Drive north of the alley, if the developer creates and maintains a public amenity, such as a pocket*



AREA 8 - WEST END

park. Carol Drive shall not be vacated. *Use of this area to create an openspace, in compliance with the standards set out in the Open Space and Streetscape section of this plan, shall count towards the open space requirement.* 8-C and 8-D may be linked with an enclosed pedestrian bridge located at or near either the northern or southern edge of the vacated portion of the street. It should be designed to be architecturally compatible with the buildings it joins and is encouraged to have an arcade at its base.

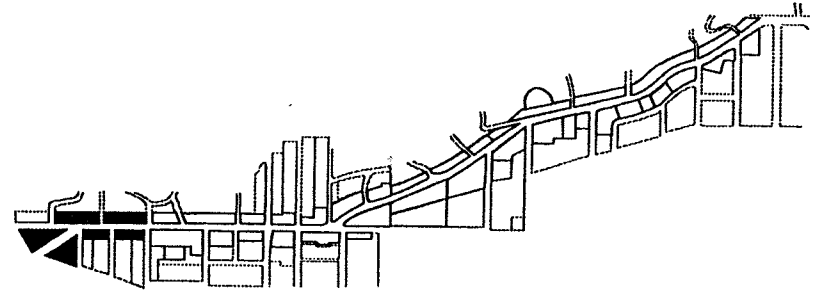
BILLBOARDS AND ART ADVERTISING RECOMMENDATIONS

- 8-A MM 12. **Billboards:** The billboard located near the east end of 8-A and facing west down Sunset Boulevard may be incorporated into a new project if the current building on which it stands is replaced. The replacement billboard should, however, be carefully integrated into the massing of the new building and be vertically proportioned and no larger than the existing billboard in area.

TRANSPORTATION RECOMMENDATIONS

- 8-C 13. **Automobile Access:** Auto access to 8-C should be from the southern edge of the block off of Doheny Drive and/or from the center of the block at the existing alley. A landscaped auto court behind the existing building located on the western half of the block is encouraged and should be designed to serve as both an auto entrance and a pleasant open space amenity.

AREA 8 - WEST END



CULTURAL RESOURCES RECOMMENDATIONS

- 8-D 14. **Preservation:** 9118 -9134 and 9165-9169 Sunset Boulevard will be recommended for designation by the Sunset Specific Plan as Cultural Resources in the City of West Hollywood. These buildings should be respected by any new construction.

All projects on Sites 8-A, B, C, D, E, and F are subject to the applicable design and development standards and guidelines listed in this plan; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan *and is consistent with the purposes and intent of the design and development requirements, guidelines, and standards that would otherwise apply to this project. Alternative proposals shall comply with the mitigation measures adopted for the Sunset Specific Plan.*

PART THREE:
DEVELOPMENT INFORMATION

SECTION ONE:
DEVELOPMENT PROCESS

DEVELOPMENT PROCESS

GOAL :

Streamline the development review process for properties located within the boundaries of the Sunset Specific Plan. Comprehensive studies of existing and projected development, including a Master Environmental Impact Report prepared for the whole street, allow the City to facilitate a simple and efficient development permit process.

PROPOSED APPLICATION PROCEDURE

This procedure outline includes a suggested schedule. Applications for new construction projects, additions, demolitions, and major remodels over 5,000 square feet are reviewed as follows:

1. Applicant schedules preapplication meeting with the Planning Manager and Director of Community Development. Preliminary drawings may be submitted for discussion purposes but are not necessary.

During this meeting, staff provides information on:

- Sunset Specific Plan
 - Sunset Development Application
 - Fees
 - Plan review process
 - Plan review schedule (flow chart)
 - Transfer of Development Rights
 - Notification of residents
2. Applicant completes Sunset Development Application form and submits it to Planning staff with application fees and proposed project plans.

DEVELOPMENT PROCESS

3. Planning staff reviews the application to determine whether it is complete. If it is incomplete, the applicant is notified and completes the application. (The clock starts ticking when Planning staff determines that the application is complete.)
- Week 1
4. Planning staff determines if the project is 20,000 square feet or more, or if the proposed use requires a Conditional Use Permit and, therefore, the project requires a Planning Commission hearing.
5. City mails a Notice of Application to all residents within 500 feet of the proposed project, to presidents of interested homeowners' associations, and to Neighborhood Watch organizations in the Sunset area.
6. The staff planner prepares a detailed project description. The developer may attend a meeting with City departments to discuss requirements for the project during the initial stages of project development.
- Weeks 2-3
7. The Transportation Manager reviews the project description and determines whether a site-specific traffic analysis must be conducted to evaluate very localized impacts on adjacent intersections and side streets. A joint meeting with the Transportation Subcommittee and Planning Commission, or their representatives, will decide on the specific access requirements for each site.
- Weeks 1-4
8. The staff planner:
 - prepares the Initial Study,
 - compares the number of square feet in the proposed project to the number allowed in that area by the Sunset Specific Plan, and
 - reviews project for consistency with the Sunset Specific Plan, Zoning Ordinance, and the General Plan.

- Weeks 5-6 9. A project review package, consisting of project description, site plan, and building plans, is circulated for comment to the Interdepartmental Review Committee, which consists of the Planning Manager, Housing and Economic Development Manager, Building and Safety Manager, Environmental Services Manager, City Engineer, Transportation Manager, Landscape and Building Maintenance Manager, fire department, and, in some cases, utility and sanitation representatives.
- Weeks 5-7 10. Project review package is distributed to the Design Subcommittee of the Planning Commission.
- Week 8 11. A neighborhood meeting is held to discuss the proposed project. The applicant and the staff planner will attend.
- Week 9 12. If the proposed project requires a Planning Commission hearing, the staff planner prepares a project report.
13. Project approval:
- If the project meets the requirements and intent of the Sunset Specific Plan:
 - and is no more than 20,000 square feet and the proposed use does not require a Conditional Use Permit, project is approved by Community Development Director.
 - but is more than 20,000 square feet, or requires a Conditional Use Permit, the project is reviewed by the Planning Commission at a noticed public hearing.
 - If the project does not meet the requirements or intent of the Sunset Specific Plan, applicant will be notified and Community Development Director and/or Planning Manager meet with applicant to try to revise project and bring it into conformance with the Plan.

DEVELOPMENT PROCESS

Week 12

- If the project is brought into conformance with the Plan:
- and the project is no more than 50,000 square feet and the proposed use does not require a Conditional Use Permit, project is approved by Community Development Director.
- If project is more than 50,000 square feet or requires a Conditional Use Permit, project is reviewed by the Planning Commission.
- If the project is not brought into conformance with the Plan:
 - the project is withdrawn by applicant, or
 - the applicant requests that an amendment to the Plan be approved; then the project is reviewed by the Planning Commission at a noticed public hearing.

All decisions of the Planning Commission are appealable to the City Council.

After the Sunset Specific Plan has been in effect for five years, and in addition to the required CEQA review of the Master EIR, the Planning Commission will hold public hearings for review relating to the Sunset Specific Plan in Geographic Areas Four, five and Six. This review will evaluate approved and proposed development within those Geographic Areas and assess the City's progress in implementing the environmental standards and mitigation measures described in the Master EIR; the Sunset Specific Plan and the conditions of the Plan.

GLOSSARY

GLOSSARY

Approximately	When used with a requirement, such as a percentage, or with a measurement, shall mean "as a guideline".
Arcade	See "Sidewalk Arcade".
Art Advertising	Incorporation of an artwork, without words that specifically advertise the business, into the signage of a business.
Billboard	Large, off-site, advertising sign with minimum dimensions of twelve feet by twenty feet and maximum dimensions of twenty feet by sixty feet.
Creative Billboard	A billboard face which may incorporate elements such as enlarged size, irregular shape, flashing lights, moving parts, inflated additions, electronic media, participatory attributes, three dimensional or structural projections, and / or other unusual characteristics that would substantially differ from a traditional flat surface billboard of standardized size.
Business, Destination	A business designed to serve the regional population and attract a clientele that includes people from outside the local area.
Business, Local-serving	A business that primarily serves the local population.
California Environmental	State legislation mandating that the potential adverse effects upon

GLOSSARY

Quality Act (CEQA)	the environment of private and public projects be reviewed by decision makers.
Coffeehouse	An establishment serving mainly nonalcoholic beverages and in which food service is secondary. Such an establishment may also serve beer and wine.
Courtyard	A semi-enclosed pedestrian plaza located within a space substantially surrounded by buildings having access to the main pedestrian walkway, preferably landscaped.
Creative Billboard	shall mean a billboard which may incorporate elements such as enlarged size, irregular shape, flashing lights, moving parts inflated additions, electronic media, participatory attributes, three dimensional or structural projections and or other unusual characteristics that would substantially differ from a traditional flat surface billboard of standardized size.

Cultural Resource, Designated	A structure or building that has been declared to be of value to the community and is subject to preservation restrictions and privileges of the City of West Hollywood.
Cultural Resource, Potential	A structure or building that has been analyzed and considered of value to the community and is listed as such by the City of West Hollywood. Once it is listed, it must be reviewed before any changes can be made. Once it is denied designation, it can no longer be listed as a Cultural Resource.
Density Bonus	Increased FAR allowed in return for inclusion in a project of specific features and characteristics defined as desirable in the Plan.
Electric Agora	An urban design concept of an electrical information and advertising board which acts as a focal point in a pedestrian-oriented area.
Elevation	A representation of the flat side of a building for purposes of analysis.
Environmental Impact Report (EIR)	The public document used by government agencies that analyzes the significant environmental effects of a proposed project, compares alternatives and discusses possible methods to reduce or avoid environmental damage.
Environmental Impact Report (EIR), Focused	A Focused EIR is the environmental review document produced for a project located in an area for which a Master EIR has already been approved. The Focused EIR is based on the conditions and mitigation measures contained in the Master EIR.
Environmental Impact Report (EIR), Master	A Master EIR is an EIR produced for a large area that mandates conditions and mitigation measures for all projects in the area and allows future projects that conform to these conditions and measures to undergo a shortened environmental review process for project approval.

GLOSSARY

Environmental Impact Report (EIR), Program	A Program EIR is prepared on a series of actions that can be characterized as one large project and are related either geographically, programmatically, or as individual activities with similar environmental impacts that are approved by the same regulatory authority.
Environmental Impact Report (EIR), Sunset	The Sunset Specific Plan EIR is both a Program EIR and a Master EIR. Any additional environmental study which shall be deemed necessary may be done in the form of a Focused EIR.
Floor-Area-Ratio (FAR)	Formula for determining permitted building volume; calculated as the gross floor area of all building on a lot divided by the lot area.
Height Bonus	Increased building height allowed in return for inclusion in a project of specific features and characteristics defined as desirable in the Plan.
Height Limit	Maximum height allowed for a building as defined by the zoning of the lot on which it is built, excluding architectural projections.
Historic Preservation	Declaration of a structure to be of cultural or historical significance after which it becomes subject to special restrictions and privileges pertaining thereto.
Landmark Building	A building whose design and placement are such that they add a significant point of reference to the street.
MM	Mitigation measure.
Major Remodel	A major remodel shall be defined as the removal of 50% or more of the exterior wall area or removal of 50% or more of the supporting members of a structure, such as bearing walls, columns, beams, or girders; whichever is stricter.

Massing	The physical proportions or shape of the entire building.
Median	The center strip or divider, often landscaped, between two opposing lanes of traffic.
Mews	Narrow exterior streets between residential properties, based on the nineteenth century model of stables attached to townhouses.
Nightclub	An establishment that combines dance, entertainment, or both with alcoholic beverage service and in which food service is secondary. An establishment featuring only entertainment consisting of non-amplified vocalists, or one or two non-amplified instruments with or without an amplified vocalist, shall not be considered a nightclub.
Office-space Types	See Use Mix: Use Types and Requirements.
Open Space	Both private and public areas left open and clear of building and designed to create a more pleasant and hospitable environment. Open space is landscaped and preferably includes amenities such as benches, water fountains, public art, etc.
Outdoor Room	An outdoor space created by two or more buildings designed compatibly so that they create a cohesive open space with a sense of enclosure.
Pedestrian-active	A characteristic of urban spaces that attract people to them for walking, relaxing, interacting, shopping, dining, or other similar activity.
Pedestrian Uses	A use which is intended to encourage walk-in customers and which generally does not limit the number of customers by requiring appointments or otherwise excluding the general public. A pedestrian use provides spontaneous draw from sidewalk and street due to intense and surprising visual interest, high customer

GLOSSARY

	turnover, and intense social interaction. Usually characterized by the ability to see into the interior from the outside with some transparency and inviting entryways.
Plaza	An open area located adjacent to a building or group of buildings that may feature walkways, trees, shrubs, places to sit, outdoor dining, kiosks, artwork, fountains, or other focuses of activity.
Setback	An open space measured from curb to building facade that includes both public property, such as a sidewalk, and private property, such as an open space used for outdoor dining.
Sidewalk Arcade	A covered walkway within property lines that serves as an extension of the public sidewalk, providing shelter from the sun and offering expanded opportunities for development of narrow lots. The arcade may be covered by a second floor or open-air terrace.
Sidewalk Niche	A small area varying the width of the sidewalk, produced by variations in the building facade. Such niches may be used for tables; landscaping, such as planters; or to create a more open or interesting environment.
Step Down	To graduate the physical mass of a building or other structure by using the proportions of a step.
Streetscape	Landscaping and hardscaping of nonbuilding areas adjacent to a street, including tree planting, street furniture, trash receptacles, bus benches and kiosks, paving specifications, crosswalks, medians, and decorative elements.
Streetscape Master Plan	Plan adopted by the City defining uniform standards for landscaping, paving, and other aspects pertaining to development of the public right-of-way. All new development in the public right-of-way must adhere to this plan.

Street Wall	The appearance of a wall, created by continuous building facades along a street.
Temporary Events	See Use Mix: Use Types and Requirements.
Temporary Uses	See Use Mix: Use Types and Requirements.
Through-site	A site with vehicular and/or pedestrian access through the site.
Transfer of Development Rights (TDRs)	A process by which the development rights of a property are separated from that property in cases where the existing structure has been deemed a historic or Cultural Resource, permitting the rights to be sold for use on another property deemed desirable for higher-density development.
Transportation Demand Management (TDM)	A program adopted by ordinance of the City Council, requiring employers of five or more employees at a work site that is 10,000 square feet or more to adopt measures for employee travel management aimed at reducing congestion and improving air quality in the City. See Transportation: City Programs.
Transportation Management Organization (TMO)	See Transportation: City Programs.
Use Mix	The combination of many functions in an area that ensures a diverse business climate, enhances the pedestrian quality of the street, reduces vehicle trips, and reinforces the varied character of the street.
View Corridors, Portals, and Terraces	See Urban Design I: View Preservation and Enhancement.

ACKNOWLEDGMENTS

The development of the Sunset Specific Plan has been a collaborative, group effort, which has depended on the creativity, hard work, and commitment of many people.

CITY COUNCIL

Sal Guarriello
John Heilman
Paul Koretz
Abbe Land
Steve Martin

CITY STAFF

City Manager: Paul Brotzman
COMMUNITY DEVELOPMENT
Director: Gay Forbes
Urban Design: Tim Gawronski
Planning Manager: Lisa Heep
Planning: Sarah Lejeune
Liz Bar-El
Jennifer Davis
Hassan Haghani
Tim Foy
Laura Rambin
Bill Adair
Robyn Sambo
Economic Development: Allyne Winderman
Rhonda Sherman
Environmental Services: David Hare
Administration: Craig Rhea
Moonyeen Gatanela
Think Tran
TRANSPORTATION & PUBLIC WORK
Director: Joan English
Transportation Manager: Lucy Dyke
Parking Manager: Janis Rhodes
City Engineer: Sharon Perlstein

PLANNING COMMISSION

James Litz, Chair
David Behr
Brad Crowe
D'Lynda Fischer
Thomas Jones
Jeff Richmond
Steve Smith

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David Eichman
Stephanie Hart
Garry Shay
Gene Smith
Margot Siegel
Barbara Hewitt
Martin Shridler
Joyce Hendal

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Teresa Grimes
Augustus Higginson
Roger Sherman

FINE ARTS ADVISORY BOARD - 1994

Eugene Costillo
Stephen Dick
Jim Durkin
Gloria Goldsmith
Florence Sinay

ACKNOWLEDGMENTS

Dee Trattner

CONSULTANTS

Gruen Associates
Kaku Associates
The Natelson Company
Kris Miller Fisher
Steve Kostka, McCutchen Doyle
Brown & Enersen
Scott Harrington, The Model Shop

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Laurie Wolf

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*Planning
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Councilmember: Babbette Lang

*Economic
Development
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Planning Staff: Bill Meeker
Angela Reynolds
Chris Ptrouch
David Amorena
John Jakupcak
Jody Albert
Geoff diGirolomo
Matt Mielewski
Lucio Plazzo
Ned Wales

Many people attended Advisory Group meetings. We regret if we have inadvertently omitted anyone who attended a meeting but who does not appear on this list.