







Proposed Commercial Designations








| Designation | CN1 Commercial Neighborhood 1 | CN2* Commercial Neighborhood 2 | CC1 Commercial Community 1 | CC2* Commercial Community 2 | CA Commercial Arterial | CR Commercial Regional Center |
|----------------------|---|---|--|---|---|---|
| Base Scenario | | | | | | |
| FAR | 1.0 | 1.0 | 1.5 | 2.0 | 2.5 | 3.0 |
| Height (in feet) | 25 | 35 | 35 | 45 | 60 | 90 |
| Stories | 2 | 2 | 3 | 4 | 5 | 8 |
| |  |  |  |  |  |  |





Commercial Density Bonuses

- 1) **Public Parking (19.10.050)** - A height bonus of 15 feet for projects that provide public parking.
- 2) **Mixed Use Development (19.10.050)** - An FAR bonus between 0.5 – 0.75 for mixed use projects in commercial districts and a height bonus between 10 - 15 feet in targeted locations for mixed use projects.
- 3) **Affordable Housing (19.22.50)** – A density bonus of between 5% and 35%. The affordable housing bonus may not be used in conjunction with other bonuses.
- 4) **Green Building Bonus (19.20.060 C)** – 0.1 FAR increase for commercial projects or one extra unit for mixed use projects when 90 points are achieved in the Green Building Point System.

*Denotes proposed new General Plan designation

Proposed Residential Designations

| Designation Base Scenario | R1A - R1C Residential Single-Family or Two-Unit Low Density | | | R2 Residential, Low Density Allowable Units Varies by Lot Size | R3A Residential Multi-Family Medium Density | R3B Residential Multi-Family Medium Density | R3C Residential Multi-Family Medium Density |
|---------------------------|---|---|--|---|---|---|---|
| | R1A | R1B | R1C | | | | |
| Stories | 2 | 2 | 1 | 2 | 2 | 3 | 4 |
| Height (in feet) | 25 | 25 | 25 | 25 | 25 | 35 | 45 |
| Dwelling Units | 1 du/lot | 2 du/lot of less than 8499 sq. ft. | 1 du/lot | 2 du/lot of less than 4000 sq. ft. 3 du/lot between 4000-7999 sq. ft. 4+ du/lot greater than 8000 sq. ft. | 1 du/1210 sq. ft. of lot area | 1 du/1210 sq. ft. of lot area | 1 du/1210 sq. ft. of lot area |
| |  |  |  |  |  |  |  |

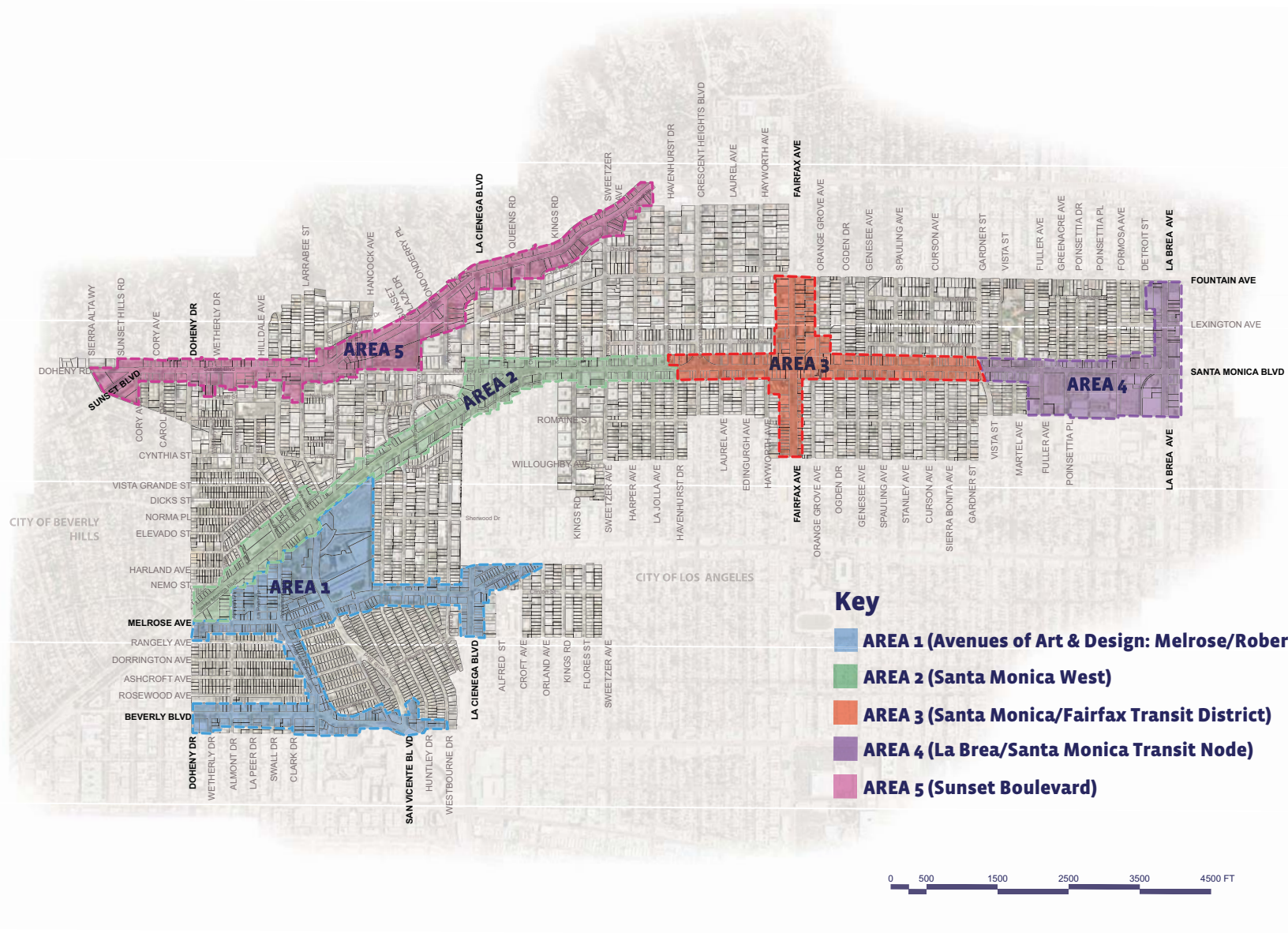
| Designation Base Scenario | R3C-C Residential, Multi-Family Medium Density | R4A Residential, Multi-Family High Density | R4B Residential, Multi-Family High Density | R4B-C Residential, Multi-Family High Density |
|---------------------------|---|---|--|---|
| | Stories | 4 | 4 | 4 |
| Height (in feet) | 45 | 35 | 45 | 45 |
| Dwelling Units | 1 du/1210 sq. ft. of lot area with commercial | 1 du/872 sq. ft. of lot area | 1 du/872 sq. ft. of lot area | 1 du/872 sq. ft. of lot area with commercial |
| |  |  |  |  |

Residential Density Bonuses

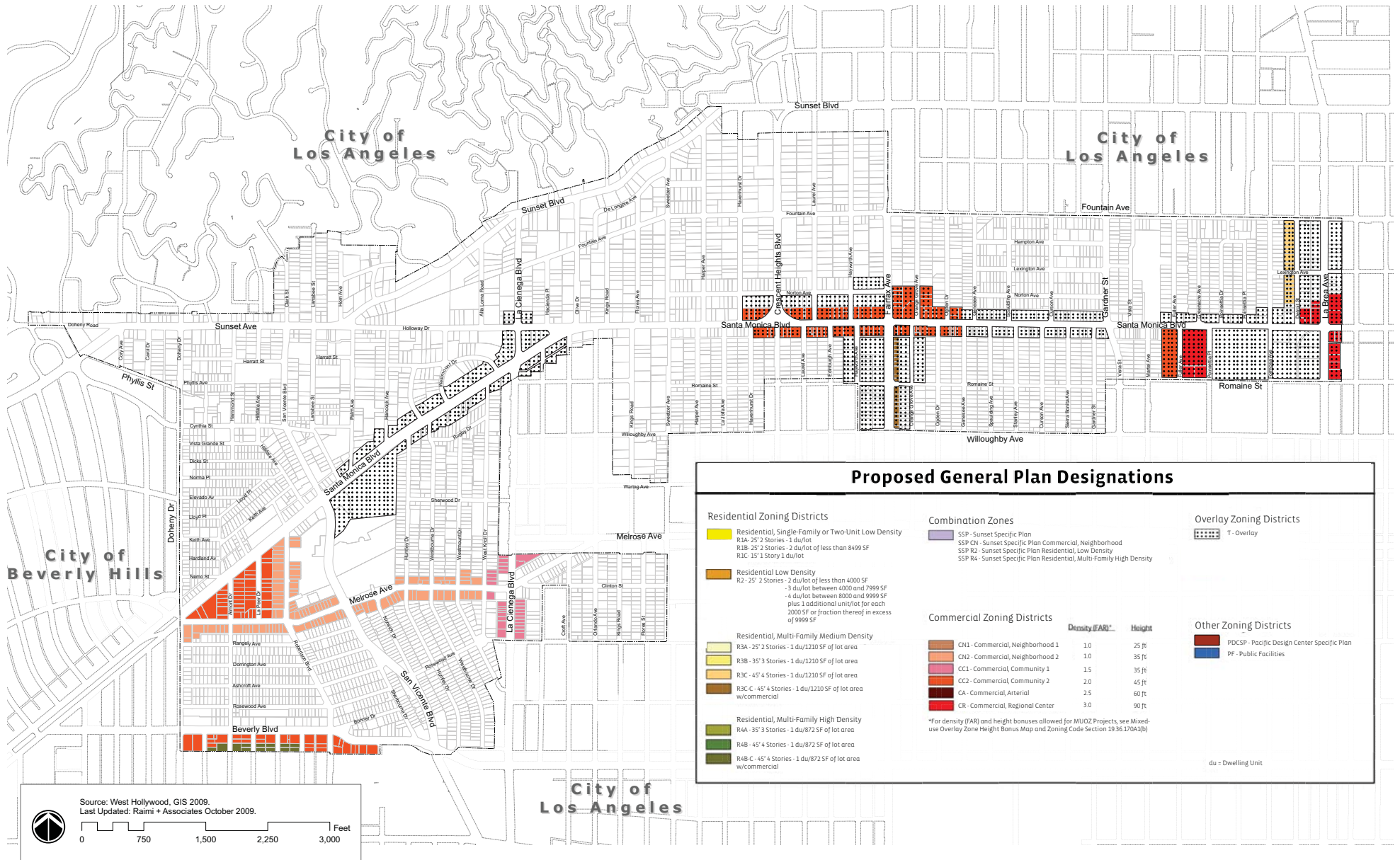
Density bonuses are not included in the residential densities above. The following density bonuses may be applied to the above designations:

- 1) Green Building Bonus (19.20.060) – 1 dwelling unit per parcel
- 2) Senior Care Residential (19.36.110) – a density bonus of 10% to 50%.
- 3) Affordable Housing (19.22.50) – a density bonus of between 5% and 35% (affordable housing bonus may not be used in conjunction with other bonuses.)

Proposed Commercial Subareas (Draft)



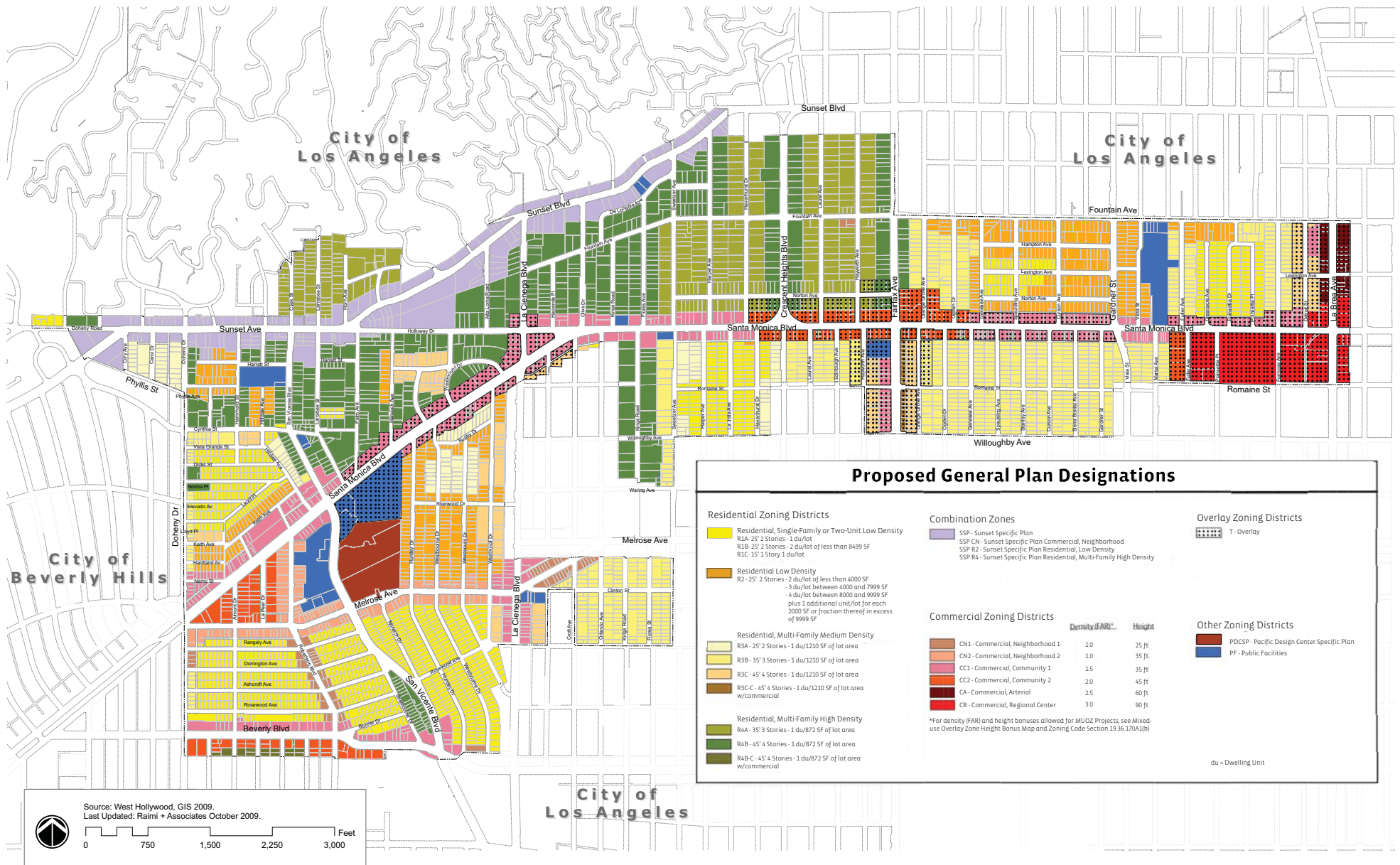
Designation Map of Proposed Changes (Draft)



**Public Workshop
January 30, 2010**



General Plan Designation Map (Draft)



Proposed General Plan Designations

| Residential Zoning Districts <ul style="list-style-type: none"> Residential, Single-Family or Two-Unit Low Density <ul style="list-style-type: none"> R2A- 2 1/2 Stories - 1 du/lot R1B- 2 1/2 Stories - 2 du/lot of less than 8499 SF R1C- 1 1/2 Story 1 du/lot Residential Low Density <ul style="list-style-type: none"> R2- 2 1/2 Stories - 2 du/lot of less than 4000 SF - 3 du/lot between 4000 and 7999 SF - 4 du/lot between 8000 and 9999 SF plus 1 additional unit/lot for each 2000 SF or fraction thereof in excess of 9999 SF Residential, Multi-Family Medium Density <ul style="list-style-type: none"> R3A- 2 1/2 Stories - 1 du/1210 SF of lot area R3B- 3 1/2 Stories - 1 du/1210 SF of lot area R3C- 4 1/2 Stories - 1 du/1210 SF of lot area R3C-C- 4 1/2 Stories - 1 du/1210 SF of lot area w/commercial Residential, Multi-Family High Density <ul style="list-style-type: none"> R4A- 3 1/2 Stories - 1 du/872 SF of lot area R4B- 4 1/2 Stories - 1 du/872 SF of lot area R4B-C- 4 1/2 Stories - 1 du/872 SF of lot area w/commercial | Combination Zones <ul style="list-style-type: none"> SSP - Sunset Specific Plan SSP CN - Sunset Specific Plan Commercial, Neighborhood SSP R2 - Sunset Specific Plan Residential, Low Density SSP R4 - Sunset Specific Plan Residential, Multi-Family High Density | Overlay Zoning Districts <ul style="list-style-type: none"> T- Overlay | | | | | | | | | | | | | |
|---|---|--|----------------------------------|-------------|----------------------------------|-------------|-------------------------------|-------------|-------------------------------|-------------|---------------------------|-------------|----------------------------------|-------------|---|
| Commercial Zoning Districts <table border="1"> <thead> <tr> <th>Density (FAR)</th> <th>Height</th> </tr> </thead> <tbody> <tr> <td>CN1 - Commercial, Neighborhood 1</td> <td>1.0 / 25 ft</td> </tr> <tr> <td>CN2 - Commercial, Neighborhood 2</td> <td>1.0 / 35 ft</td> </tr> <tr> <td>CC1 - Commercial, Community 1</td> <td>1.5 / 35 ft</td> </tr> <tr> <td>CC2 - Commercial, Community 2</td> <td>2.0 / 45 ft</td> </tr> <tr> <td>CA - Commercial, Arterial</td> <td>2.5 / 60 ft</td> </tr> <tr> <td>CR - Commercial, Regional Center</td> <td>3.0 / 90 ft</td> </tr> </tbody> </table> | Density (FAR) | Height | CN1 - Commercial, Neighborhood 1 | 1.0 / 25 ft | CN2 - Commercial, Neighborhood 2 | 1.0 / 35 ft | CC1 - Commercial, Community 1 | 1.5 / 35 ft | CC2 - Commercial, Community 2 | 2.0 / 45 ft | CA - Commercial, Arterial | 2.5 / 60 ft | CR - Commercial, Regional Center | 3.0 / 90 ft | Other Zoning Districts <ul style="list-style-type: none"> PDCSP - Pacific Design Center Specific Plan PF - Public Facilities |
| Density (FAR) | Height | | | | | | | | | | | | | | |
| CN1 - Commercial, Neighborhood 1 | 1.0 / 25 ft | | | | | | | | | | | | | | |
| CN2 - Commercial, Neighborhood 2 | 1.0 / 35 ft | | | | | | | | | | | | | | |
| CC1 - Commercial, Community 1 | 1.5 / 35 ft | | | | | | | | | | | | | | |
| CC2 - Commercial, Community 2 | 2.0 / 45 ft | | | | | | | | | | | | | | |
| CA - Commercial, Arterial | 2.5 / 60 ft | | | | | | | | | | | | | | |
| CR - Commercial, Regional Center | 3.0 / 90 ft | | | | | | | | | | | | | | |

*For density (FAR) and height bonuses allowed for MUOZ Projects, see Mixed Use Overlay Zone Height Bonus Map and Zoning Code Section 19.36.17(A)(3)(b)

du = Dwelling Unit

Source: West Hollywood, GIS 2009.
 Last Updated: Raimi + Associates October 2009.

Sub-Area Visions
West Hollywood General Plan Update
Public Workshop – January 30, 2010

Instructions

The following document contains the visions for the Commercial Sub-Areas of West Hollywood. The document was developed based on community input to date, staff and consultant team expertise, and feedback from the General Plan Advisory Committee, Planning Commission and City Council. **Please review the attached vision statements, and then provide your input on the feedback form below.** You may also want to refer to the “Proposed Commercial Subareas (Draft)” map, which maps the Subareas across the City. The feedback that you provide will be used to refine the vision and specific policies included in the General Plan.

AREA 1 (Avenues of Art & Design: Melrose/Robertson/Beverly)

1. Do you agree with the overall vision for this sub-area? Yes No

2. What additional recommendations or ideas do you have for this area?

AREA 2 (Santa Monica West)

3. Do you agree with the overall vision for this sub-area? Yes No

4. What additional recommendations or ideas do you have for this area?

AREA 3 (Santa Monica/Fairfax Transit District)

5. Do you agree with the overall vision for this sub-area? Yes No

6. What additional recommendations or ideas do you have for this area?

AREA 4 (La Brea/Santa Monica Transit Node)

7. Do you agree with the overall vision for this sub-area? Yes No

8. What additional recommendations or ideas do you have for this area?

AREA 5 (Sunset Boulevard)

9. Do you agree with the overall vision for this sub-area? Yes No

10. What additional recommendations or ideas do you have for this area?

Area 1

Avenues of Art and Design: Melrose-Robertson-Beverly



Vision

The district will be maintained and expanded as a major destination for high-end arts and design studios, offices and related businesses. The area will have world-class architecture and will feature wide sidewalks, street trees and landscaping. The area will capitalize on its status as the iconic West Hollywood design district and proximity to the Pacific Design Center. Cafes and restaurants will spill out into the public realm and support the boutiques and shops as well as the clientele of the Pacific Design Center. The area between Melrose Triangle and West Hollywood Park will similarly build on the uses, clientele, and energy at the PDC and Santa Monica Boulevard, offering a variety of design showrooms, galleries, film and multi-media office and design space, and supporting uses such as restaurants, night clubs and boutique hotels. As a key anchor of this district, the Pacific Design Center will enhance its role as a leading center of arts and design showrooms and office space by hosting conferences, meetings, and arts and design events. The Metro facility will be transformed into a mixed use development project that supports future transit service and the street life along Santa Monica Boulevard. High quality and varied architecture enhances the area's appeal and showcases international design talent.

Area 2

Santa Monica Boulevard West

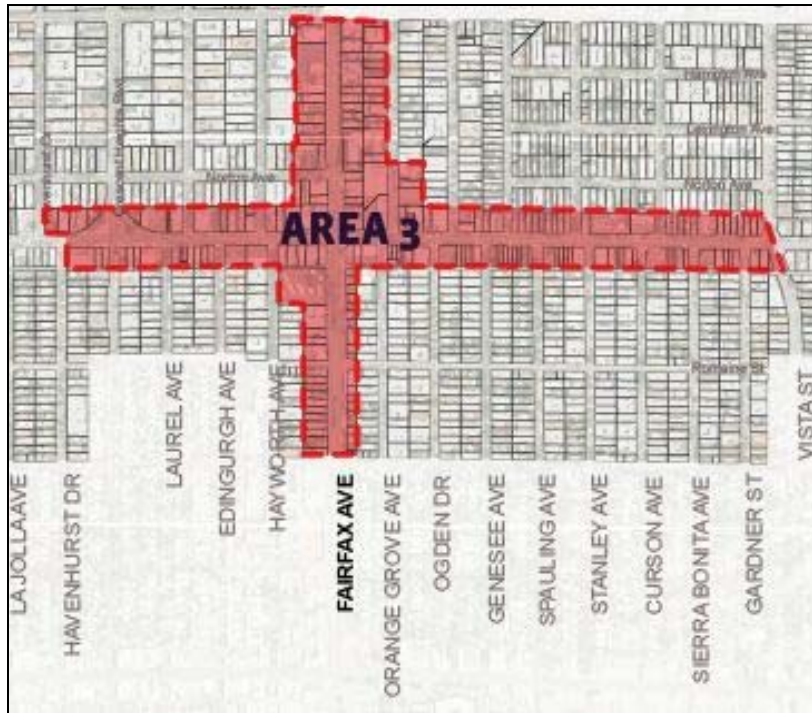


Vision

Santa Monica Boulevard, from Doheny Drive to La Cienega Boulevard, is a center of West Hollywood’s local nightlife and entertainment scene. The General Plan envisions that this area will retain its identity as a regional destination for nightlife and entertainment – a place where residents of the greater Los Angeles area come to dine and socialize – and as a focus of the LGBT community. The Boulevard will continue to have a vibrant street environment with outdoor dining and high volumes of pedestrian activity. The area will also support neighborhood-serving uses that benefit local residents, encouraging an active pedestrian environment during both day and evening. New higher intensity, mixed use development will be allowed near the intersection with Doheny and east of San Vicente to support future transit improvements.

Area 3

Santa Monica/Fairfax Transit District



Vision

This area's mix of multi-family residences and commercial uses evolves over time into a more intense mixed-use transit node that capitalizes on high levels of bus ridership, a potential subway station, a cluster of rehabilitated historic buildings, and artistic and educational institutions. Parcels near and at the intersection of Santa Monica and Fairfax will intensify over time with mixed use buildings accommodating a wide variety of neighborhood-serving retail uses within walking distance of most residences. Transit use will be supported by new multi-family housing along Fairfax north and south of the intersection.

Area 4

La Brea / Santa Monica Transit Node

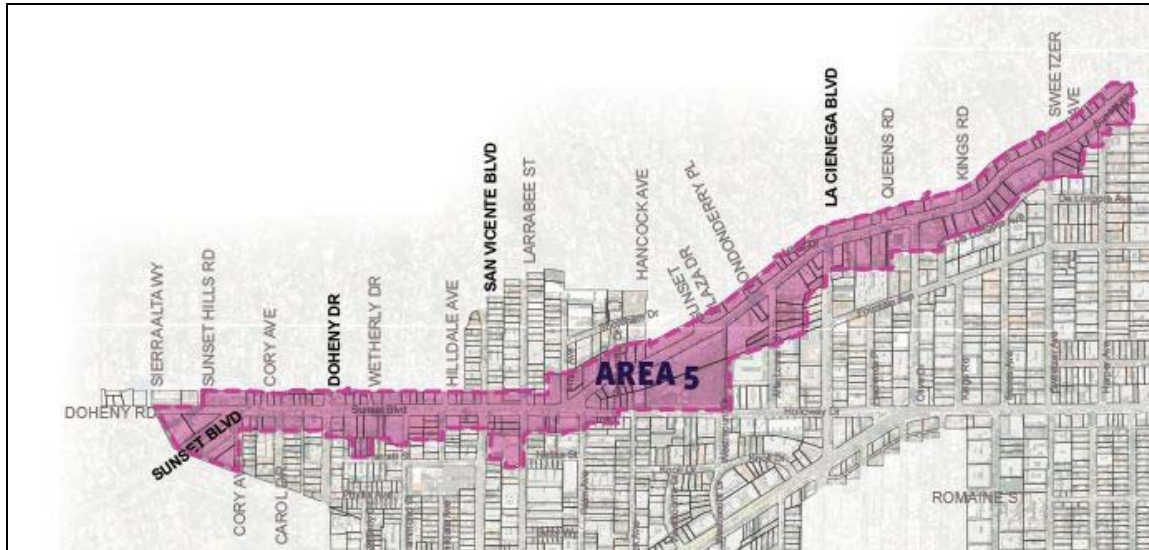


Vision

This area will enhance its identity as a high-intensity, lively and vibrant transit node with a lively sidewalk scene and an identifiable sense of place, marking a major eastern entry to the City. This node is physically defined by the presence of the Gateway retail center and nearby film and media facilities, and capitalizes on high levels of pedestrian activity and bus ridership, and a potential future subway station. Over time, the area will transition from a predominantly auto-oriented intersection into a pedestrian-oriented district with a diverse mix of neighborhood and regional retail stores, jobs, and transit-oriented housing.

Area 5

Sunset Boulevard



Vision

Sunset Boulevard will continue to be the highest intensity area of West Hollywood, a popular national and international destination for entertainment, and the primary economic engine of the City. The area, which is known as The Sunset Strip, has a diverse mix of entertainment, retail, office and hotels that support the entertainment and destination-oriented character of the area. The streetscape will continue to be vital and varied with a diverse mix of architectural styles, building heights and uses. While the uses are varied, the pedestrian environment will be improved to enhance safety and comfort and to promote walking between destinations. To further support this, additional ground-floor retail uses will be encouraged and parking will be located in centralized locations, thus encouraging people to park once and walk to their destinations. While the area will remain a popular destination, Sunset Boulevard will also be maintained as a regional roadway with improved traffic flow.



Neighborhoods: Policy Framework

West Hollywood General Plan Update

Public Workshop - January 30, 2010

We would like your input on the goals and policy directions for the West Hollywood General Plan Update. **Please indicate your general agreement or disagreement with the policy statements listed below. If you generally agree with a policy statement, please circle "Y" for yes next to the statement. If you generally disagree with a policy statement, please circle "N" for no.** We will collect these responses and use your input to help refine the draft General Plan goals and policies.

Preserve and enhance residential neighborhoods.

- | | | |
|--|----------|----------|
| 1. Support the ongoing conservation and maintenance of existing neighborhoods. | Y | N |
| 2. Maintain the scale and character of existing residential neighborhoods and minimize the impacts of bulk and mass for new construction. | Y | N |
| 3. Preserve and protect existing neighborhoods against potential impacts related to construction, traffic, noise, and air quality. | Y | N |
| 4. Require that new residential development, renovations, and additions be compatible with and complement existing structures – including setbacks, height, materials, colors and forms – while allowing flexibility for architectural design. | Y | N |
| 5. Encourage home occupations, which support small businesses and reduce vehicle trips. | Y | N |
| 6. Require a high level of architectural design of all residential development. | Y | N |
| 7. Strive to locate services and amenities within walking distance of all neighborhoods. | Y | N |
| 8. Allow residential units that are partially or wholly destroyed or are dilapidated to be replaced with an equivalent number of units on the same parcel. | Y | N |
| 9. Encourage the construction of new courtyard housing. | Y | N |
| 10. Work with the community to address parking concerns in residential areas. | Y | N |

Additional Ideas - Please write any additional ideas you have in the space below.
