

# LAND USE AND URBAN FORM

## Urban Form and Pattern

- LU-1: Maintain an urban form and land use pattern that enhances quality of life and meets the community's vision for its future.
- LU-2: Maintain a balanced mix and distribution of land uses that encourage strategic development opportunities and mobility choices within the City.
- LU-3: Allow for public and private institutional uses throughout the City that are compatible with and complement adjacent land uses.

## Urban Design

- LU-4: Provide for an urban environment oriented and scaled to the pedestrian.
- LU-5: Encourage a high level of quality in architecture and site design in all construction and renovation of buildings.

## Public Spaces and Streetscape

- LU-6: Create a network of pedestrian-oriented, human-scale and well-landscaped streets and civic spaces throughout the City.
- LU-7: Seek to expand urban green spaces and sustainable landscapes.

## Residential Neighborhoods

- LU-8: Maintain and enhance residential neighborhoods.
- LU-9: Encourage multi-family residential neighborhoods that are well maintained and landscaped, and include a diversity of housing types and architectural styles.
- LU-10: Encourage single-family residential neighborhoods that are well maintained and landscaped, and include a diverse range of house sizes and architectural styles.

## Commercial Sub-Areas

- LU-11: Expand the Melrose/Beverly District as a national and international destination for high-end arts and design studios, offices, and related businesses.
- LU-12: Enhance Santa Monica Boulevard West as a destination for nightlife and entertainment, a focus of the LGBT community, and a center for neighborhood-serving retail and restaurants.
- LU-13: Support a vibrant, high-density transit-oriented commercial district centered around the intersection of Santa Monica Boulevard and Fairfax Avenue.
- LU-14: Encourage a high-intensity, lively and vibrant transit-oriented commercial area centered around the intersection of Santa Monica Boulevard and La Brea Avenue.
- LU-15: Maintain Sunset Boulevard as a regional, national, and international destination for entertainment, and the primary economic engine of the City.

## Signage

- LU-16: Maximize the iconic urban design value and visual creativity of signage in West Hollywood.
- LU-17: Ensure that on-site signs are an asset to the City.
- LU-18: Create a high-quality program of public City signage that enhances the identity of West Hollywood as the Creative City.

## MOBILITY

- M-1: Develop a world-class transit system in West Hollywood.
- M-2: Collaborate on regional transportation solutions that improve mobility, quality of life, and environmental outcomes.
- M-3: Maintain and enhance a pedestrian-oriented City.
- M-4: Create a comprehensive bicycle network throughout the City.
- M-5: Create an environmentally and financially sustainable transportation network that provides for the mobility and livability needs of West Hollywood residents, businesses, and visitors.
- M-6: Utilize Transportation Demand Management strategies to reduce auto travel.
- M-7: Protect and preserve residential neighborhoods from intrusion of non-residential traffic.
- M-8: Manage parking supply to serve residents, businesses and visitors.
- M-9: Facilitate sustainable, effective, and safe movement of goods and commercial vehicles.

## HISTORIC PRESERVATION

- HP-1: Expand the base of information on the City's history.
- HP-2: Continue to identify and evaluate cultural resources.
- HP-3: Protect cultural resources from demolition and inappropriate alterations.
- HP-4: Increase the public's awareness of the City's history and cultural resources.
- HP-5: Promote the preservation of cultural resources through maintenance and rehabilitation incentives and technical assistance.
- HP-6: Use historic preservation concepts as tools for economic development.

## ECONOMIC DEVELOPMENT

- ED-1: Maintain a diverse and resilient economy.
- ED-2: Expand the City's tax base to support fiscal stability.
- ED-3: Provide for continued economic growth through development and public improvements.
- ED-4: Monitor and evaluate economic conditions affecting the City's economic climate.
- ED-5: Maintain West Hollywood's status as a regional hub and innovator in the fashion, arts and design sector.
- ED-6: Provide citywide access to neighborhood-serving retail and services.
- ED-7: Enhance the City as a regional, national and international destination for the entertainment, nightlife, dining and retail industries that are key to West Hollywood's fiscal health.
- ED-8: Expand the scope of the City's comprehensive job-training and workforce development programs.
- ED-9: Continue revitalization of the Eastside Redevelopment Area.
- ED-10: Support green business, practice and sustainability as community priorities.

## HOUSING

- H-1: Provide affordable rental housing.
- H-2: Maintain and enhance the quality of the housing stock and residential neighborhoods.
- H-3: Encourage a diverse housing stock to address the needs of all socioeconomic segments of the community.
- H-4: Provide for adequate opportunities for new construction of housing.
- H-5: Provide for a government environment that facilitates housing development and preservation.
- H-6: Promote equal access to housing for all.

## HUMAN SERVICES

### Social Services

HS-1: Maintain and pursue humane social policies and social services that address the needs of the community.

### Arts and Culture

HS-2: Support and encourage arts and culture in West Hollywood.

HS-3: Promote a community with strong social networks and cross-cultural interaction.

### Schools and Education

HS-4: Support and collaborate with LAUSD and other educational providers.

## PARKS AND RECREATION

- PR-1: Improve, enhance and expand parks throughout the City.
- PR-2: Provide diverse recreational programs and facilities.
- PR-3: Provide high quality, functional, safe, and well-maintained parks, open space, and recreation facilities.

## **INFRASTRUCTURE, RESOURCES & CONSERVATION**

- IRC-1: Provide functional, safe and well maintained circulation and public infrastructure throughout the City.
- IRC-2: Provide citywide access to high-quality water, gas, electricity and telecommunications services.
- IRC-3: Reduce water use and ensure a long-term water supply.
- IRC-4: Reduce the total and per capita amount of energy used in the City.
- IRC-5: Administer an active and robust green building program.
- IRC-6: Reduce the City's contribution to global climate change, and adapt to its effects.
- IRC-7: Improve air quality and reduce emissions of air pollution.
- IRC-8: Provide a wastewater system that protects the health, safety, ecology, and welfare of the community.
- IRC-9: Provide safe, sanitary and environmentally sustainable stormwater management.
- IRC-10: Use best practices to reduce and manage solid waste.
- IRC-11: Provide high quality, safe, well-maintained, and sustainable facilities for City operations.

## **SAFETY AND NOISE**

### **Environmental Hazards**

- SN-1: Reduce injury and damage from natural hazards.
- SN-2: Minimize exposure to hazardous materials.

### **Noise**

- SN-3: Minimize the impact of point source noise and ambient noise levels throughout the community.
- SN-4: Minimize transportation-related noise.
- SN-5: Create a healthy physical environment related to noise.

### **Police, Fire & Emergency Services**

- SN-6: Maintain adequate levels of law enforcement, fire protection, and emergency medical services.
- SN-7: Utilize law enforcement, fire protection, and emergency medical services in a proactive and preventative way.
- SN-8: Provide public safety services in a manner that reflects and is sensitive to the characteristics and needs of the West Hollywood community.

## **GOVERNANCE**

- G-1: Ensure that the community is active and engaged in the decision-making process.
- G-2: Maintain transparency and integrity in West Hollywood's decision-making process.
- G-3: Provide excellent customer service, including utilization of emerging technologies.

# CLIMATE ACTION PLAN MEASURES



## COMMUNITY ENGAGEMENT AND LEADERSHIP

### Leadership

CL-1.1: Create a position for a City Sustainability Manager/Coordinator and support staff to oversee implementation of the Climate Action Plan and sustainability programs.

### Municipal Energy Use

CL-1.2: Reduce energy use in City facilities and operations.

### Municipal Water Use

CL-1.3: Reduce water use in City facilities and operations.

### Transportation

CL-1.4: Reduce single-occupancy vehicle commuting by City employees.



## LAND USE AND COMMUNITY DESIGN

### Oriented Development

LU-1.1: Facilitate the establishment of mixed-use, pedestrian, and transit oriented development along the commercial corridors and in Transit Overlay Districts.

### Reuse of Buildings

LU-1.2: Encourage the preservation and reuse of existing buildings.



## TRANSPORTATION AND MOBILITY

### Increase Walking

T-1.1: Increase the pedestrian mode share in West Hollywood with convenient and attractive pedestrian infrastructure and facilities.

### Increase Bicycling

T-2.1: Increase the bicycle mode share by providing accessible, convenient, and attractive bicycle infrastructure.

T-2.2: Install bike racks and bike parking in the City where bike parking infrastructure currently does not exist.

### Increase Transit

T-3.1: Support efforts to build the Metro Westside (Red Line) subway extension and lobby for a West Hollywood alignment.

T-3.2: Expand locally-managed transportation services and provide education on public transportation options.

### Improve Transit

T-3.3: Conduct a public transit gap study that analyzes strategies to increase transit use within the City and identify funding sources for transit improvements.

T-3.4: Consult with Metro to provide bus stops with convenient bicycle and pedestrian access and essential improvements such as shelters, route information, benches, and lighting.

### Reduce Driving

T-4.1: Enhance ride-share infrastructure to facilitate community participation.

T-4.2: Pursue a car sharing program with car-share providers and regional partners including the City of Los Angeles, SCAG, and the Westside Cities Council of Governments.

T-4.3: Assess and implement parking strategies in commercial corridors and in Transit Overlay Districts.

# CLIMATE ACTION PLAN MEASURES



## ENERGY USE AND EFFICIENCY

### Reduce Energy Use

- E-1.1: Develop a comprehensive outreach program to facilitate voluntary residential and commercial building energy efficiency improvements.
- E-1.2: Develop a comprehensive residential renewable energy program that provides incentives, outreach, financing, and other forms of assistance.
- E-1.3: Work with Southern California Edison to accelerate smart grid integration into the community.
- E-1.4: Develop and implement a point-of-sale residential energy conservation ordinance (RECO) and commercial energy conservation ordinance (CECO).
- E-1.5: Develop an energy efficient appliance upgrade program for residents and business owners to promote upgrades from inefficient appliances to new Energy Star appliances.

### Green Buildings

- E-2.1: Continue to fund and operate the Green Building Resource Center.
- E-2.2: Require all new construction to achieve California Building Code Tier II Energy Efficiency Standards (Section 503.1.2).

### Reduced Energy Demand

- E-3.1: Require that all new construction and condominium conversions be sub-metered to allow each tenant the ability to monitor their own energy and water use.
- E-3.2: Require the use of recycled materials for 20% of construction materials in all new construction.

### Renewable Energy

- E-3.3: Facilitate installation of solar hot water heating systems on commercial and multi-family buildings.
- E-3.4: Facilitate the installation of solar photovoltaic systems on multi-family residential, commercial, and industrial buildings, and parking lots.



## WATER USE AND EFFICIENCY

### Reduced Water Use

- W-1.1: Reduce per capita water consumption by 30% by 2035.
- W-1.2: Encourage all automated irrigation systems installed in the City to include a weather-based control system.



## WASTE REDUCTION AND RECYCLING

### Waste Reduction

- SW-1.1: Establish a waste reduction target not to exceed 4.0 pounds per person per day.

### Extended Producer Responsibility

- SW-1.2: Work with Los Angeles County cities and other organizations to urge adoption of State and federal legislation that requires extended producer responsibility, and improves the recyclability of products and packaging.

### Eliminate Waste

- SW-1.3: Encourage the use of reusable and biodegradable materials in retail and commercial establishments.



## GREEN SPACE

### Urban Forest

- G-1.1: Increase and enhance the City's urban forest to capture and store carbon and reduce building energy consumption.

### Green Roofs and Roof Gardens

- G-1.2: Establish a green roof and roof garden program to standardize, promote, and incentivize green roofs and roof gardens throughout the City.

### Increase Green Space

- G-1.3: Establish an innovative program to increase green space throughout the City.