



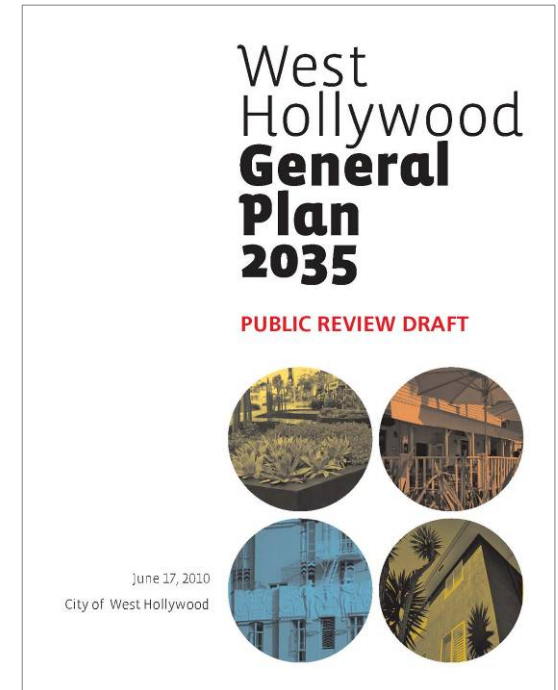
Welcome to the

General Plan Community Meeting

July 10, 2010

Today's Workshop

- **Hear an overview of the Public Review Draft General Plan and Draft Climate Action Plan (CAP)**
- **Engage in discussions with staff and consultants**
- **Record your comments and questions**



What is a General Plan?



The General Plan sets the policies for how we use and manage our physical, social, and economic resources. It documents our shared vision of tomorrow and sets the policies and programs to achieve that vision.

What is a General Plan?

- **A long-term policy document that guides the City in managing physical, social and economic resources.**
- **A community-based document that identifies our shared vision for the future, with a 20-year timeline.**
- **A technical document that identifies goals, policies and implementation measures.**



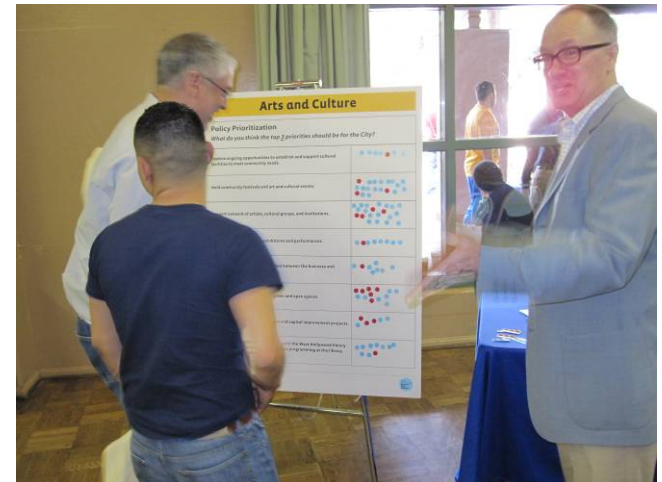
State Requirements

- Every city and county in California is required to have a General Plan
- General Plans are updated approximately every 20 years
- General Plans are regulated by the Governor's Office of Planning and Research
- West Hollywood adopted our first General Plan in 1988
- Seven state-required elements

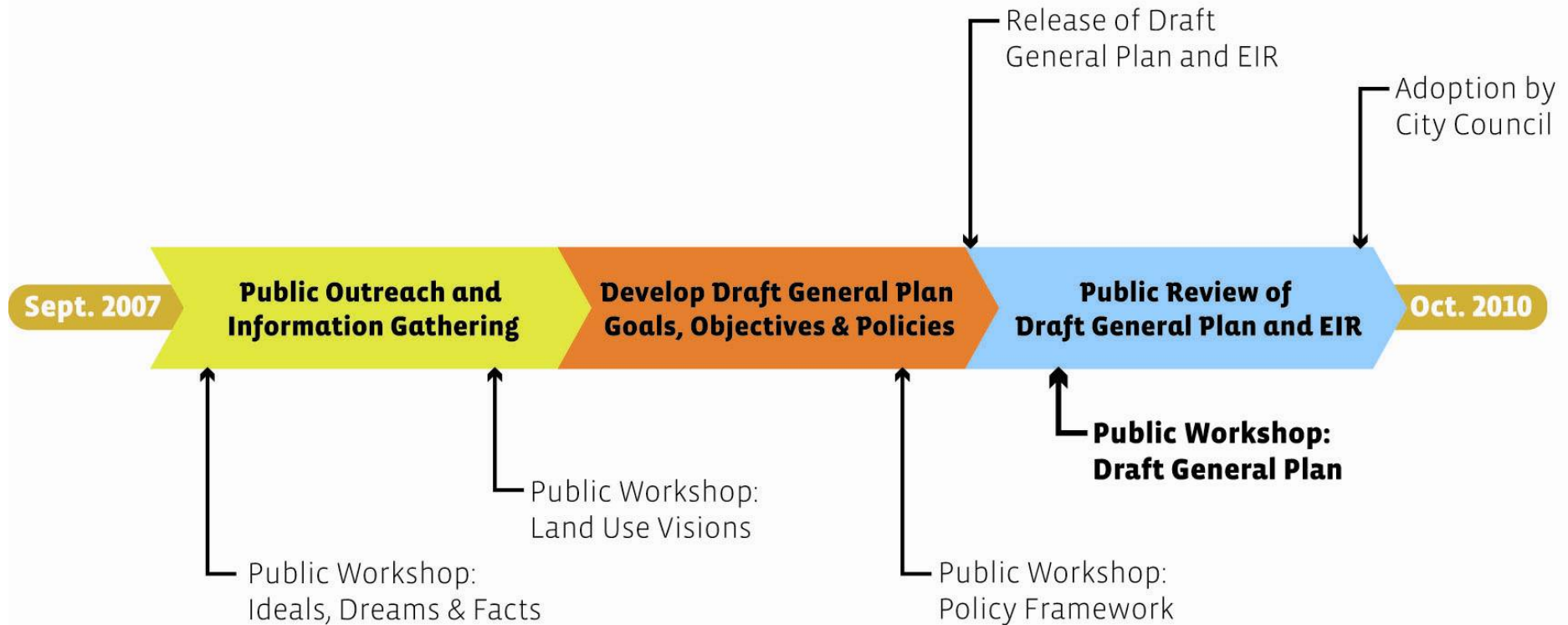


How a General Plan is Used

- **How a GP can and should be used:**
 - Long-term outlook
 - Provides a basis for decision-making by City Council
 - Informs community members, developers, and others of the ground rules that guide development within our community
- **Next steps: Update the Zoning Ordinance for consistency with the General Plan and to further the General Plan objectives and policies.**



Project Schedule



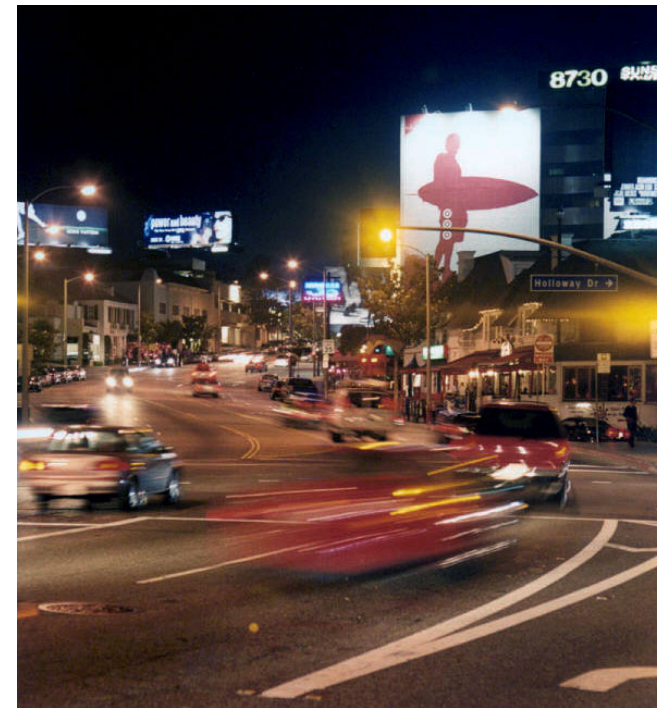
Context

- **25th Anniversary of Cityhood**
- **First comprehensive update of the City's General Plan**
- **Long-term community vision**



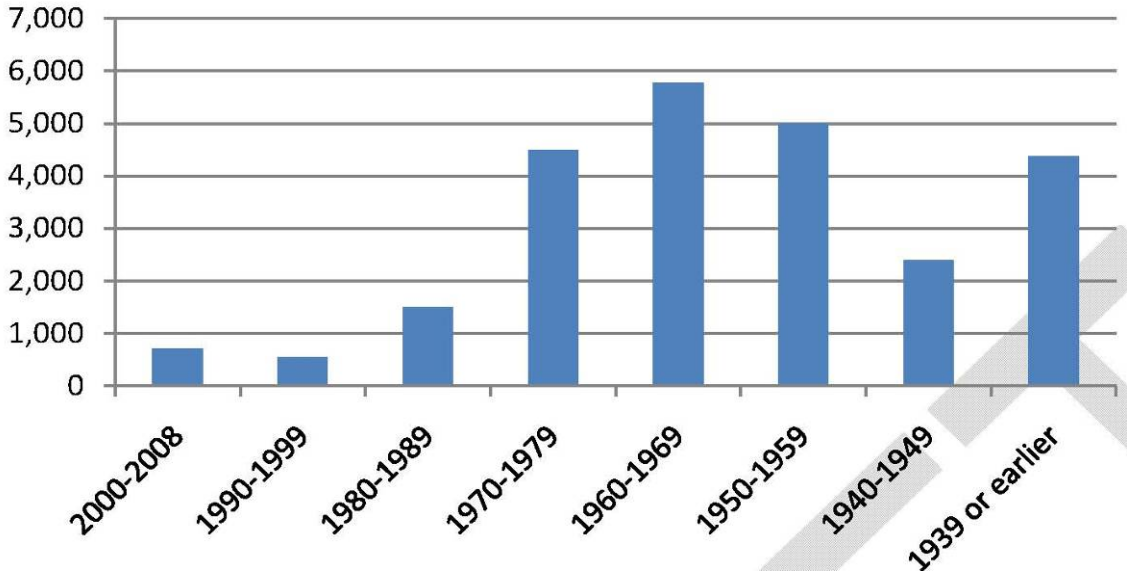
Context

- Dense urban environment
- High level of services
 - 12% of General Fund spent on Social Services
- Limited growth in the past 25 years
 - 830 residents
 - 745 residential units

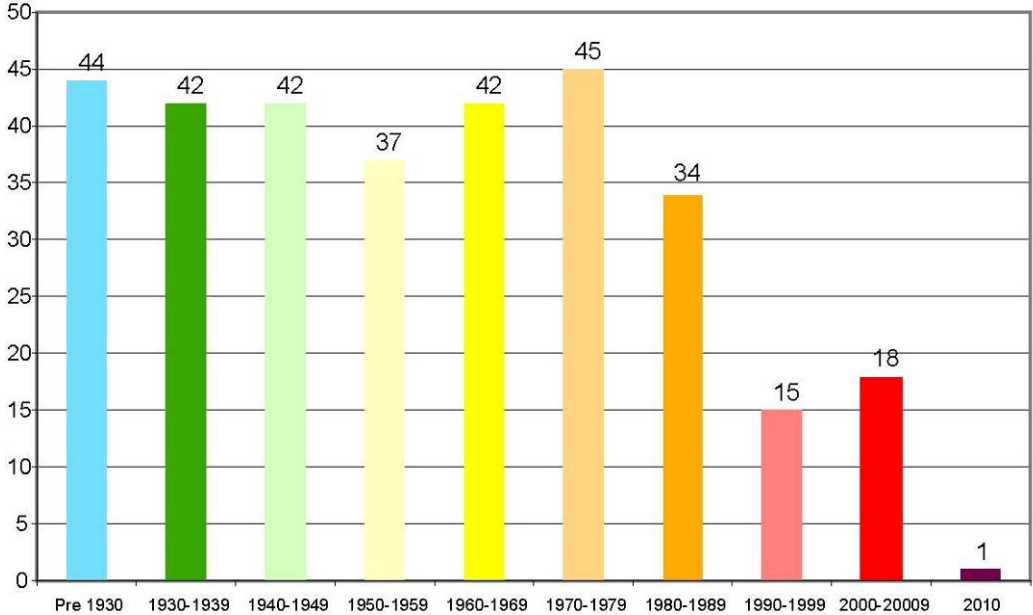


Context

Housing Stock Year Built



Development on Santa Monica Boulevard



Outside Forces

- The region is growing
 - LA County is projected to increase by over 2,000,000 people by 2035
- Current and future regional transportation and traffic patterns
- Climate change and state requirements
- State housing law



Public Outreach and Participation

- **Community Outreach**
 - **Stakeholder Interviews**
 - **Focus Groups**
 - **Visioneering**
 - **Telephone Survey**
 - **Community Fairs**
 - **Neighborhood Workshops**
- **General Plan Advisory Committee**
- **City Council/Planning Commission Study Sessions**



Guiding Principles

- Quality of life
- Diversity
- Housing
- Neighborhood character
- Economic development
- Environment
- Traffic and parking
- Greening
- Arts and Culture
- Safety



General Plan Structure

- **Developed with extensive community input**
- **User-friendly, streamlined document**
- **Progressive, but comfortable**
- **Focus on:**
 - **Sustainability**
 - **Preserving residential neighborhoods**
 - **Focusing development along commercial corridors**
 - **Multi-modal transportation network**
 - **Economic diversity**
 - **Human services**
 - **Arts and culture**



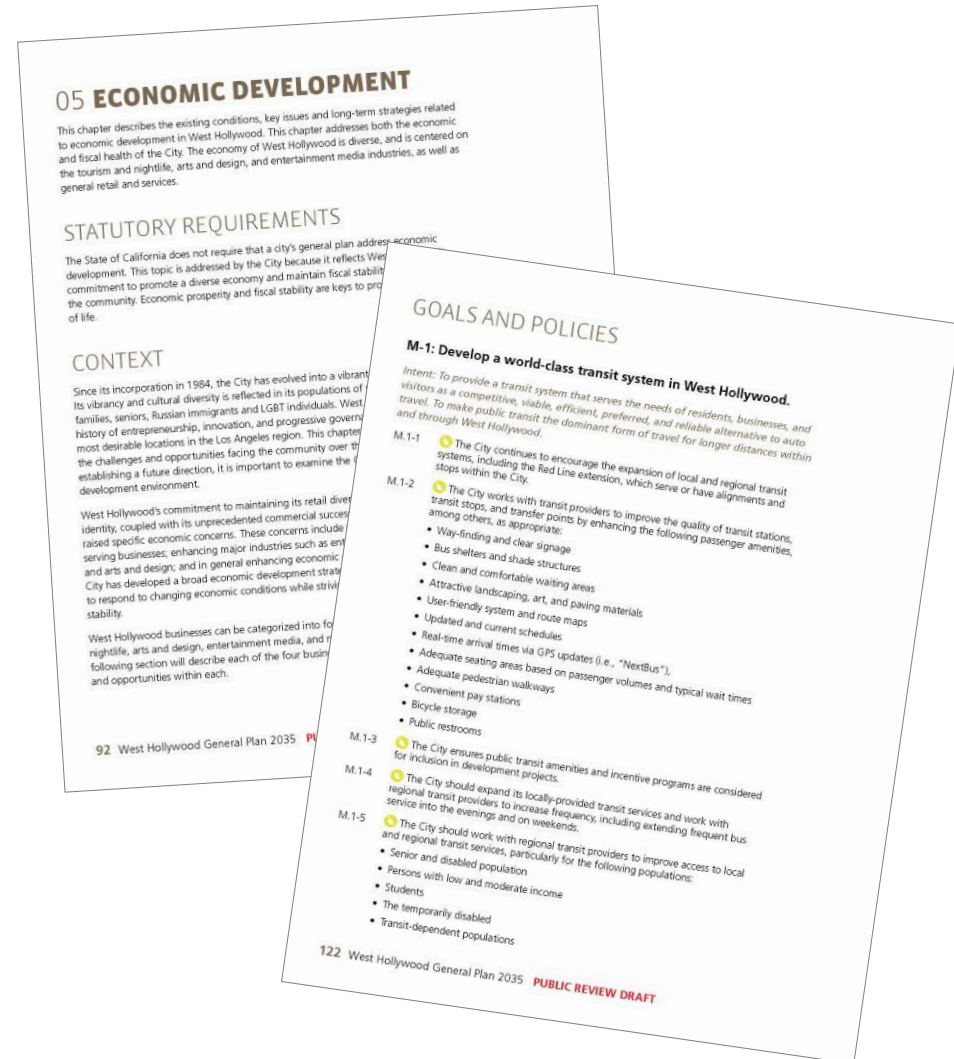
General Plan Structure

- **11 Chapters:**
 - **Introduction and Overview**
 - **Governance**
 - **Land Use and Urban Form**
 - **Historic Preservation**
 - **Economic Development**
 - **Circulation**
 - **Human Services**
 - **Parks and Recreation**
 - **Infrastructure, Resources, and Conservation**
 - **Safety and Noise**
 - **Housing Element**

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General Plan Structure

- Chapter Organization
 - Context
 - Goals
 - Intent Statements
 - Policies
- Implementation Measures



Land Use and Urban Design

Community values

- Neighborhood character and identity
- Distinct and internationally known commercial districts
- Innovative architecture and design
- Streets as public spaces
- Proximity to a diversity of stores, shopping, services
- Achieving sustainability through land use and design decisions



Land Use and Urban Design

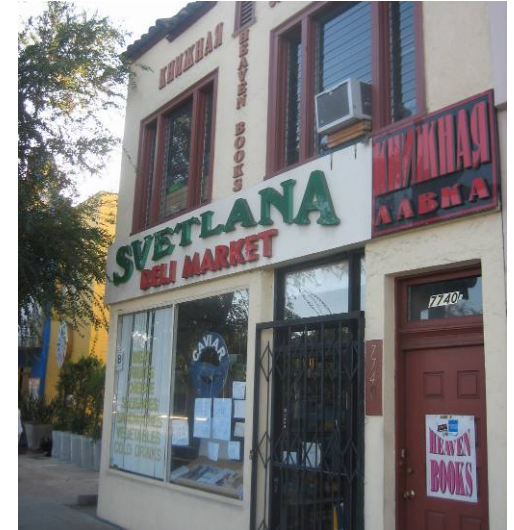
- **Neighborhoods**
 - Single-family
 - Multi-family
- **Commercial sub-areas**
 - Melrose/Beverley
 - Santa Monica Boulevard West
 - Santa Monica/Fairfax Transit District
 - Santa Monica/La Brea Transit District
 - Sunset Boulevard
- **Public spaces**
 - Streets and streetscape
 - Parks and open space
 - Public and quasi-public facilities
- **Signage**



Land Use and Urban Design

Urban form and pattern

- Maintain an urban form and land use pattern that enhances quality of life and meets the community's vision for its future.
- Maintain a balanced mix and distribution of land uses that encourage strategic development opportunities and mobility choices within the City.



Land Use and Urban Design

Urban design

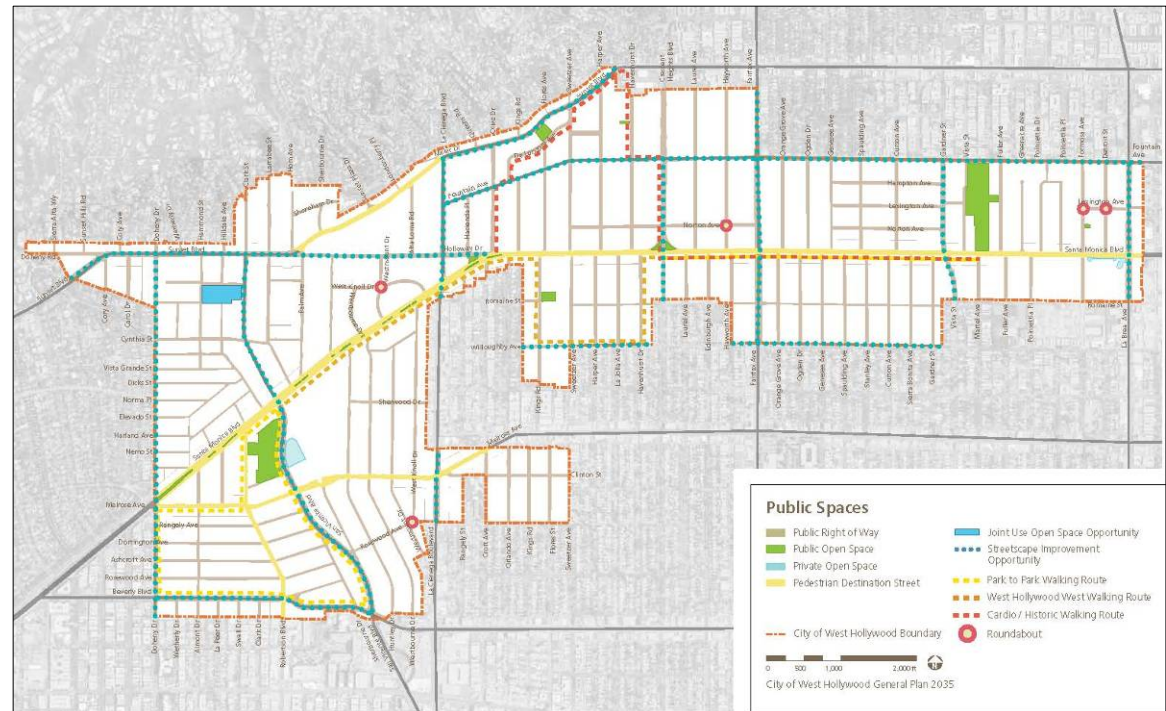
- Provide for an urban environment oriented and scaled to the pedestrian.
- Encourage a high level of quality in architecture and site design in all construction and renovation of buildings.



Land Use and Urban Design

Public spaces and streetscape

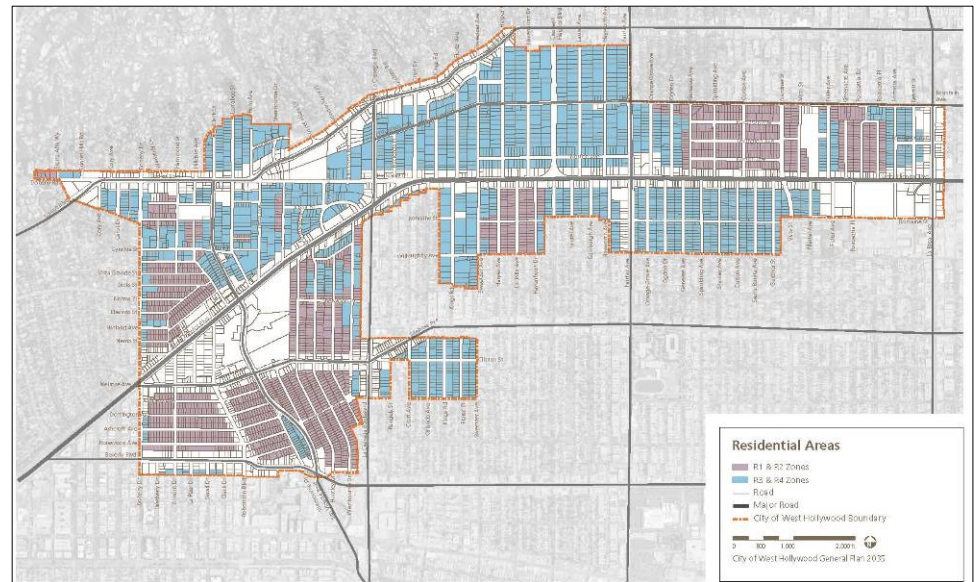
- Create a network of pedestrian-oriented, human-scale and well-landscaped streets and civic spaces throughout the City.
- Seek to expand urban green spaces and sustainable landscapes.



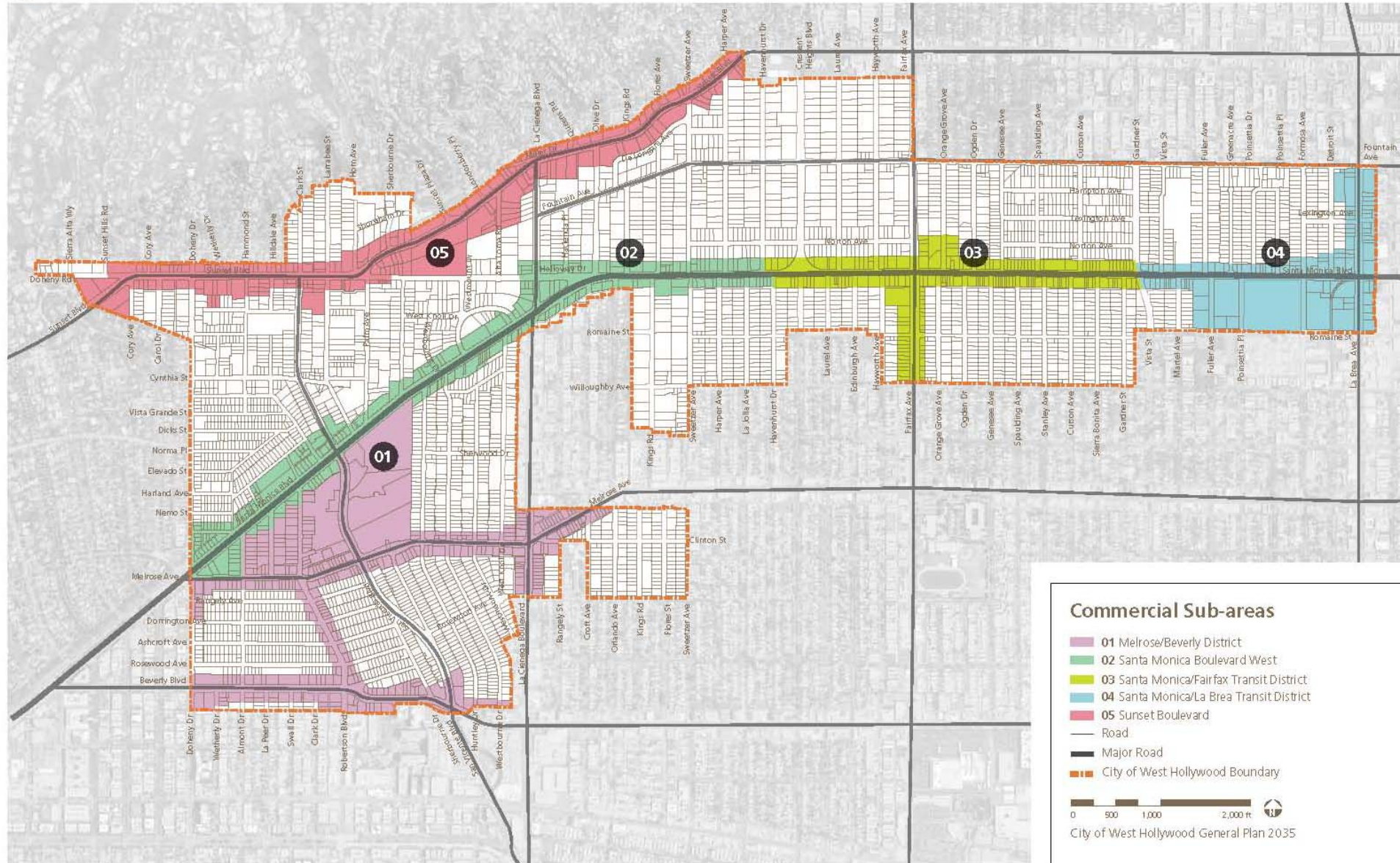
Land Use and Urban Design

Residential neighborhoods

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



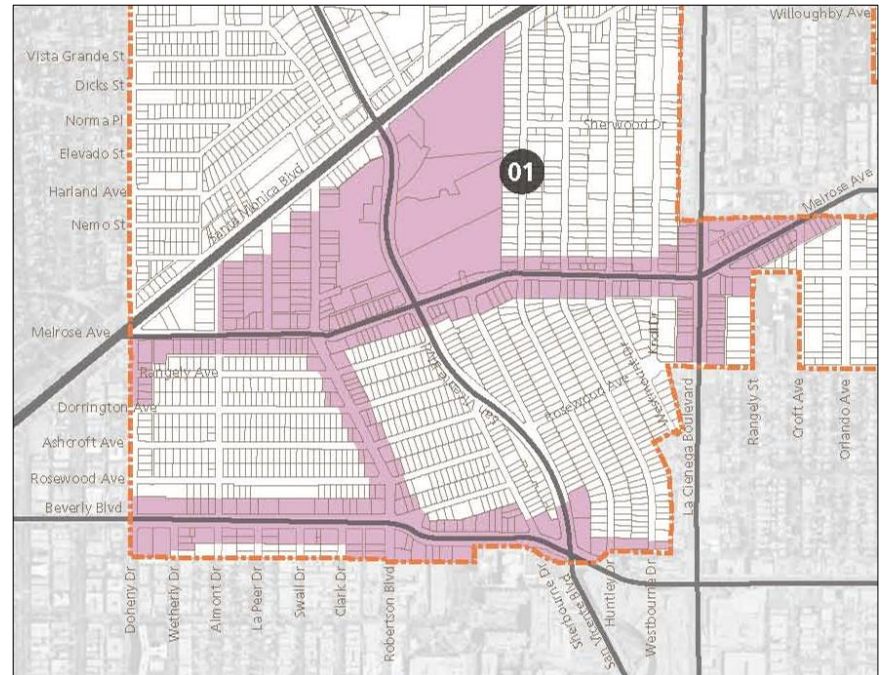
Land Use and Urban Design



Land Use and Urban Design

Melrose/Beverly District

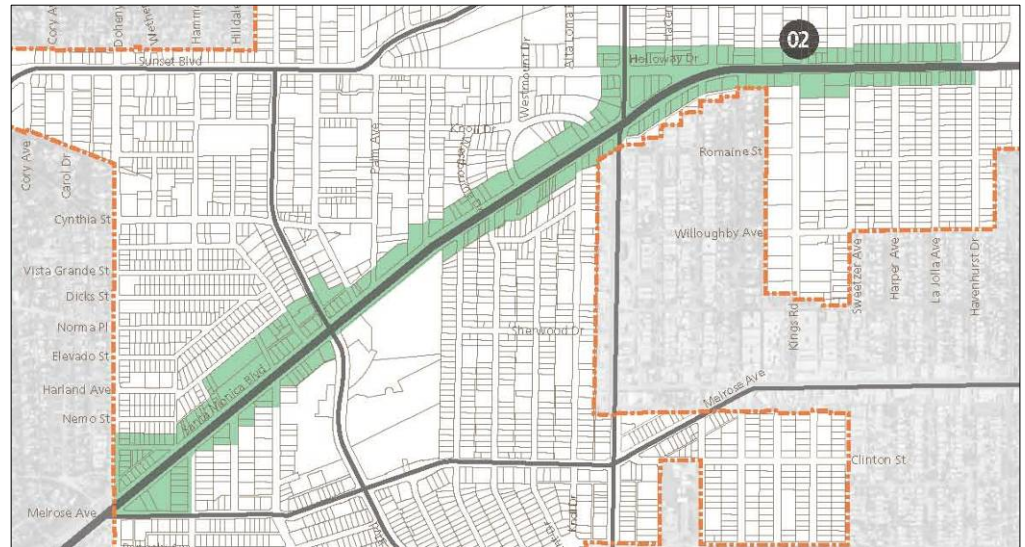
- **Maintain pedestrian-oriented character of Melrose and Robertson**
- **Encourage a variety of arts and cultural uses**
- **Work to revitalize Metro site**
- **Conduct a planning study for the Greater Melrose Triangle Area**



Land Use and Urban Design

Santa Monica Boulevard West

- Support rail transit station near San Vicente
- Encourage mix of entertainment and neighborhood-serving commercial uses, as well as residential
- Encourage outdoor dining
- Projects adjacent to West Hollywood Park should provide connectivity to the Park



Land Use and Urban Design

Santa Monica/Fairfax Transit District

- Support rail transit station near Fairfax
- Encourage mixed-use and neighborhood-serving commercial
- Encourage new multi-family housing on Fairfax south of Santa Monica



Land Use and Urban Design

Santa Monica/La Brea Transit District

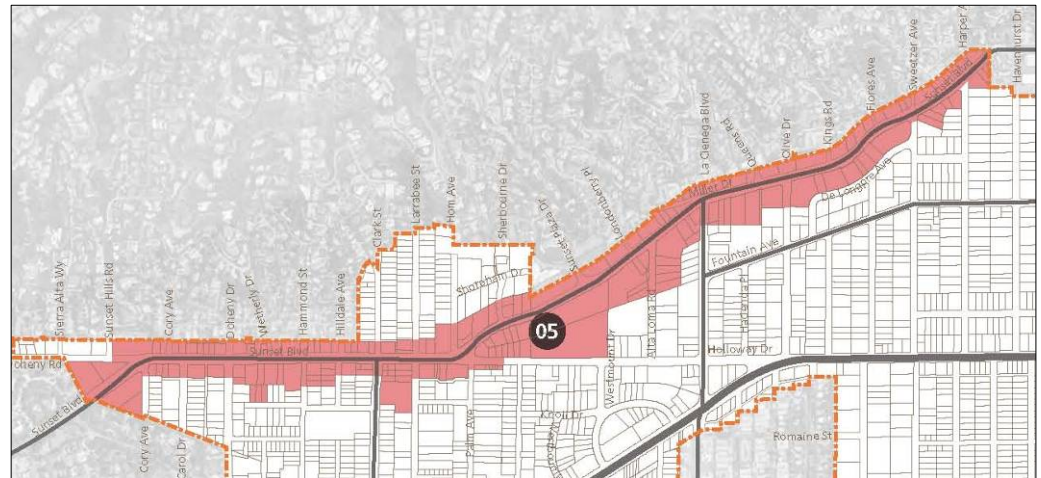
- Support a rail transit station near La Brea Avenue
- Encourage pedestrian-oriented ground-floor commercial and restaurant uses
- Increase in the amount and diversity of multi-family residential uses
- Enhance the area as a major gateway to West Hollywood
- Streetscape improvements



Land Use and Urban Design

Sunset Boulevard

- Encourage a vibrant mix of uses including entertainment venues, restaurants and bars, hotels, neighborhood-serving retail, and entertainment offices
- Enhance the pedestrian experience
- Revisit the Sunset Specific Plan



Land Use and Urban Design

Signage

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



Land Use and Urban Design

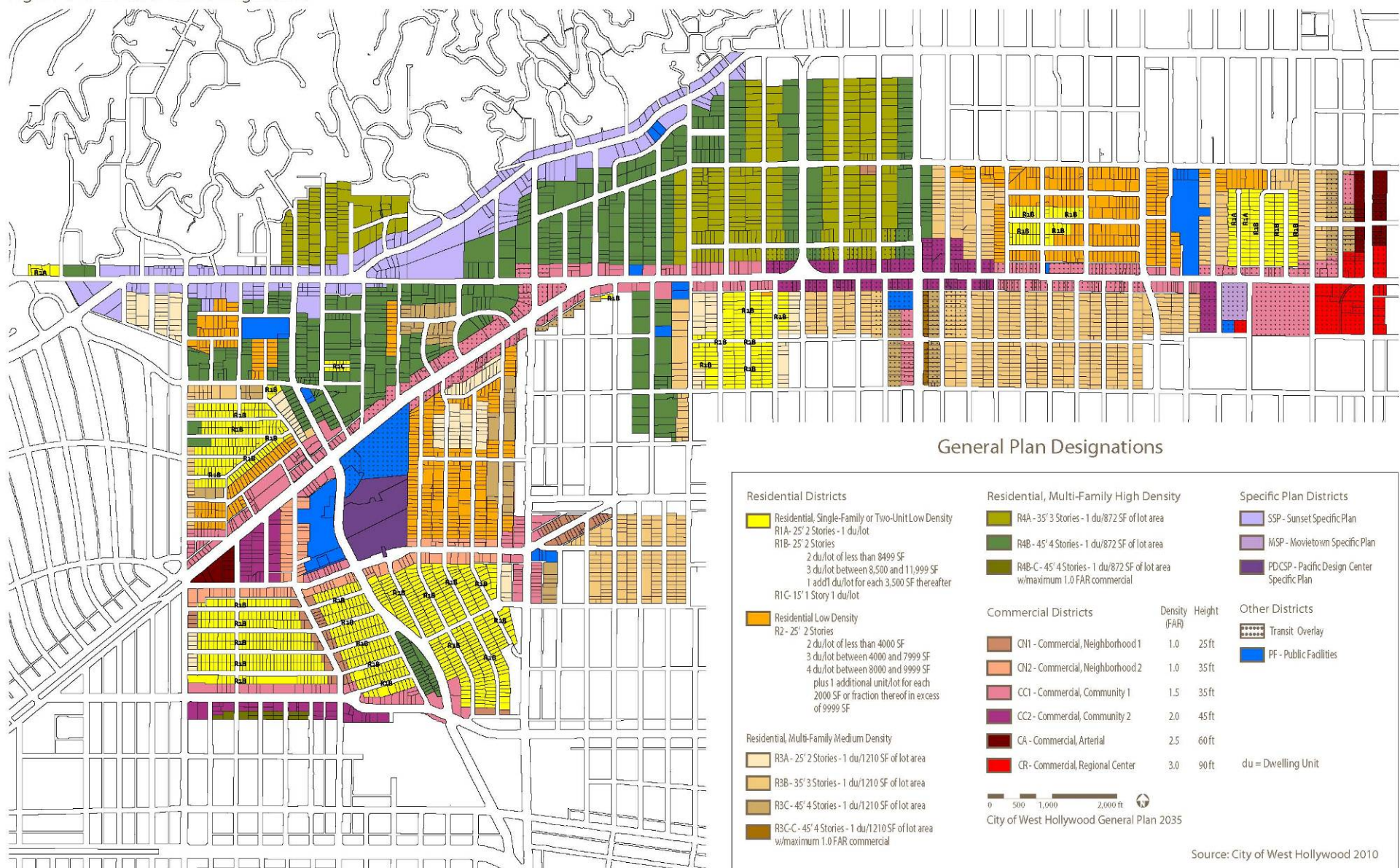
General Plan Land Use Designations

- Identify the future intended use of every parcel of land
- Define the uses, development intensity/height and urban form
- Sets a broad general direction, leaving the specifics to zoning

Zoning Districts

- Provides specifics on permitted and conditional uses (almost 50 specific uses identified in zoning code)
- Provides details on “development standards”: density, height, setback (front, side, rear, 2nd story), open space requirements, landscaping, parking requirements, signage, etc.

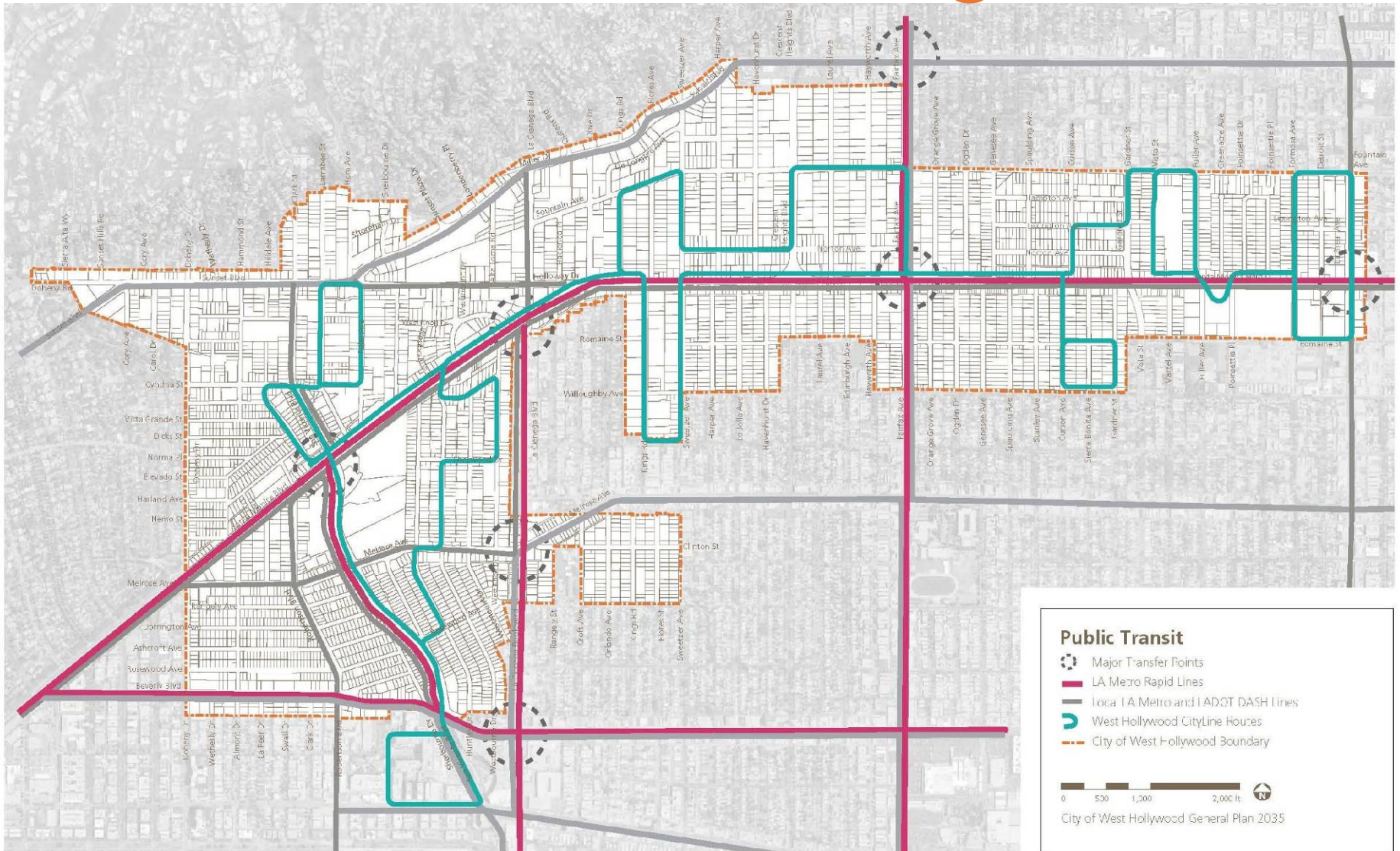
Land Use and Urban Design



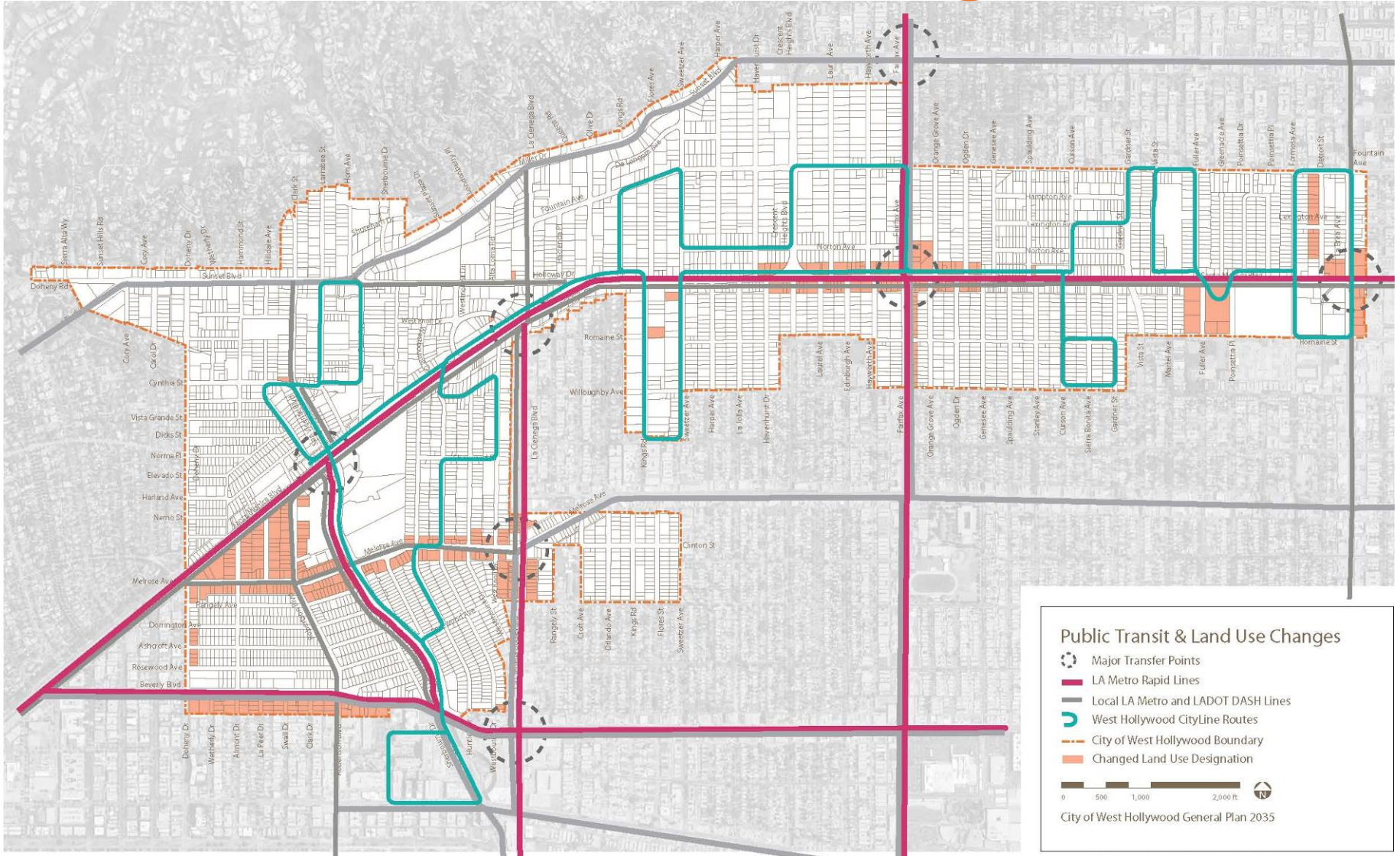
Land Use and Urban Design



Land Use and Urban Design



Land Use and Urban Design



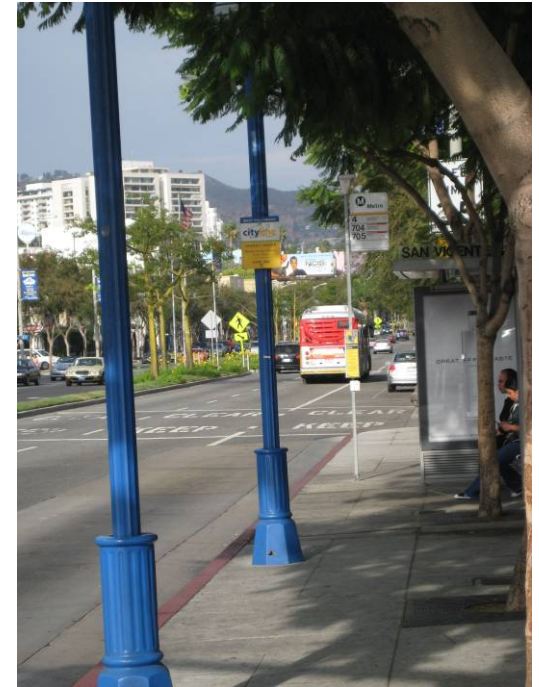
Mobility - Philosophy

- Create a balanced, multi-modal transportation system (pedestrians, bicycles, transit, and automobiles)
- Develop innovative parking solutions
- Promote regional transportation solutions
- Prioritize needs of the West Hollywood community over pass-through traffic
- Enhance Transportation Demand Management



Mobility - Benefits

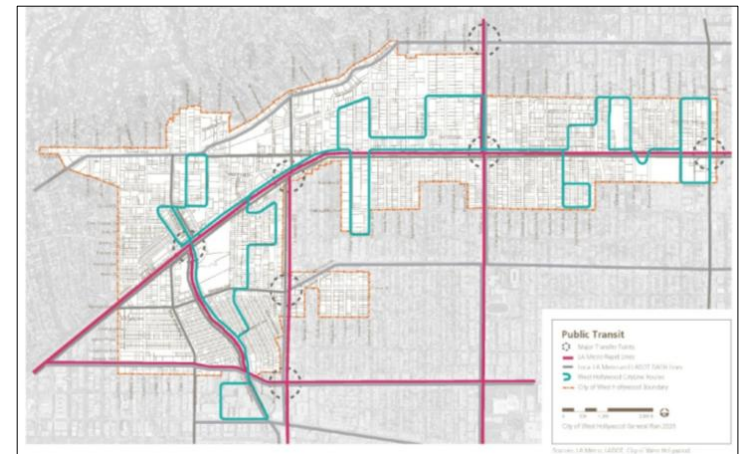
- **Public health**
- **Affordability**
- **Environment**
- **Economic vitality**
- **Quality of life**
- **Public safety**



Mobility

Develop a world-class transit system.

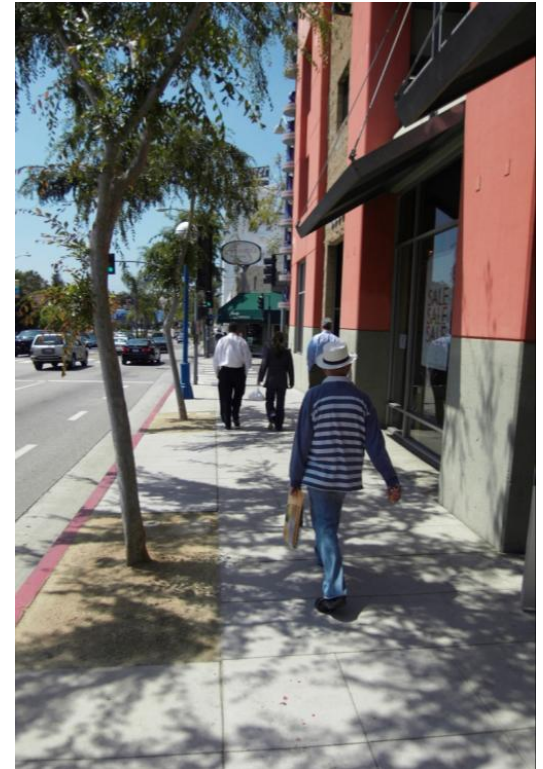
- Expand existing bus transit service for all populations
- Actively advocate for rail extensions in West Hollywood
- Continue to improve the quality of transit stations (signage, shelters, information, etc.)
- Educate the public about transit services
- Focus new development around transit



Mobility

Maintain and enhance a pedestrian-oriented City.

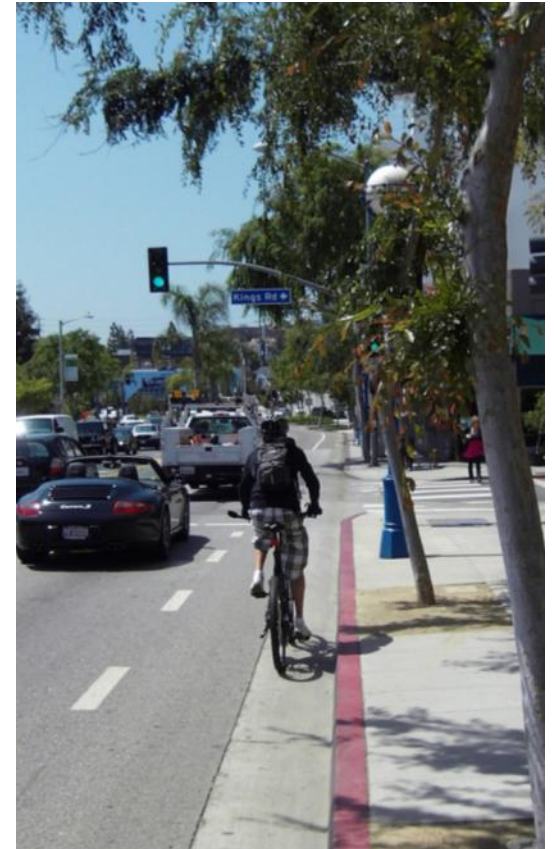
- **Provide incentives for people to walk more and drive less**
- **Prioritize spaces for pedestrians and bicycles in the re-design of the City's public right-of-way**
- **Improve pedestrian facilities (sidewalks, seating, lighting, etc.)**
- **Require pedestrian-oriented design of new development projects**



Mobility

Create a comprehensive bicycle network throughout the City.

- **Implement the Bicycle and Pedestrian Mobility Plan (2003)**
- **Install new bicycle amenities in public facilities**
- **Require major employers to provide covered and secure bicycle parking and shower/locker facilities**



Mobility

Utilize Transportation Demand Management (TDM) to reduce auto travel

- Periodically update the TDM ordinance
- Explore requiring new development to provide transit subsidy for residents or tenants
- Promote ride-sharing and telecommuting
- Implement car- and bike-sharing programs
- Unbundling parking
- Reduce parking requirements in commercial projects near transit



Mobility

Manage parking supply to serve residents, businesses, and visitors.

- **Create parking districts in commercial areas**
- **Promote shared, off-site parking**
- **Pool public parking in commercial areas for shared use;**
- **Promote “park-once” environments**
- **Shared valet programs**
- **Provide real-time parking occupancy information**
- **Improve parking signage**



Mobility

Additional policies

- Recognize that streets are part of the open space system
- Reduce cut-through traffic in residential neighborhoods
- Require new development to pay for their fair share of transportation improvements
- Collect fees from developers to improve the transportation network (pedestrian, bicycle, paving streets, traffic signals, etc.)
- Work with regional agencies to develop regional transportation solutions



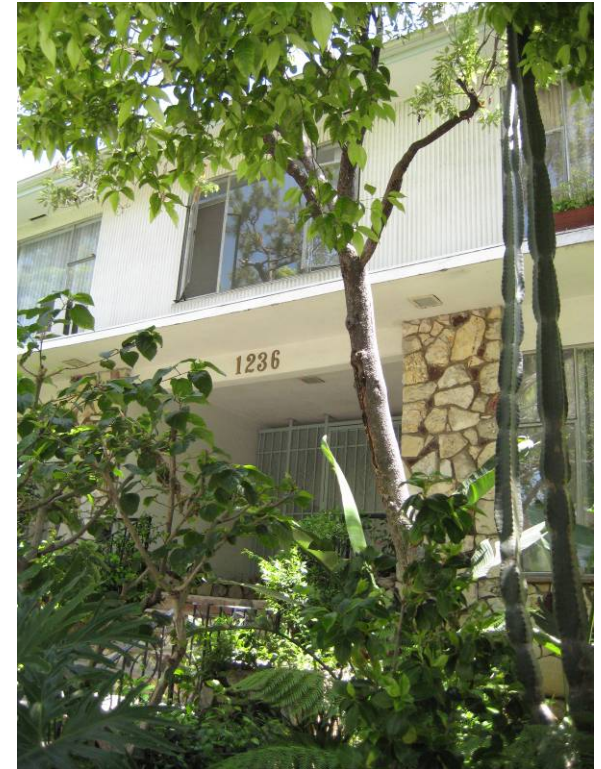
Housing - Goals

- Provide affordable rental housing
- Maintain and enhance the quality of the housing stock and residential neighborhoods
- Encourage a diverse housing stock to address the needs of all socioeconomic segments of the community
- Provide for adequate opportunities for new construction of housing
- Provide for a government environment that facilitates housing development and preservation



Housing – Programs

- **Preservation of Existing Housing**
 - Code compliance
 - Housing conditions survey
 - Multi-family acquisition and rehabilitation
- **Preservation of Affordability**
 - Rent stabilization
 - Preservation of “at-risk” housing



Housing – Programs

- **Production of new housing**
 - **Mixed use and transit-oriented development**
 - **Inclusionary housing**
 - **Affordable housing development through non-profits**
 - **Workforce housing**
 - **Green building**
 - **Accessory dwelling units**
- **Removal of governmental restraints**
 - **Update of zoning ordinance**



Historic Preservation

- **Collect and maintain information about the City's history**
- **Identify and evaluate cultural resources**
- **Allow for adaptive reuse of cultural resources**
- **Provide incentives and technical assistance for rehabilitation of cultural resources**
- **Promote cultural resources as part of economic development activities**



Infrastructure, Resources, & Conservation

- **Maintain circulation infrastructure**
- **Reduce water and energy use**
- **Green Building Program**
- **Reduce climate change impacts**
- **Improve air quality**
- **Provide for efficient wastewater and stormwater systems**
- **Reduce solid waste**
- **Provide well-maintained and sustainable facilities**



Parks and Recreation

- Improve and expand parks
- Maintain diversity of park spaces
- Promote sustainable practices
- Seek creative opportunities to create new park space
- Provide recreational programs to meet community needs
- Efficiently manage parks and open space
- Continue special events



Parks and Recreation



City Parks and Walking Path

01 West Hollywood Park	08 Crescent Heights Triangle
02 Flummer Park	09 Santa Monica Blvd. Mediar
03 Kings Road Park	Walking Paths
04 William S. Hart Park	10 West Hollywood West Walking Route
05 Havenhurst Pocket Park	11 Park to Park Walking Route
06 Fermosa Pocket Park	12 Cardio/Historic Walking Route
07 Sal Guarnello Veterans Memorial	

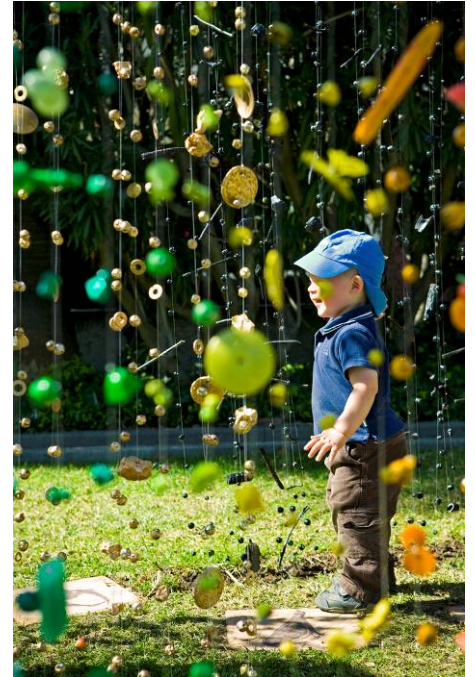
--- City of West Hollywood Boundary

0 500 1,000 2,000 ft

City of West Hollywood General Plan 2035

Human Services

- **Social Services**
 - Continue to provide comprehensive social services
 - Measure needs and evaluate ongoing programs
- **Arts and Culture**
 - Support and encourage arts and culture
 - Seek space for artists and for public art
 - Promote cultural connections and programming
- **Schools and Education**
 - Collaborate with schools to promote excellence



Economic Development

- **Maintain a diverse economy**
- **Seek a balance between visitor-serving and local-serving businesses**
- **Support arts and cultural events**
- **Encourage cultural tourism**
- **Maintain the City's status as a destination for arts, fashion, and design**
- **Support job-training programs**
- **Encourage green business practices**



Safety and Noise

- **Environmental Hazards**
 - **Maintain emergency plans and enforce high standards for seismic performance of buildings**
- **Police, Fire, and Emergency Services**
 - **Maintain adequate levels of law enforcement, fire protection, and emergency medical services**
 - **Promote community-based emergency preparedness programs**



Safety and Noise

- **Noise**
 - **Require noise-reducing design features in new development**
 - **Seek to reduce transportation-related noise**
 - **Require effective management and mitigation of noise from entertainment venues**

Governance

- **Maintain a high level of customer service and accessibility**
- **Engage the community in City events, meetings, and services**
- **Use a wide range of media and technology to communicate with constituents**
- **Hold periodic public forums on issues important to the community**
- **Make facilities, programs, and services accessible to residents and businesses**



City of West Hollywood Climate Action Plan

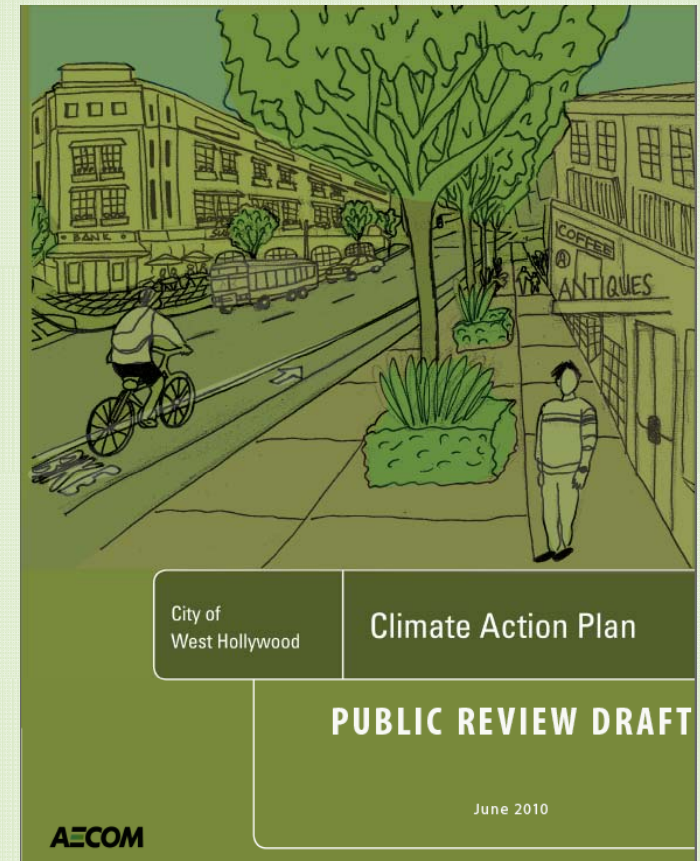
West
Hollywood
**General
Plan
Update**

Community Workshop
July 10, 2010



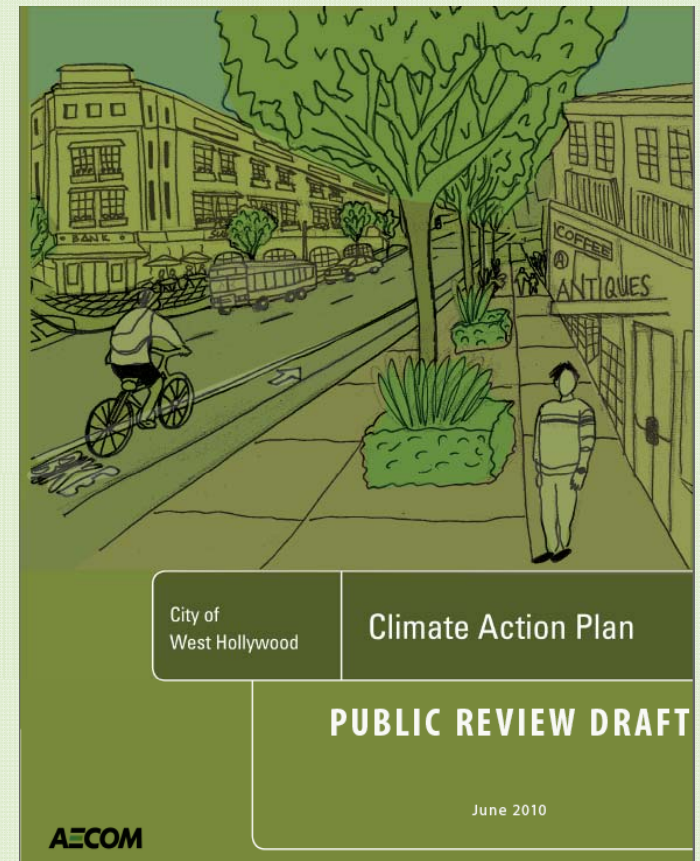
General Plan Update and the CAP

- General Plan Update
 - Establishes GHG reduction targets
 - Defines GHG reduction strategies
- Climate Action Plan
 - Action plan to 2020 and 2035
 - Implements General Plan strategies
 - Estimates GHG reductions
 - Includes likely costs
 - Identifies funding options
 - Climate change *toolbox*
 - Communitywide measures
 - Municipal measures



Climate Action Plan Overview

- Chapter 1 – Introduction
- Chapter 2 – The Planning Process
- Chapter 3 – Climate Action Areas
- Chapter 4 – Implementation
- Appendices

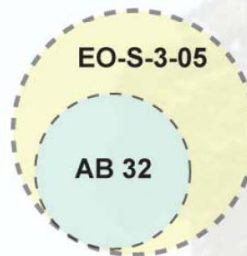


Chapter 1 - Introduction

- Vision
- Purpose, scope and content of plan
- Challenges
- California legislation and guidelines
- West Hollywood leadership

Legislative Framework at a Glance

Primary



Significance of 15% below baseline

Scoping Plan identifies 15% below current emissions levels as a fair proportion of reductions by local jurisdictions to meet the State-wide target

Executive Order S-3-05: Establishes a long-range GHG reduction target of 80% below 1990 levels by 2050.

Assembly Bill 32: Requires California to reduce statewide GHG emissions to 1990 levels by 2020.

Climate Change Scoping Plan: Outlines the State's plan to achieve the GHG reductions required in AB 32. No specific emission reduction target is established for local jurisdictions, but recognizes cities and counties as "essential partners" within the overall statewide effort.

Supporting

SB 97: Requires climate change analysis in CEQA review.

SB 375: Connects land use choices to vehicle miles traveled.

SB 1078: Mandates percentage of electricity from renewable sources for energy providers.

SB 7: Requires the State achieve 10% and 20% reductions in urban per capita water use by 2015 and 2020 respectively.

AB 811: Enables public financing for renewable energy production.



Chapter 2 – The Planning Process

- Relationship to the General Plan
- Relationship to CEQA
- Greenhouse gas measurement
- GHG emission reduction target

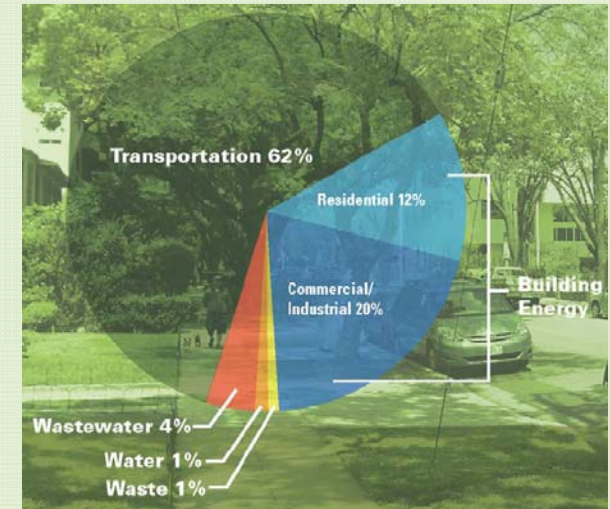


Table 2-1: West Hollywood Baseline and Projected GHG Emissions and Percent Contributions

Emissions Sector	2008 Baseline MT CO ₂ e (percent of total emissions)	2020 Baseline MT CO ₂ e (percent of total emissions)	2035 Baseline MT CO ₂ e (percent of total emissions)
Transportation	361,350 (62%)	412,450 (64%)	452,600 (64%)
Commercial/Industrial Energy Use	116,197 (20%)	116,028 (18%)	127,653 (18%)
Residential Energy Use	70,378 (12%)	77,519 (12%)	84,081 (12%)
Wastewater Treatment	20,981 (4%)	22,768 (4%)	24,974 (4%)
Solid Waste	8,543 (1%)	9,267 (1%)	10,172 (1%)
Water Consumption	5,764 (1%)	8,200 (1%)	8,971 (1%)
Total	583,213 (100%)	646,232 (100%)	708,451 (100%)
<i>GHG Emissions per Service Population</i>	<i>9.7</i>	<i>9.9</i>	<i>9.9</i>

Notes: CO₂e = carbon dioxide equivalent; MT= metric tons; Service population includes population and jobs in the City of West Hollywood.

Source: Data compiled by AECOM 2010.

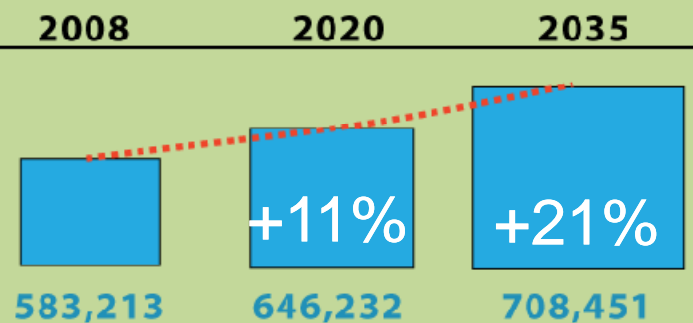
Chapter 3 – Climate Action Strategies and Emission Reduction Measures

**Figure 3-1: 2035 GREENHOUSE GAS EMISSIONS REDUCTION TARGET
20-25% BELOW 2008 LEVELS (REDUCTION OF 241,881 - 271,041 MT CO₂e)**

COMMUNITY-WIDE GREENHOUSE GAS EMISSIONS (in MT CO₂e)

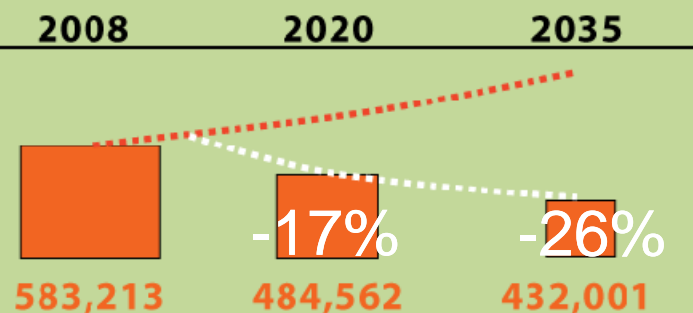
■ Business-As-Usual Scenario

If West Hollywood continues along the current trajectory, the community will generate considerably more greenhouse gases in the future.



■ Climate Action Scenario

Successful implementation of the Climate Action Plan will allow the community to reduce greenhouse gases, contribute to global climate protection efforts, and improve quality of life.



□ Emissions Reductions



Chapter 3 – Climate Action Strategies and Emission Reduction Measures

- Emission reduction strategies



Community Leadership and Engagement



Land Use and Community Design



Transportation and Mobility



Energy Use and Efficiency



Water Use and Efficiency



Waste Reduction and Recycling










Green Space and Open Space



Chapter 3 – Climate Action Strategies and Emission Reduction Measures

Figure 3-2: GREENHOUSE GAS EMISSIONS REDUCTION POTENTIAL

2035

STRATEGY	ICON	PERCENT OF TOTAL REDUCTION	GHG REDUCTION POTENTIAL
Statewide Reductions		65.2%	180,230 MT CO ₂ e
Energy Use and Efficiency		30.6%	84,570 MT CO ₂ e
Water Use and Efficiency		1.6%	4,350 MT CO ₂ e
Transportation and Mobility		1.3%	3,650 MT CO ₂ e
Waste Reduction and Recycling		1.2%	3,260 MT CO ₂ e
Green Space		0.1%	240 MT CO ₂ e
Community Leadership and Engagement		0.1%	150 MT CO ₂ e
Land Use and Community Design		Supporting	Supporting

Chapter 3 – Climate Action Strategies and Emission Reduction Measures



Community Leadership and Engagement (Examples)

- CL-1.1: Create a position for a **City Sustainability Manager/Coordinator** and support staff to oversee implementation of the CAP and sustainability programs
- CL-1.2: Reduce energy use in City facilities and operations
- CL-1.3: Reduce water use in City facilities and operations
- CL-1.4: Reduce single-occupancy vehicle commuting by City employees



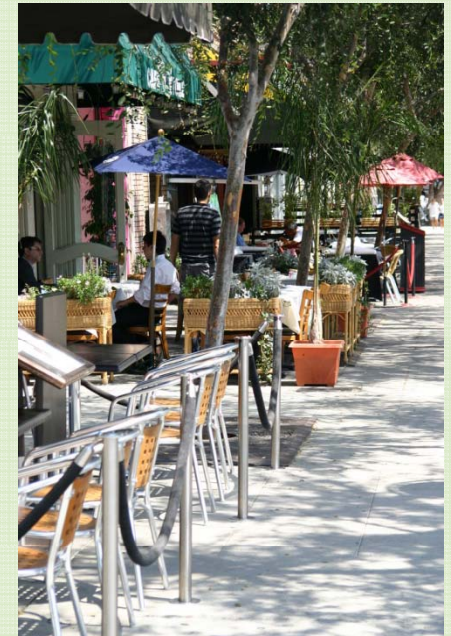
Chapter 3 – Climate Action Strategies and Emission Reduction Measures



Land Use and Community Design (Examples)

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

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



Chapter 3 – Climate Action Strategies and Emission Reduction Measures



Transportation and Mobility (Examples)

- T-1.1: Increase pedestrian mode share with convenient and attractive infrastructure
- T-1.2: Increase bicycle mode share with convenient and attractive infrastructure
- T-3.1: **Support efforts to build the Metro Westside (Red Line) subway extension and lobby for a West Hollywood alignment**
- T-4.1: Enhance rideshare infrastructure to facilitate community participation
- T-4.3: **Assess and implement parking strategies in commercial corridors and Transit Overlay Districts**



Chapter 3 – Climate Action Strategies and Emission Reduction Measures



Energy Use and Efficiency (Examples)

- E-1.1: Develop a comprehensive outreach program to facilitate voluntary residential and commercial building energy improvements
- E-1.3: Work with SCE to accelerate smart grid integration
- E-1.4: Develop and implement **residential and commercial point-of-sale energy conservation ordinances**
- E-1.5: Develop an energy efficient appliance upgrade program to promote upgrades to new Energy Star models
- E-3.3: Facilitate installation of solar hot water heating systems on commercial and multi-family buildings
- E-3.4: Facilitate installation of solar photovoltaic systems on multi-family residential, commercial, and industrial buildings and parking lots

Chapter 3 – Climate Action Strategies and Emission Reduction Measures



Water Use and Efficiency (Examples)

W-1.1: **Reduce per capita water consumption by 30% by 2035**

W-1.2: Encourage all automated irrigation systems to include a weather-based control system

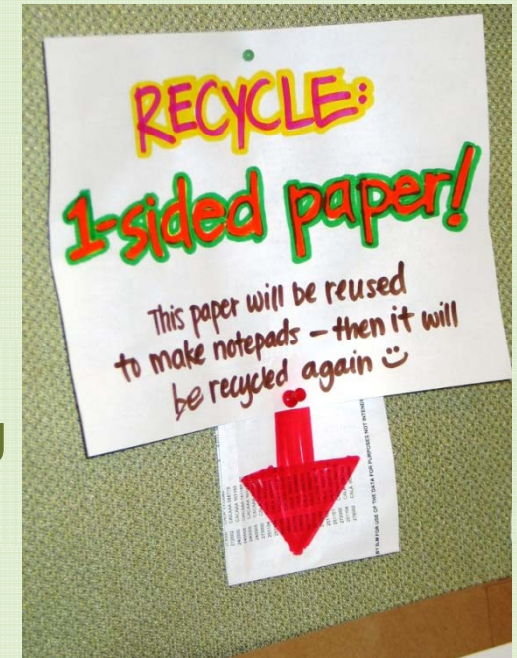


Chapter 3 – Climate Action Strategies and Emission Reduction Measures



Waste Reduction and Recycling (Examples)

- SW-1.1: Establish a waste reduction target not to exceed 4.0 pounds per person per day
- SW-1.2: Urge adoption of legislation that requires extended producer responsibility and improves product recycling and packaging
- SW-1.3: Encourage use of **reusable and biodegradable material in retail** and commercial establishments



Chapter 3 – Climate Action Strategies and Emission Reduction Measures



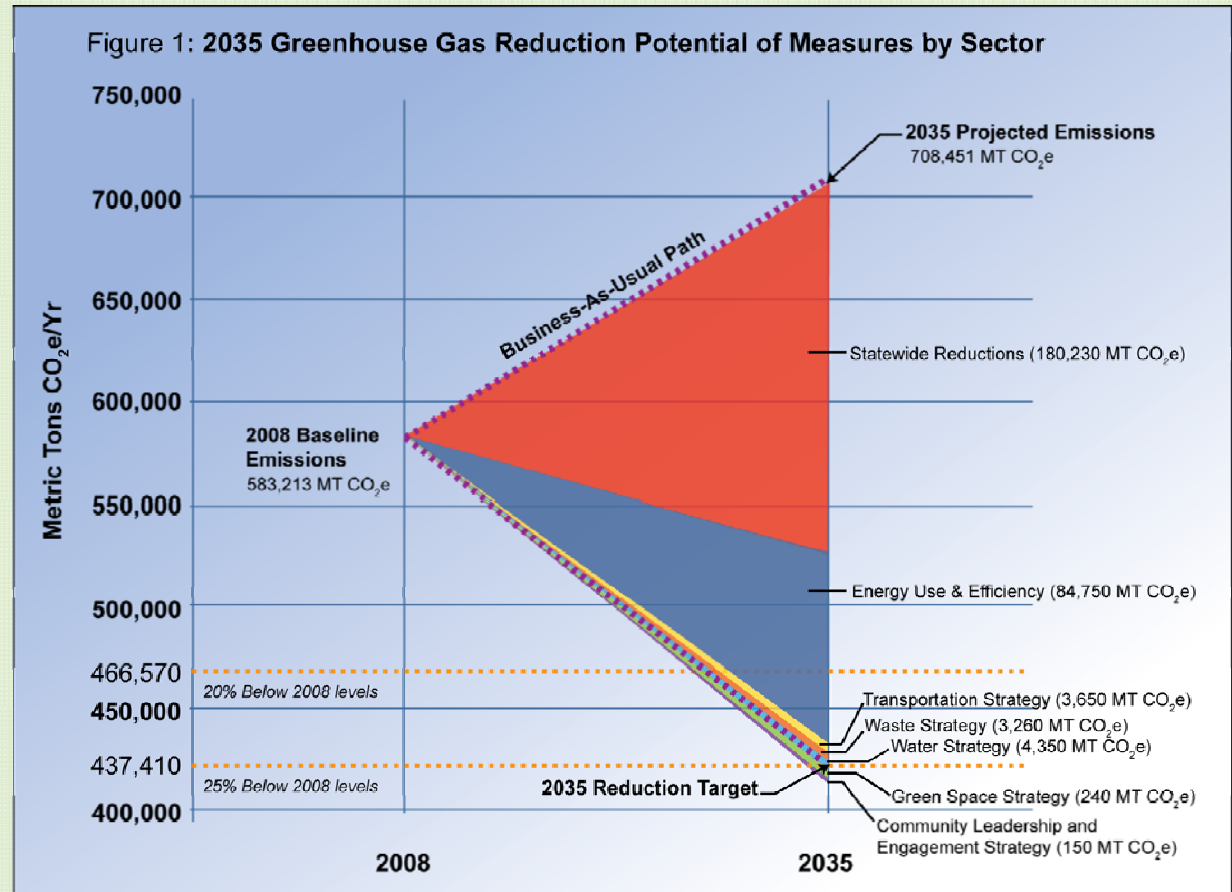
Green Space (Examples)

- G-1.1: **Increase and enhance the City's urban forest** to capture and store carbon and reduce energy use
- G-1.2: Establish a green roof and roof garden program
- G-1.3: Establish an innovative program to increase green space throughout the City



Chapter 4 – Implementation

- Measure implementation
- Plan evaluation
- Funding sources and financing



Next Steps

- **Public review of Draft CAP (coincident with GP EIR)**
- **Public hearings before Planning Commission and City Council (September and October 2010)**



Next Steps

June 25 – August 9

- **Public review and comment period for the Public Review Draft General Plan, Public Review Draft Climate Action Plan, and Draft EIR**
- **Submit written comments on the Draft General Plan, Draft Climate Action Plan, or Draft EIR**

September 16, 23, and 30

- **Adoption Hearings with Planning Commission**

October

- **Adoption Hearings with City Council**



www.weho.org/generalplan