



Overview of the West Hollywood General Plan Update

Boards and Commissions Annual Congress

14 November 2009

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01

Introductions

Staff

- **Paul Arevalo**, City Manager
- **Joan English**, Assistant City Manager
- **Anne McIntosh**, AICP, Deputy City Manager/ Director of Community Development
- **John Keho**, AICP, Planning Manager
- **Bianca Siegl**, Associate Planner/Project Manager
- **Allyne Winderman**, Director of Rent Stabilization and Housing
- **Terri Slimmer**, Traffic & Transportation Manager
- **Chris Corrao**, Assistant Planner
- **Maria Rychlicki**, Contract Planner
- **Brendan Rome**, Administrative Specialist

Consultant Team

- **Raimi + Associates** – lead consultant
- **Fehr & Peers** – traffic
- **Nelson/Nygaard** – transportation
- **Strategic Economics** – economic development
- **Veronica Tam & Associates** – housing
- **Urban Studio** – urban design
- **KFM Geosciences** – seismic/geotechnical
- **EDAW AECOM** – environmental review



02



General Plan Overview

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.

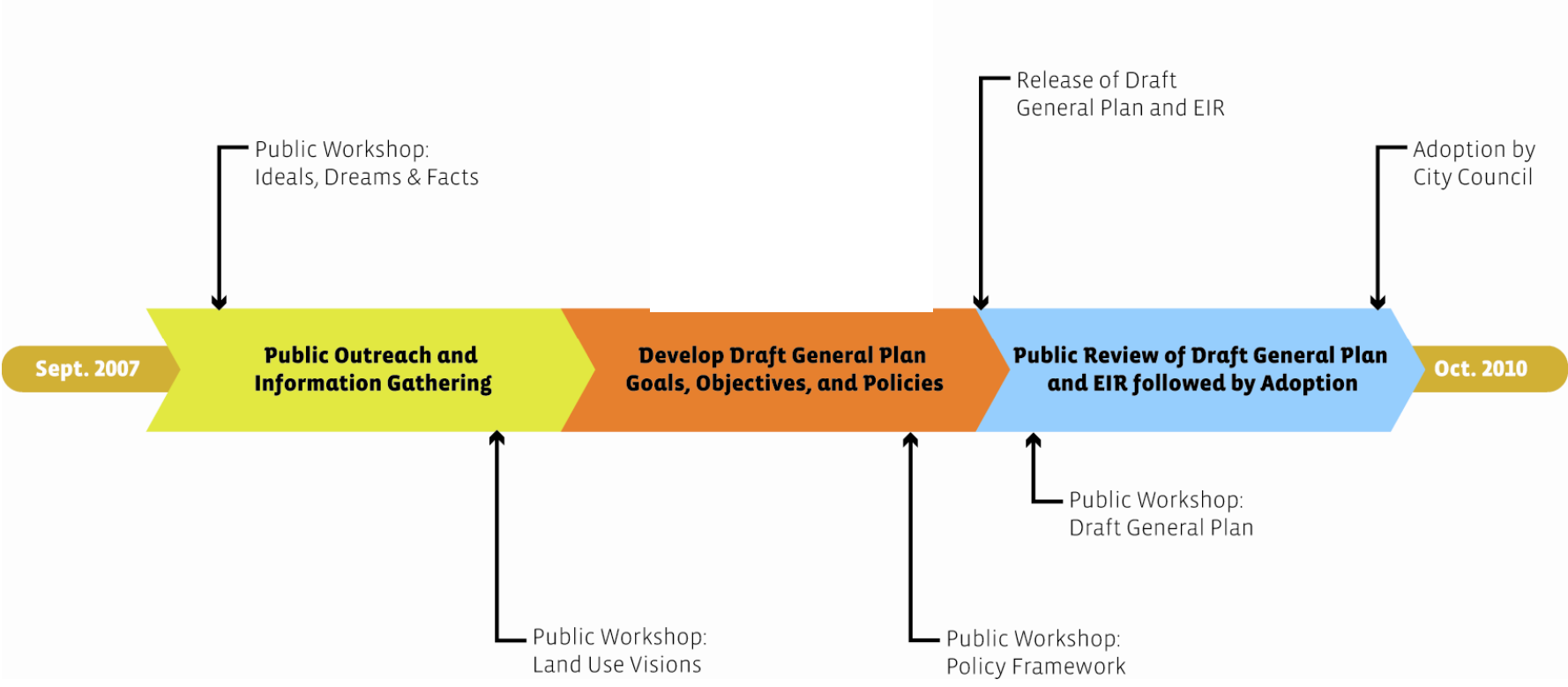




03

Status of the General Plan Update

Project Schedule



Project Schedule

- Community Outreach & Policy Discussions
 - General Plan Advisory Committee:
Sept. 2009 – Feb. 2010
 - Joint Study Sessions for Planning Commission
and City Council
 - Public Workshop – Policy Framework:
January 2010
 - Public Workshop – Draft General Plan:
May 2010
 - Regular updates to City Council
 - General Plan website:
www.weho.org/generalplan
- Draft General Plan and Environmental Impact Report:
May 2010
- Adoption Hearings at Planning Commission and City
Council: August – October 2010



Phase 1 Activities

- Data Gathering
 - Existing Materials Review
 - Land Use Inventory
 - Traffic Model
 - Technical Background Reports
- Community Outreach
 - Stakeholder Interviews
 - Focus Groups
 - Visioneering
 - Community Fairs
 - Neighborhood Workshops



Guiding Principles

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





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Key Background Data

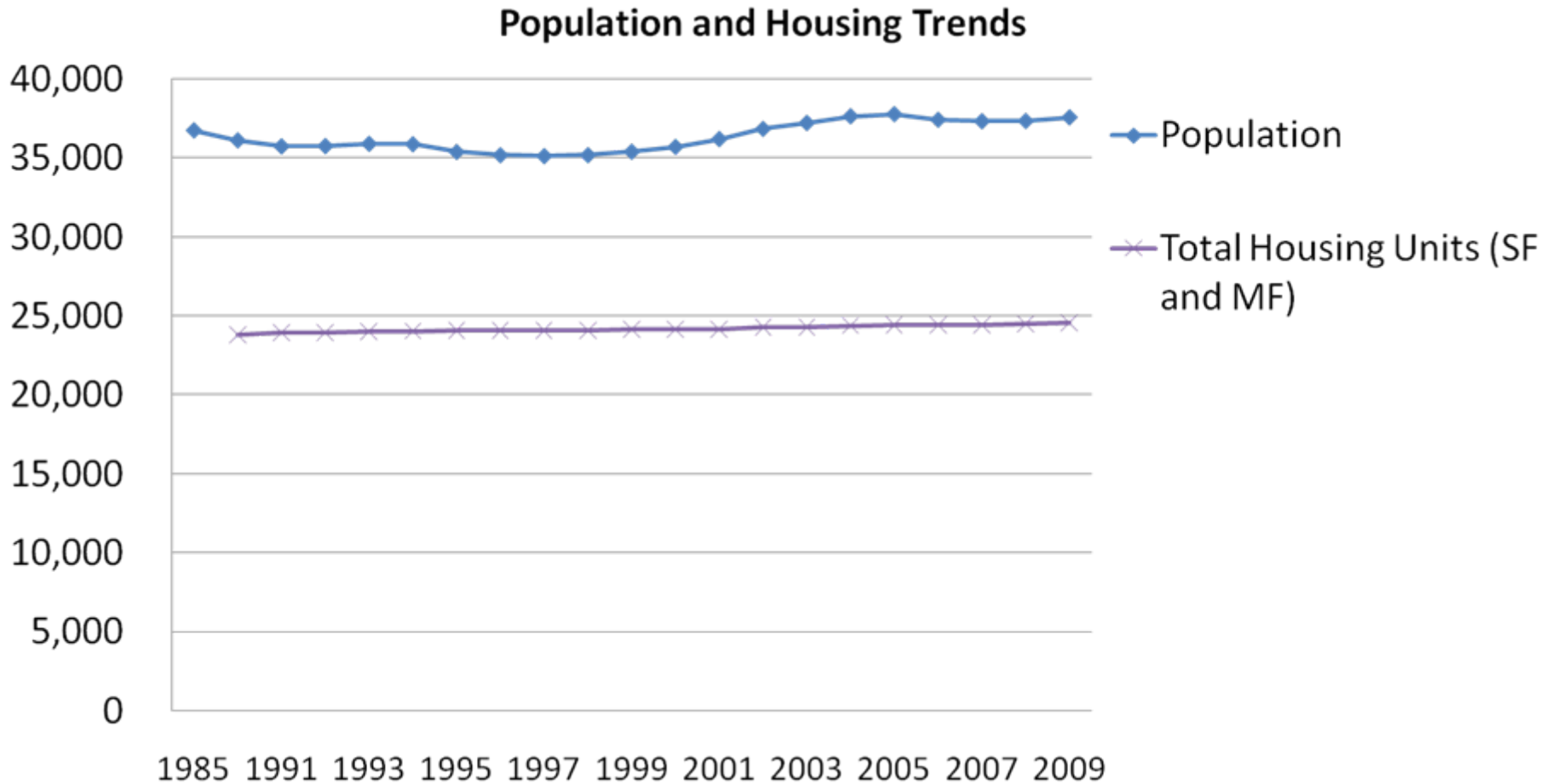
Key Background Data

Population

- 37,650 people
- 23,450 households
- 60% of households are only one person
- Half of residents between 25 and 45 years old
- Since 1990 the population of ages 45 – 54 increased 5%
- 17% of residents over 65 years old
- West Hollywood is:
 - 40% LGBT
 - 18% Seniors
 - 18% Russian-speaking
 - 7% Families with Children



Key Background Data



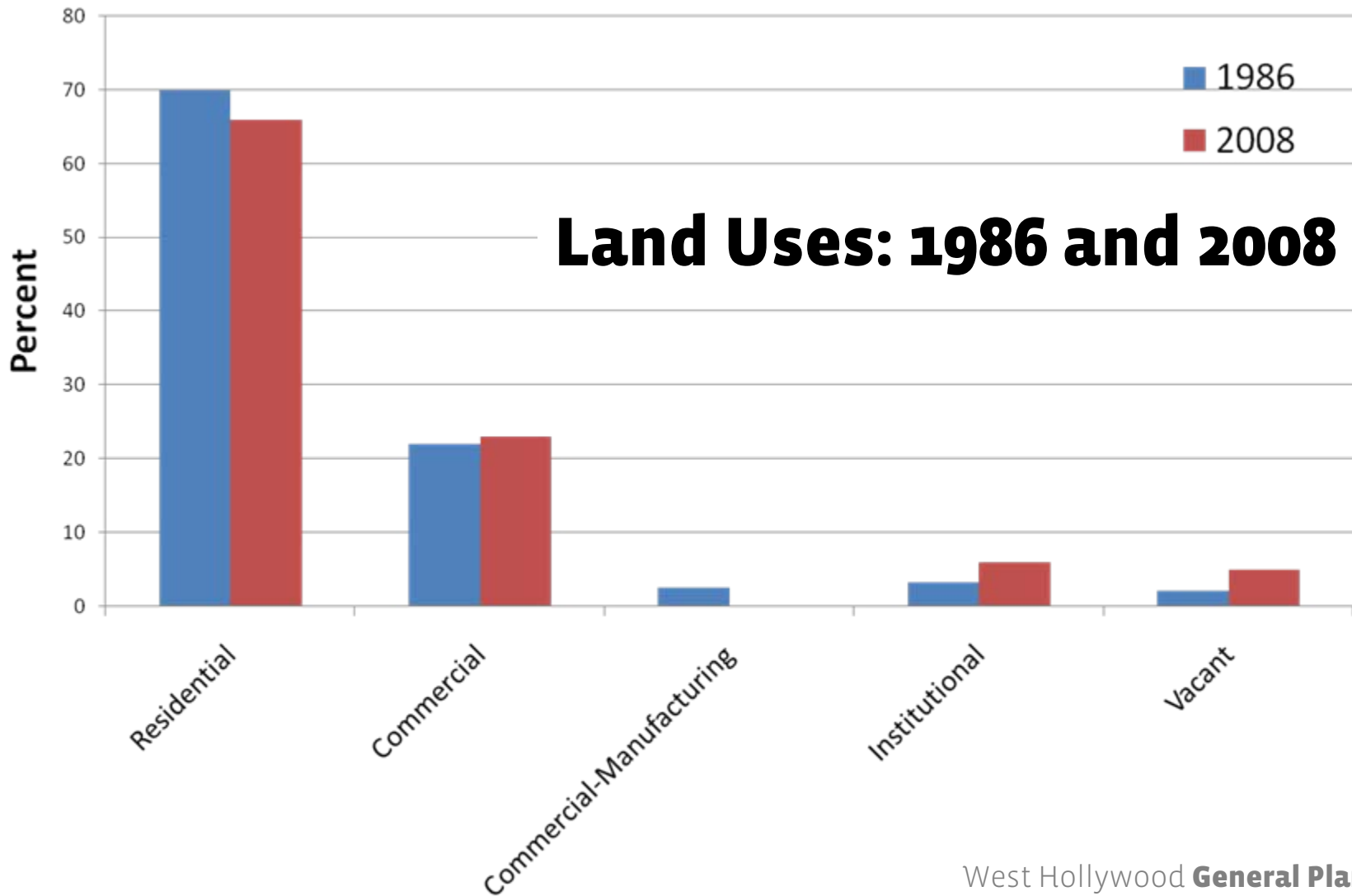
Key Background Data

Jobs and Employment

- 27,000 jobs
- 21,600 employed residents
- 20% of residents work in West Hollywood
- 50% of residents work in the City of Los Angeles
- Household income :
 - Over 50% earn less than \$75,000 per year
 - 11% earn less than \$40,000 per year

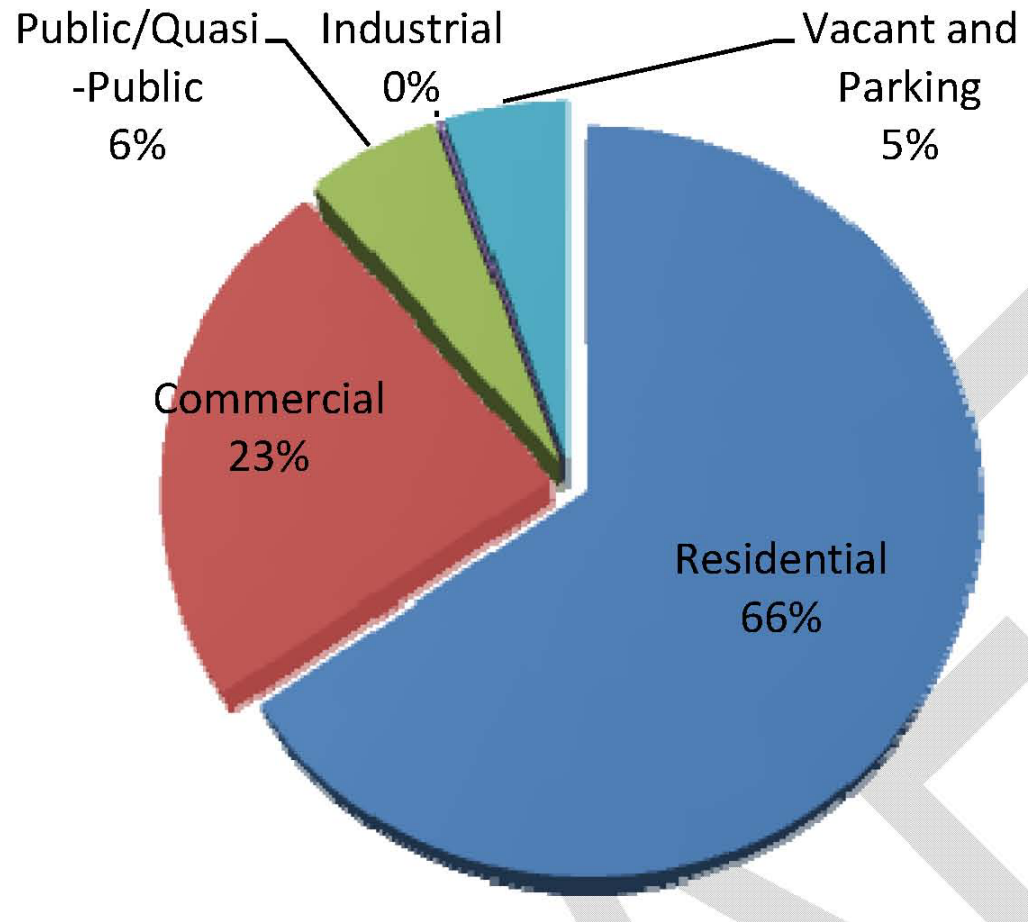


Key Background Data



Key Background Data

Land Use

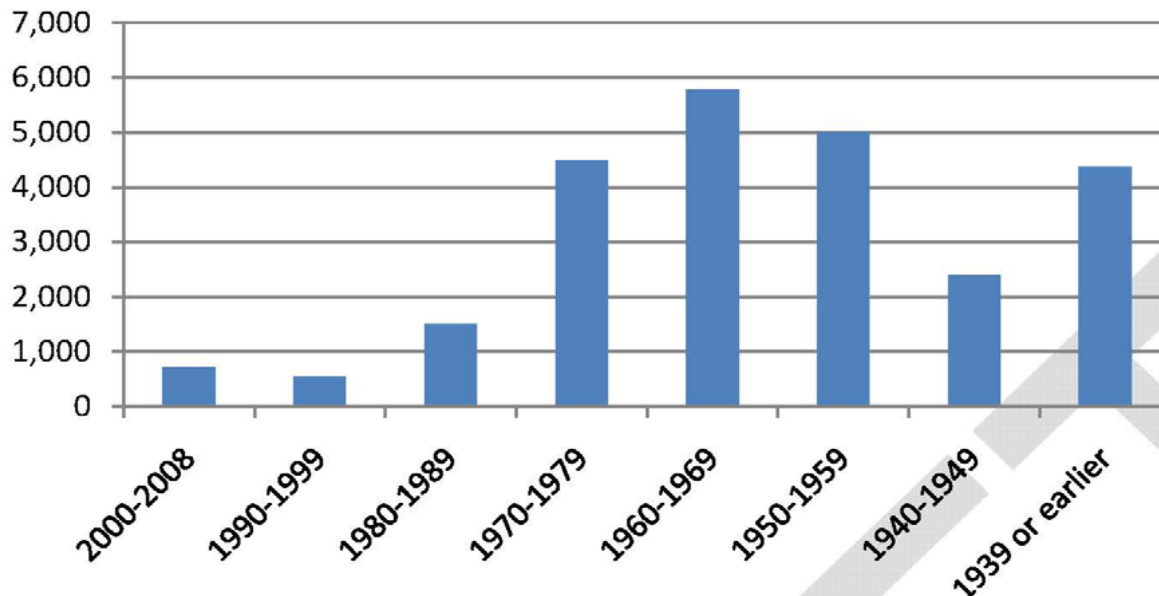


Key Background Data

Housing

- Approximately 24,000 dwelling units
 - 80% are rental
 - Over 85% of units in buildings of 5+ units
 - Over 85% of buildings built before 1980

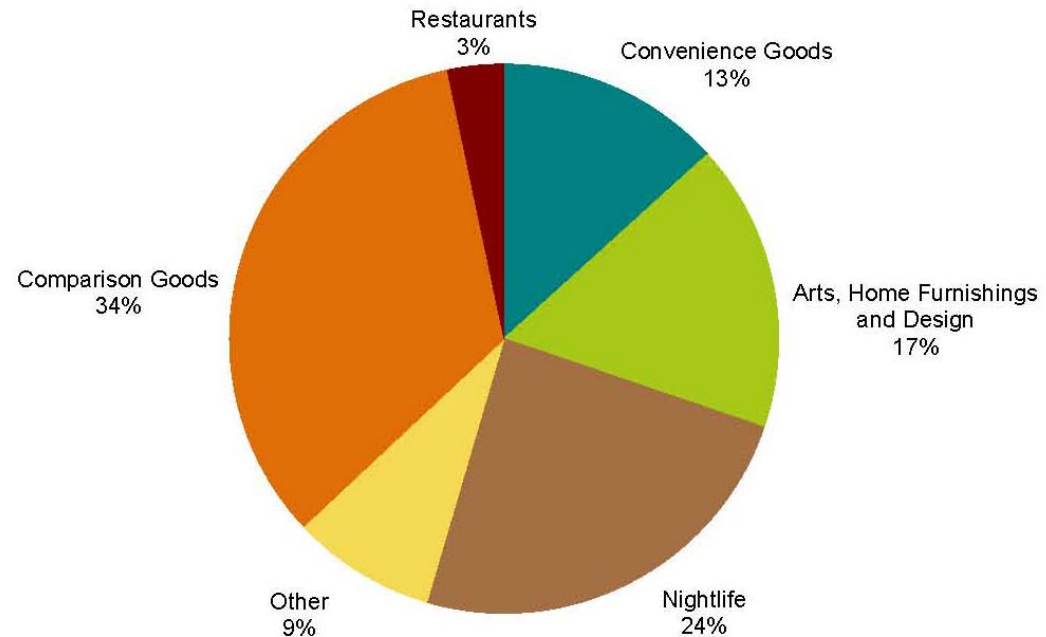
Housing Stock Year Built



Key Background Data

Economics

- Atypical mix of revenues and spending
- Approximately 20% of General Fund goes to Social Services
- Tourism is a major source of revenue. Sunset Strip is highest performing area.



Key Background Data

Circulation

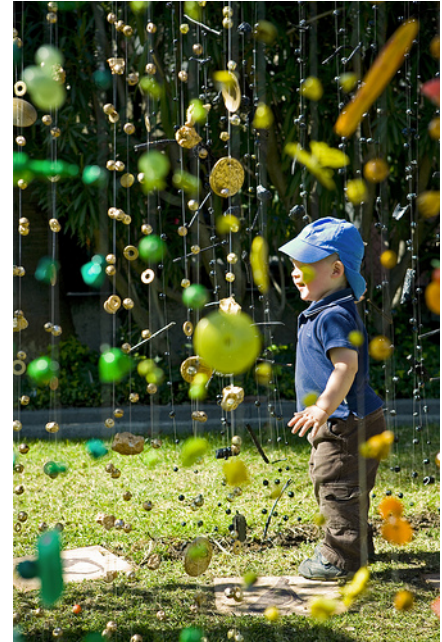
- Streets are largest public space:
26% of land area used for streets
- High traffic volumes
 - Sunset = 50,000 cars per day
 - Santa Monica Blvd. = 40 – 60,000 cars per day
- Quality transit service is critical
 - 8 Metro bus routes, LADOT Dash, CityLine, and future subway extension
 - 6% of residents take transit to work
 - Low vehicle ownership: 75% of households own one car or fewer
- 267,000 workers commuting to the Westside daily



Key Background Data

Public Facilities

- 15.3 acres of parks currently
- 0.43 acres per 1000 people
- 25th Anniversary Capital Campaign
 - New Library and West Hollywood Park expansion
 - Plummer Park expansion
 - City Hall expansion with parking





“The biggest issues are traffic and development and managing them both with style and patience.”



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General Plan Content

Major Topics

- Guiding Principles
- Land Use
- Transportation
- Housing
- Community & Culture
- Health & Safety
- Public Facilities, Services, Infrastructure
- Sustainability, Climate Change, and Conservation
- Governance



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Discussion



For More Information Contact:

www.weho.org/generalplan

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