



# **City Council and Planning Commission Joint Study Session**

Commercial Sub-Area  
Visions and Land Use

November 16, 2009

# Agenda

**01**

**Introduction/Staff Report**

**02**

**Councilmember/Commissioner  
Questions**

**03**

**Public Comment**

**04**

**Commercial Sub-Areas  
Discussion**



**01**

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# **Introduction / Staff Report**

# Important Dates

- **November 16:** Joint City Council/Planning Commission Study Session
- **January 25, 2010:** Joint City Council/Planning Commission Study Session
- **January 30:** Public Workshop – Vision and Policy
- **April 5:** Joint City Council/Planning Commission Study Session
- **May: Release of Draft General Plan and EIR**
- **May:** Public Workshop on Draft General Plan
- **August – October:** Adoption Hearings with Planning Commission and City Council

# Process

Community outreach to date:

- Community fairs
- Stakeholder interviews
- Visioneering
- Focus groups
- Neighborhood workshops
- Telephone Survey
- General Plan Advisory Committee



# Process

## Data gathering:

- Existing materials review
- Land Use inventory
- Technical Background Reports
- Traffic Model



# Process

How sub-area visions and land use proposals were developed:

- Guiding Principles
- Expertise from staff and consultant team
- Feedback from General Plan Advisory Committee



# Process

## Next Steps:

- Joint Study Session – discussion and feedback
- Refinements to Sub-Area Visions, policy statements, and land-use map by staff and consultants



## Role of City Council and Planning Commission:

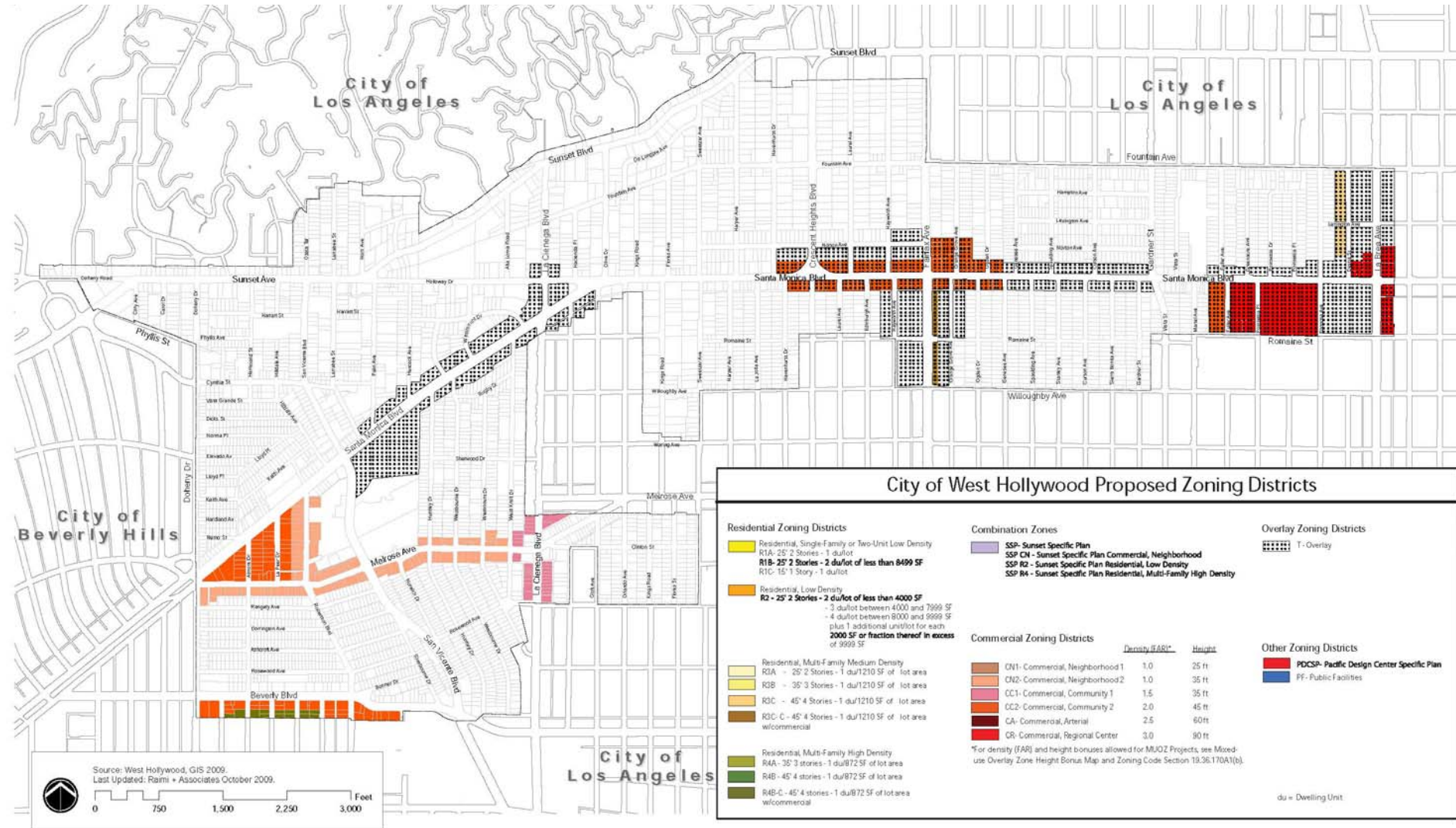
- General Plan is a legislative document, the basis for land use decision-making.
- Important that the General Plan reflect the input of City Council and Planning Commission as well as the community.



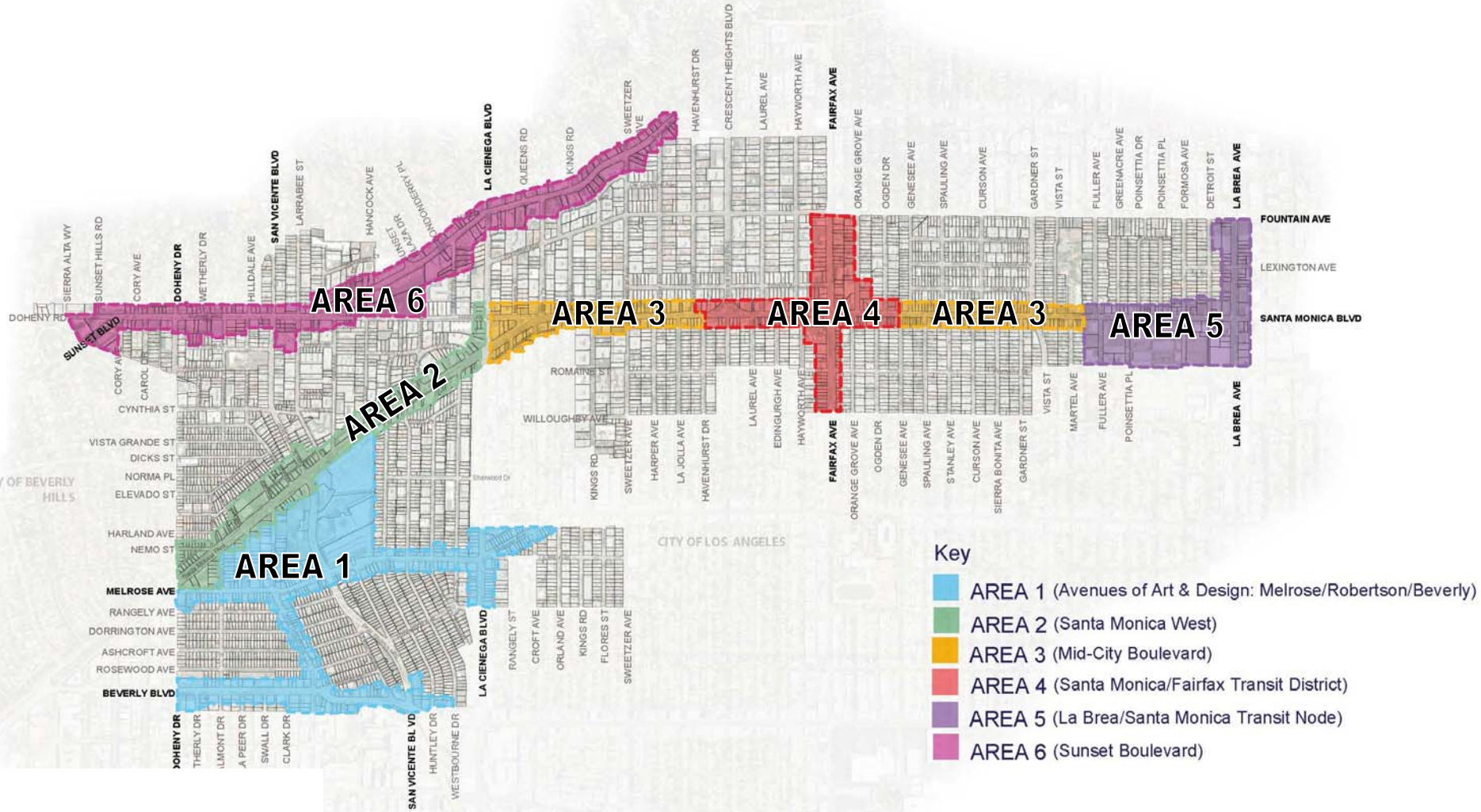
# Proposed Direction

- Maintain the majority of land use designations citywide
  - Slightly increase commercial height/density in targeted locations
  - Add two new commercial land use designations
- Anticipate future transit improvements and support existing transit use
  - Transit Overlays – policy to allow for future study of development standards with increased transit service
- Create “bookend” approach to density/height
  - Base and Maximum with bonus identified in General Plan

# Proposed Changes



# Commercial Sub-Areas

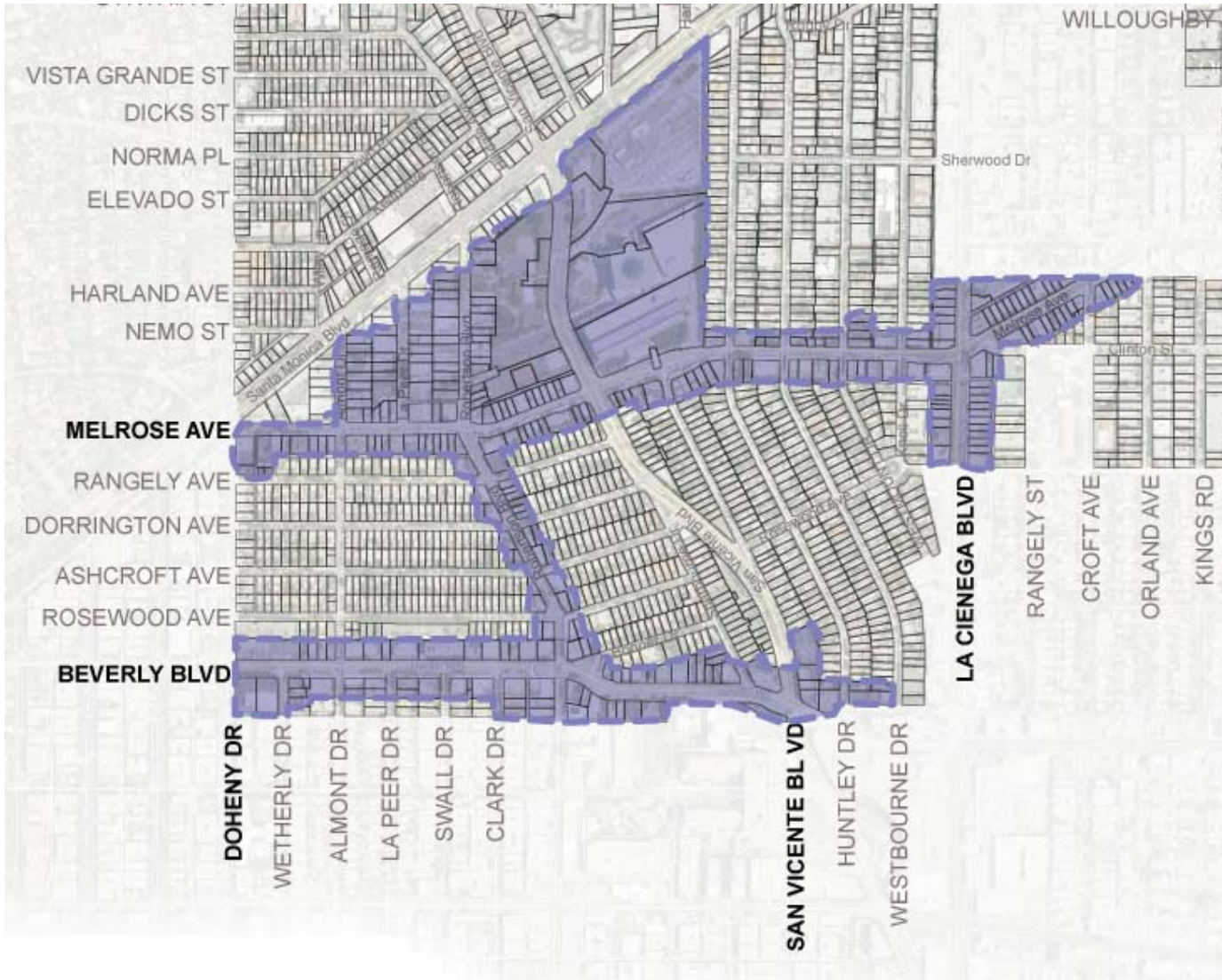


- Key**
- AREA 1 (Avenues of Art & Design: Melrose/Robertson/Beverly)
  - AREA 2 (Santa Monica West)
  - AREA 3 (Mid-City Boulevard)
  - AREA 4 (Santa Monica/Fairfax Transit District)
  - AREA 5 (La Brea/Santa Monica Transit Node)
  - AREA 6 (Sunset Boulevard)

# Key Questions

- Are the Sub-Area Visions correct? If not, what changes do you recommend?
- Are the proposed changes to density and height in keeping with your long-term vision of the City?
- Do you generally agree with the proposed changes to land use designations? If not, which areas would you change?

# Area 1 Avenues of Arts & Design: Melrose/Robertson/Beverly



# Area 1 Avenues of Arts & Design: Melrose/Robertson/Beverly

- Enhance the area's role as an international destination for arts and design
- Maintain the character of Melrose and Robertson with galleries and cutting-edge retail
- Transform the Melrose Triangle Area (west of the park) into a major destination for creative arts
- Allow increased intensity on Beverly Blvd with a mix of retail, galleries and residential
- Pursue a major redevelopment project on the Metro site
- Improve the pedestrian environment

# Area 1

## Avenues of Arts & Design: Melrose/Robertson/Beverly

Consider greater height here?

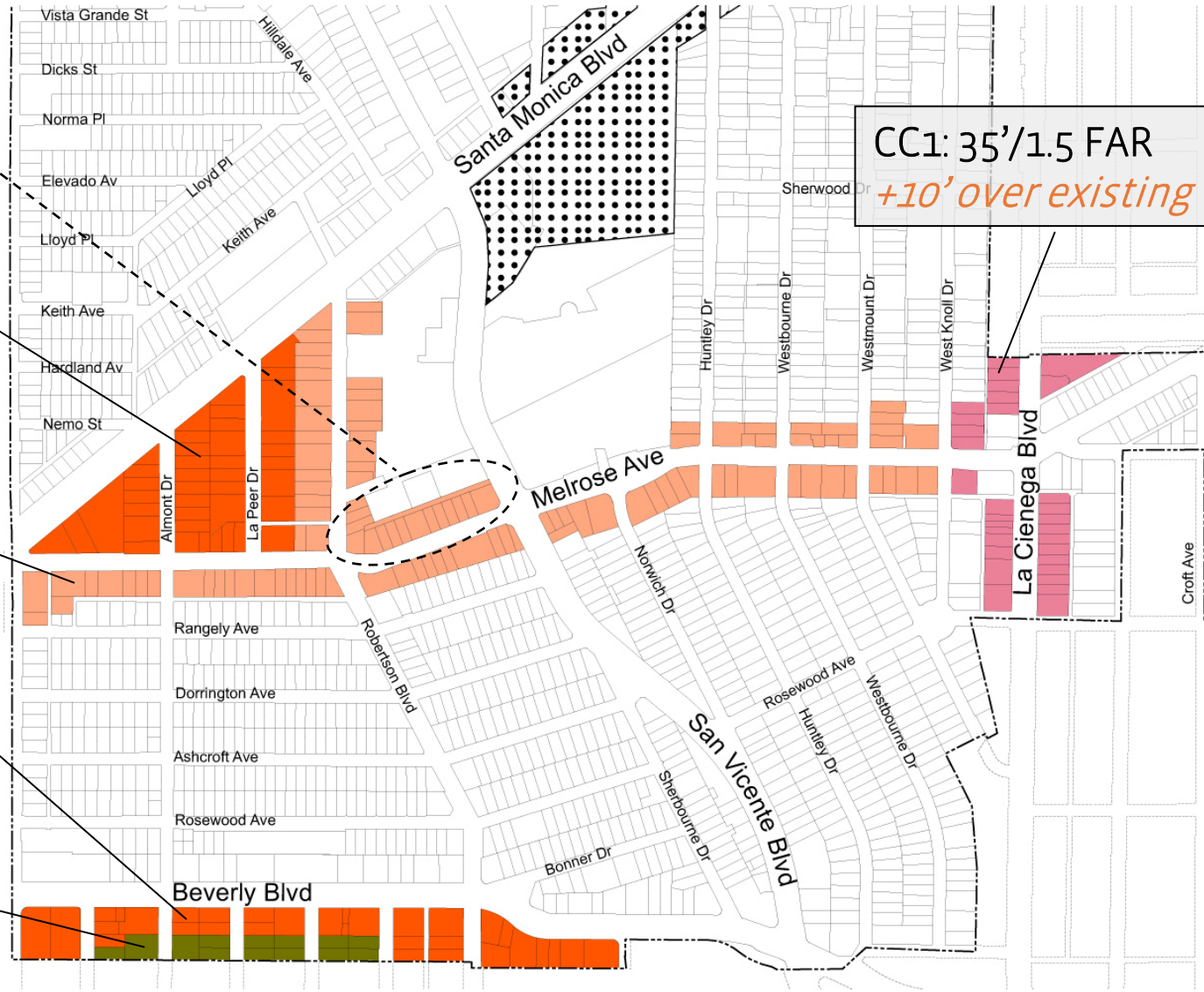
CC2: 45'/2.0 FAR  
*+10' over existing*

CN2: 35'/1.0 FAR  
*+10' over existing*

CC2: 45'/2.0 FAR  
*+10' over existing*

R4B-C: 4 stories  
*+20', +commercial*

CC1: 35'/1.5 FAR  
*+10' over existing*



# Area 2 Santa Monica Boulevard West

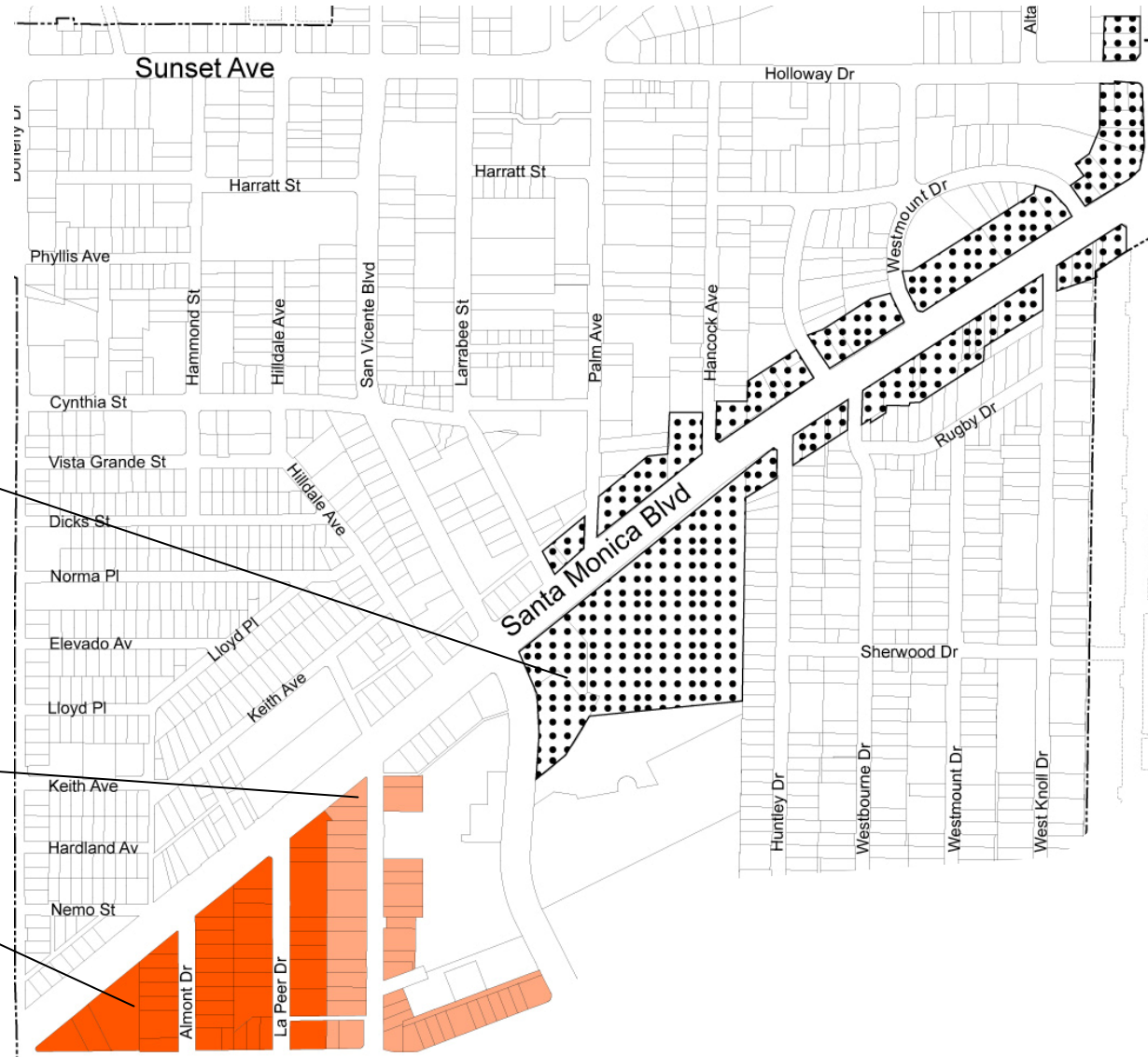




## Area 2 Santa Monica Boulevard West

- Maintain and enhance a vibrant corridor that balances entertainment uses and neighborhood-serving retail
- Enhance Melrose Triangle as a gateway to the City
- Expand area's role as a center of the local nightlife and entertainment scene
- Allow residential uses and live/work in mixed use buildings
- Enhance pedestrian connections to the Avenues of Arts and Design

# Area 2 Santa Monica Boulevard West

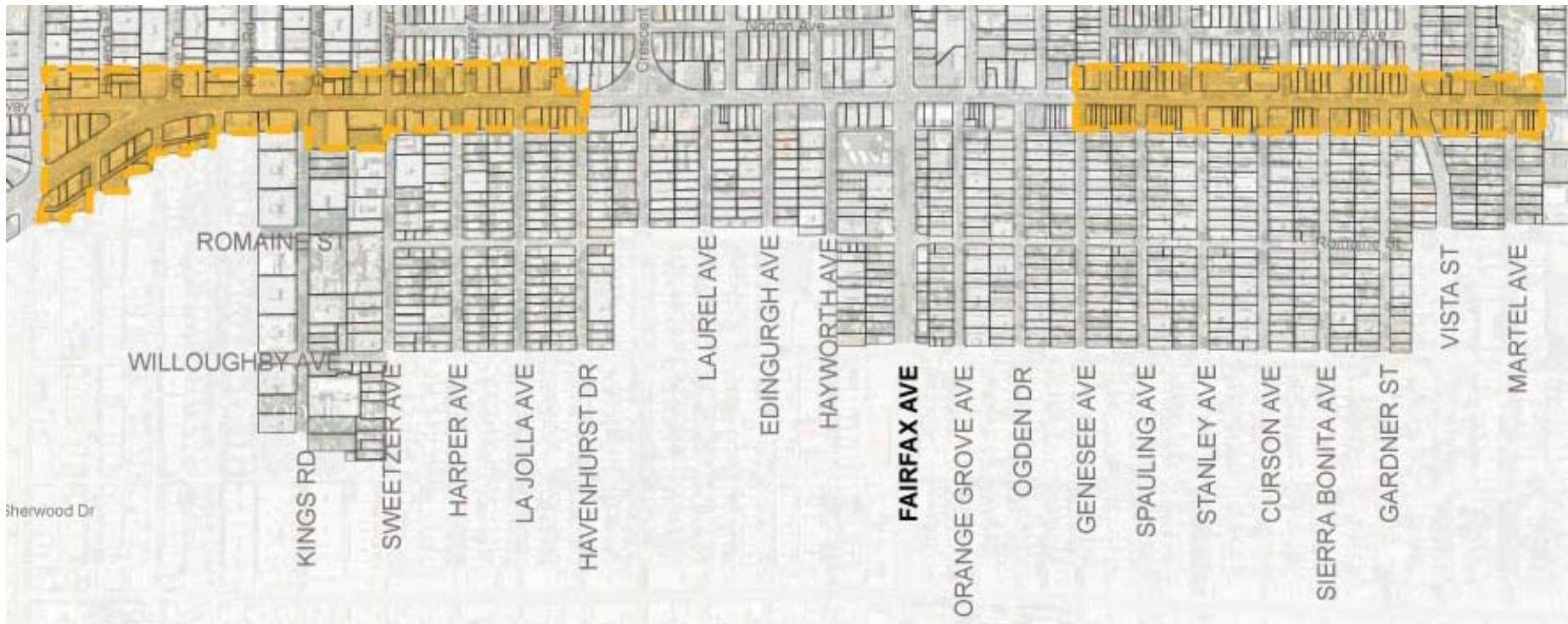


Transit Overlay

CN2: 35'/1.0 FAR  
*+10' over existing*

CC2: 45'/2.0 FAR  
*+10' over existing*

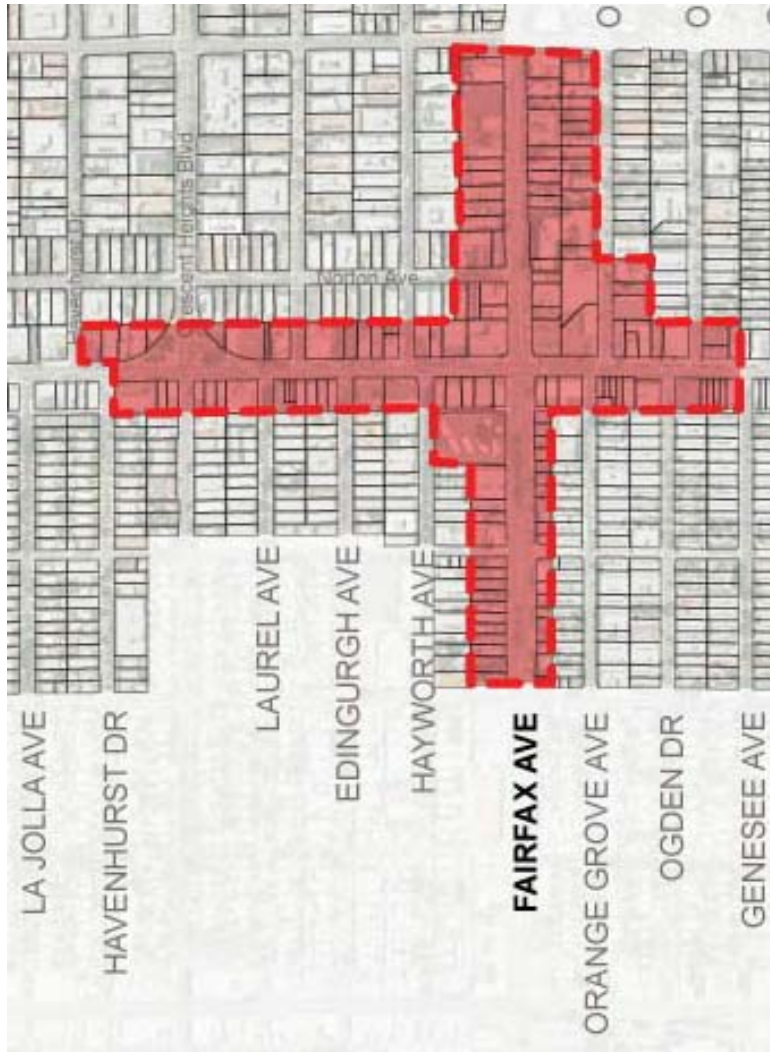
# Area 3 Mid-City Boulevard



## Area 3 Mid-City Boulevard

- Maintain and enhance commercial and retail uses that support neighborhood residents while allowing for new commercial uses
- Encourage locally-owned and culturally-oriented businesses
- Improve the physical appearance of the area through streetscape and façade improvements.
- Maintain the zoning that allows small-scale mixed use and commercial buildings
- Encourage higher intensity mixed-use at key locations to provide for housing diversity and increased transit use

# Area 4 Santa Monica/Fairfax Transit District



## Area 4 Santa Monica/Fairfax Transit District

- Evolve over time into a higher intensity mixed-use transit district.
- Promote multi-family housing with a diversity of housing types and levels of affordability.
- Support a wide variety of neighborhood-serving retail uses to capitalize on pedestrian traffic and activate public spaces.
- Implement streetscape and pedestrian improvements.

# Area 4 Santa Monica/Fairfax Transit District

Transit Overlay

CC2: 45'/2.0 FAR  
*+10' over existing*

R3C-C: 35'  
*+10', commercial*



# Area 5

## La Brea/Santa Monica Transit Node

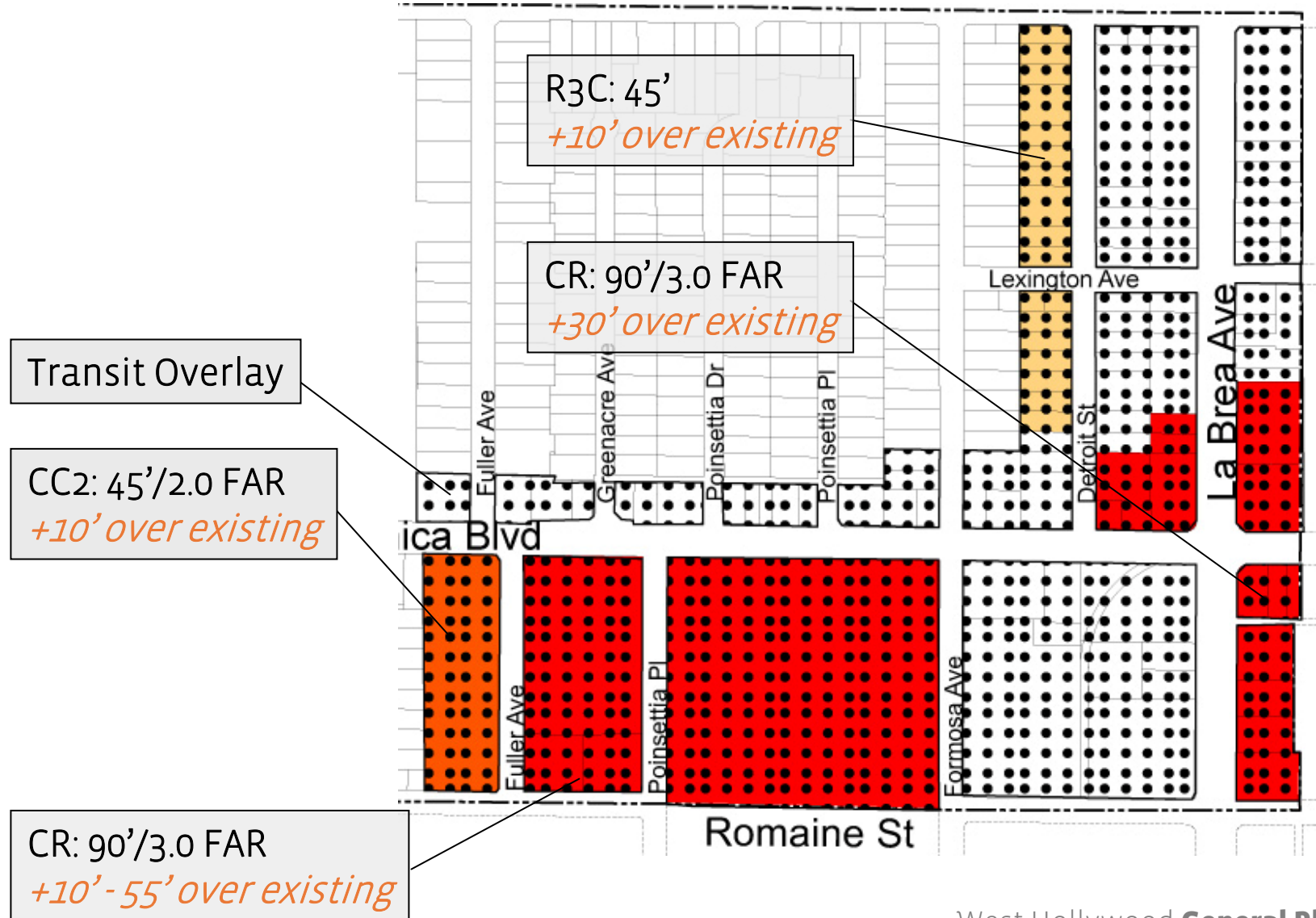




## Area 5 La Brea/Santa Monica Transit Node

- Enhance the area as a gateway to West Hollywood
- Transition from auto-oriented area to walkable, transit district with diverse mix of uses
- Encourage a wide variety of retail, office and residential uses
- Support existing and potential future transit, including subway, through increased development potential, especially south of Santa Monica Boulevard.
- Enhance the pedestrian experience through streetscape improvements.
- Mitigate impacts of traffic and parking with new development.

# Area 5 La Brea/Santa Monica Transit Node



# Area 6 Sunset Boulevard



# Area 6    Sunset Boulevard

- Preserve and enhance as a national and international destination for entertainment and tourism, and economic engine for the City
- Keep as highest intensity area of West Hollywood; allow high-rise development in targeted locations
- Maintain eclectic character of area
- Improve pedestrian environment and streetscape
- Maintain regional roadway with a high daily volume of traffic
- Revisit the existing Sunset Specific Plan goals

# Key Questions

- Are the Sub-Area Visions correct? If not, what changes do you recommend?
- Are the proposed changes to density and height in keeping with your long-term vision of the City?
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**02**

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**Councilmember  
/ Commissioner  
Questions**



**03**

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# **Public Comment**



**04**



**Commercial  
Sub-Areas  
Discussion**



# Key Questions

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***[www.weho.org/generalplan](http://www.weho.org/generalplan)***