06

MOBILITY

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Throughout the General Plan public process, community members cited traffic congestion and a lack of parking as among their greatest concerns, and indeed, levels of traffic congestion in and around West Hollywood are high. While some congestion results from auto travel generated by the City's residents, businesses, and entertainment venues, much of it comes from pass-through traffic by non-residents. These sources of pass-through traffic are largely due to outside forces that the City cannot control, such as its central location in the Los Angeles region and the region's vibrant and growing economy. In fact, even if no additional development took place within the City over the next 25 years, continued growth outside of West Hollywood's boarders, in Beverly Hills, Hollywood, and other parts of Los Angeles, would continue to put pressure on traffic, parking, and the transportation system in West Hollywood.

Many conventional approaches to addressing traffic congestion, such as "improving" intersections through widening, are not feasible and could negatively impact the character of the City's streets and sidewalks, which are one of the community's most important assets and serve as meeting and gathering places. The City of West Hollywood's mobility strategy is to create a balanced and multi-modal transportation system that meets the needs of the community, and to improve the quality of life within West Hollywood while also serving as an active participant in regional strategies to address regional transportation issues. Therefore, this chapter includes strategies for many different components of the multi-modal transportation system: enhancements to the pedestrian and bicycle network, improvements to public transit, land use strategies to improve transit use, transportation demand management, and innovative parking solutions. Together, these strategies are intended to reduce traffic congestion by discouraging the use of single occupancy vehicles on city streets while creating a more efficient and healthy transportation system.

STATUTORY REQUIREMENTS

Government Code Section 65302(b) requires a "circulation" element in all general plans, and is described in the statute as follows:

> ***A circulation element [will consist] of the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals and facilities, all correlated with the land use element of the plan.***

Additional state requirements inform the content of this circulation element. The recently-passed SB375 (2009) requires metropolitan regions to adopt land use, housing, and transportation plans that reduce vehicle miles traveled. Local governments have an important voice in that process. In addition, AB32 (2006)—as interpreted by SB97 (2007) and the California Attorney General's Office—requires local governments to consider the greenhouse gas emissions impacts of their land use and transportation policies, and to develop a plan to reduce greenhouse gas emissions to meet pending California Air Resource Board (CARB) Regional Target Advisory Committee (RTAC) thresholds for GHG emission reductions.

Supporting these concepts, the California Complete Streets Act of 2008 (AB 1358) requires circulation elements as of January 1, 2011, to accommodate the transportation system from a multi-modal perspective, including public transit, walking and biking, which have been marginalized in comparison to autos in contemporary American urban planning.

The 2004 Congestion Management Program for Los Angeles County (CMP) was developed to meet the requirements of Section 65089 of the California Government Code. The CMP requires that, when an environmental impact report is prepared for a project, traffic and transit impact analyses be conducted for select regional facilities based on the quantity of project traffic expected to use these facilities. According to CMP guidelines, local jurisdictions are responsible for "assisting in monitoring the CMP highway and transit system, implementing a transportation demand management ordinance, implementing a program to analyze the impacts of local land use decisions on the regional transportation system, and participating in the Countywide Deficiency Plan."

WEST HOLLYWOOD'S PHILOSOPHY ON MOBILITY AND ACCESS

West Hollywood is committed to enhancing mobility and access and improving the quality of life of its residents, businesses, and visitors. The foundation of West Hollywood's mobility and quality of life is its multi-modal transportation network—including its sidewalks and crosswalks, bikeways, roadways, parking facilities, and public transit routes. Strategically enhancing and dynamically managing this network is critical to improving the City's vibrant commercial areas, its eclectic neighborhoods, and its diverse job and employment uses.

In addition to serving as a means of accessing homes, stores, offices, and entertainment venues, the multi-modal transportation network is the largest and most abundant public space in the City and a primary component of the City's open space network and recreation system. In fact, public rights-of-way such as streets, alleys and sidewalks make up 26% of the City's total land area, far more land area than parks, schools, open spaces, and public property combined. The City's streets and sidewalks can be thought of as outdoor "living rooms" for the community. That is, streets and sidewalks are one of the primary places for West Hollywood residents and visitors to meet, recreate and enjoy the outdoors.

Since incorporation in 1984, the City has had as a primary stated goal the creation of a pedestrian community. Specific strategies have included creating pedestrian-friendly storefronts, limiting ground floor uses to pedestrian-friendly uses, widening sidewalks, encouraging outdoor dining, and encouraging neighborhood-serving uses.

The quality, comfort, safety, walkability, liveability, and bikeability of the City's streets, sidewalks and multi-modal transportation system are of utmost importance to the future of the City. The City's goal is to maintain and enhance these characteristics while still addressing auto traffic and parking issues.

Auto Congestion in West Hollywood

Auto congestion is a significant issue and topic of concern in West Hollywood. The City is situated in a region where the automobile is dominant even though the City itself is relatively compact and amenable to alternative modes of transportation. Furthermore, West Hollywood's roadway system is often at or near capacity during peak travel periods, and this will likely continue to be the case in the future, due mostly to trends that are outside of the City's direct control.

Congestion in West Hollywood is a reflection of the City's economic vitality and location in the region. The City has several major east-west roadways, including Santa Monica Boulevard, Sunset Boulevard, Beverly Boulevard, Fountain Avenue, and Melrose Avenue. These streets carry a significant volume of traffic through the City to reach points east and west. In addition, West Hollywood attracts visitors and employees from outside the City because of its employment, arts and cultural destinations, entertainment venues and its vibrant commercial corridors. Traffic congestion is often a good indication of a vibrant local economy. The most severe traffic congestion problems occur during commuting hours, which brings local and pass-through regional traffic to West Hollywood. Tourism and nightlife also attract high volumes of traffic to West Hollywood on nights and weekends, times when streets in many other cities are quiet.

Reliance on single occupancy vehicles also creates a demand for parking. This is especially true around West Hollywood's commercial corridors, where tourism, nightlife, and commercial activity attract local and regional traffic. As a result, traffic and parking intrusion into the adjacent residential areas is a concern.

Due to the City's regional context, it is anticipated that auto congestion may continue to increase because of growth in other places in the Los Angeles region, even if no new growth occurs within West Hollywood. This is partly because new housing development many miles from the City will continue to attract more individuals interested in spending time or seeking employment in West Hollywood, or who simply pass through the City to reach other destinations.

The single-occupancy passenger vehicle is the default mode of travel in the City and the region, so encouraging the use of other modes requires a combination of incentives and management strategies. Making other modes more convenient, affordable, or comfortable in comparison to driving and parking will increase their viability. Conversely, placing demand constraints on driving through a variety of disincentives such as demand-responsive parking pricing, will make walking, biking and transit more attractive. These Transportation Demand Management (TDM) strategies are a core component of the West Hollywood General Plan.

While creating wider roads is a typical response to traffic congestion that has been practiced in the United States for the last several generations, such solutions would be infeasible in West Hollywood due to the built-out nature of the City. Further, while West Hollywood cannot independently solve the region's congestion problems, it can actively advocate for regional, multi-modal transportation solutions. The City can address the amount of its own

auto congestion and parking demand resulting from new and existing activities by enhancing a multi-modal transportation system and shifting travel patterns away from the automobile to alternative modes of transportation, including public transit (both regional and local), walking, and biking.

Managing Parking in West Hollywood

The City of West Hollywood recognizes that parking is crucial to residential quality of life and commercial vitality in the City. An appropriate quantity of well-managed automobile parking is necessary for the success of West Hollywood businesses, and for the quality of life of its car-owning residents. Parking also plays an important role in City efforts to make West Hollywood even more pedestrian-, bike-, and transit-friendly. The City's goal is to price and manage the parking system in such a way that motorists can easily find a parking space when they need one, while at the same time seeking to reduce congestion, increase housing affordability, reduce greenhouse gas emissions, improve the streetscape and public realm through urban design, and create "park-once" neighborhoods where drivers can visit numerous destinations by foot after parking.

Benefits of a Multi-Modal Transportation System

A comprehensive multi-modal transportation system is critical in West Hollywood's urbanized environment. In addition to the direct transportation-related benefits, there are many related co-benefits to a multi-modal transportation system and reduced auto use. These are discussed below.

Public Health. In recent years, there has been significant research about the links between health and mobility. Walkable communities generally have lower rates of obesity and heart disease, fewer air quality issues, and higher levels of physical activity by residents. Bicycling also brings significant health impacts. Active transportation options are especially important for seniors and children, two groups particularly vulnerable to health complications related to a sedentary lifestyle.

Multi-modal transit networks offer a diverse range of options for local and regional trips.

Affordability. Multi-modal transportation options help reduce household costs. They increase the ability to get around without a car, cutting down on fuel costs, and may even allow households to own fewer cars or no car at all, thereby saving on car payments, insurance, and registration. In addition, multi-modal transportation makes it feasible to lower housing costs by unbundling parking from housing. This means that residents pay for parking separately from what they pay for housing, and housing costs for those who need less parking (or no parking at all) are discounted by the cost of the parking space(s).

Environment. Less auto use means less air pollution, soil and water pollution, and greenhouse gas emissions. Today and into the future, autos and trucks will continue to emit significant amounts of pollutants. These pollutants undermine our air quality, flow into our storm drains, and coat our streets, buildings, and open spaces. In addition, transportation is responsible for the greatest proportion of greenhouse gas emissions in the City (62% as of 2008). By getting people out of their cars, West Hollywood can reduce its impacts on the environment, both locally and globally.

Economic Vitality. There is a connection between a multi-modal transportation system and the economic vitality of a place. People are attracted to environments that are walkable, bikeable, and accessible by public transit. For example, creating attractive and pedestrian-friendly shopping areas draws people to commercial corridors and into the public realm that might otherwise drive through without stopping. Studies show that commercial districts with walkable and bikeable streets have higher real estate values and sales than comparable auto-oriented districts.

Quality of Life. A diversified transportation system increases the quality of life for West Hollywood residents, businesses, and visitors. It gives users the option to walk, bike, or take transit, rather than sit in traffic. It leads to a higher quality urban environment where people can spend time outside and be physically active on streets that aren't dominated by auto traffic and parking, including the noise, pollution, and stress that comes with driving.

Public Safety. Getting people out of their cars and driving less means that more people will be walking and biking. Cyclists and pedestrians mean more eyes on the street which, in turn, keeps West Hollywood safer from crime.

The 4D's of a Multi-Modal Transportation System

Four primary strategies under the influence of West Hollywood will help reduce travel demand and enhance the multi-modal transportation system by encouraging people to walk, bike and take transit instead of driving. These are sometimes referred to as the 4D's of travel—density, diversity, design, and destinations. The 4D's encompass both improvements to the physical form of the transportation network and policies, programs, and services that sustainably and equitably meet the travel needs of all users and support a multi-modal transportation system.

Density. Generally, the closer that people are geographically to where they work, live, and/or shop, the shorter distances they have to travel to meet their daily needs, and the more origins and destinations that are within walking distance. In densely populated environments, people are more likely to access their daily needs by walking, for example, because the distances are accessible to pedestrians. West Hollywood is a relatively compact urban environment, which means there is a high potential for people to have access to essential services without reliance on the automobile.

Transit can be a great alternative to auto travel for longer trips when it is accessible and competitive with the automobile in terms of reliability and convenience. Most pedestrians are willing to walk up to ¼ mile to a bus stop and up to ½ mile to a rail stop. People are also more likely to use transit when service is frequent, safe and reliable. While the majority of West Hollywood residents are located within walking distance of transit, according to the 2000 Census, only about 6% of City residents took transit to work (approximately another 6% walked or biked). Specific programs and policies to improve local and regional transit service and ease of use to and within the City will help to increase transit use by residents. Given the increased traffic and congestion pressures that the City of West Hollywood and the surrounding region will face in the coming years, working to improve local and regional transit facilities will make transit a more attractive option compared to the private automobile. In addition, the City is actively encouraging increased development near transit, thereby ensuring that new residents and businesses are transit-accessible.

Diversity. People need not travel as far and as frequently when they are in proximity to a diversity of land uses, such as housing within walking and biking distance of jobs, services and stores—including the essential grocery store, coffee shop, neighborhood eatery, hardware store, schools, childcare, and other everyday goods and services. West Hollywood's commercial areas have a variety of retail, services and employment options a short distance from the City's residential neighborhoods. West Hollywood continues to promote a mix of land uses that meet residents' daily needs within walking distance.

Design. The design of the street network is critical for facilitating the use of alternative modes of transportation. Whether the urbanized landscape is oriented toward pedestrians, is supportive of bicyclists, and provides comfortable access to and waiting areas for transit significantly influences whether people are willing to get out of their cars. Scale and

aesthetics also matter, as well as noise levels, thermal comfort, perception of safety, and other factors. People feel most comfortable when streets and buildings are articulated at a human scale along the public realm, when trees and vegetation provide shade and an interesting environment, and when vehicles and parking lots are physically separated and buffered from the pedestrian network.

The West Hollywood community has worked to improve the pedestrian experience by investing in good urban design along its commercial corridors. West Hollywood continues to make design improvements throughout the City to facilitate walking, biking, and transit use.

Destinations. Some places are regional magnets, and serve as regional destinations for jobs, entertainment, tourism, recreation, and/or other activities that draw residents out of their homes. Residents who live near these destinations generally travel much less than other residents because the attractions that come from urban living are in their back yards. West Hollywood is a regional destination for entertainment, nightlife and the design industries, among others.

CONTEXT

Transportation in West Hollywood encompasses the street network, pedestrians, bicycles, automobiles, public transit, commercial vehicles and goods movement, and emergency access. Their conditions are described below.

Street Network

The City's street network includes approximately 45 miles of roadway within the City's 1.9 square miles. Streets are classified by the primary function they serve for motorized traffic—generally either as carriers of regional trips and through traffic (arterials), streets that connect neighborhoods and districts to the arterials (secondary/collectors), and local streets that are designed and intended to provide access to individual parcels (local or residential streets). West Hollywood's streets also accommodate other users and uses including buses, trucks, bicycles and pedestrians.

The current roadway functional classification system is presented in Figure 6-1 and is defined as follows.

- A local street is a roadway that primarily serves the residential neighborhood. These include most of the City's residential streets.
- A secondary/collector street is a roadway that generally carries vehicular traffic to and from the residential neighborhood. In West Hollywood these also often carry regional and local traffic seeking alternative routes to avoid congestion. These include Robertson Boulevard, Romaine Street, Genesee Avenue, Doheny Drive, Melrose Avenue, Fountain Avenue, Vista Street, Holloway Drive, parts of La Cienega Boulevard, Crescent Heights Boulevard (south of Santa Monica Boulevard) and San Vicente Boulevard (north of Santa Monica Boulevard).
- An arterial street is a roadway that primarily serves regional as well as local vehicular traffic along commercial corridors. These include Santa Monica Boulevard, Crescent Heights Boulevard (between Santa Monica Boulevard and Sunset Boulevard), Sunset Boulevard, Beverly Boulevard, La Cienega Boulevard, La Brea Avenue, Fairfax Avenue and San Vicente Boulevard (south of Santa Monica Boulevard).

Public Transportation

The City is part of a growing public transit network. This includes regional transit carriers, the City's own public transit services, and private services. The primary regional transit carrier is the Los Angeles County Metropolitan Transportation Authority (Metro), which provides local and rapid bus lines throughout the City.

Metro operates 16 local and four rapid transit lines that operate on major streets including Sunset Boulevard, Santa Monica Boulevard, Fairfax Avenue, La Brea Avenue, San Vicente Boulevard, Crescent Heights Avenue, and La Cienega Boulevard. Metro operates the Red Line, a regional subway connector with the nearest location at the Hollywood/Highland

station. West Hollywood continues to work with Metro to identify and encourage regional rail transit extensions to the City.

Improvements made to Santa Monica Boulevard have enhanced its role as a transit corridor.

In addition, the City of Los Angeles Department of Transportation (LADOT) Community DASH also offers shuttle service to key destinations, such as to and from Metro rail lines. The City of Los Angeles operates two community shuttles in the area: the Fairfax DASH operates a circular route running north-south on Fairfax Avenue, east-west on Melrose Avenue, north-south on La Cienega Boulevard to Cedars Sinai Hospital, and east-west on 3rd Avenue to the Farmer's Market; and the Hollywood DASH operates a circular route primarily running east-west on Hollywood Boulevard and Fountain Avenue between Highland Avenue and Vermont Avenue. As of 2010, LADOT is reviewing the cost and operations of these lines and has proposed cuts to existing levels of service.

West Hollywood's CityLine shuttle service is the City's fixed route transit service providing general public transportation from the Gateway project on La Brea Avenue to Cedars Sinai Hospital. It makes stops at destinations throughout the City, including at parks, social service providers, the Library and shopping centers. Key public transit services in the City are illustrated in Figure 6-2.

Bus shelters with adequate lighting, cover from the elements, and room for queuing are essential components of the transportation system.

The City also operates dial-a-ride and taxi-subsidy programs. These are coordinated with the City of Beverly Hills and provide transportation services for seniors and persons with disabilities. The taxi voucher program provides door to door service to qualified residents (seniors with specific medical conditions). Additional disabled transportation service in the City is provided by Access Services, Inc. as part of the coordinated paratransit plan for Los Angeles County.

In addition, "for hire" automobile service (taxicabs, limos, airport shuttles, and charter buses) is an important transportation option in the City that meets a variety of needs, including mobility for tourists and visitors, basic mobility for short discretionary trips, and general transportation for non-drivers. The vast majority of these trips are taken via taxicabs which provide over 20,000 trips monthly.

Figure 6-1: Functional Classification

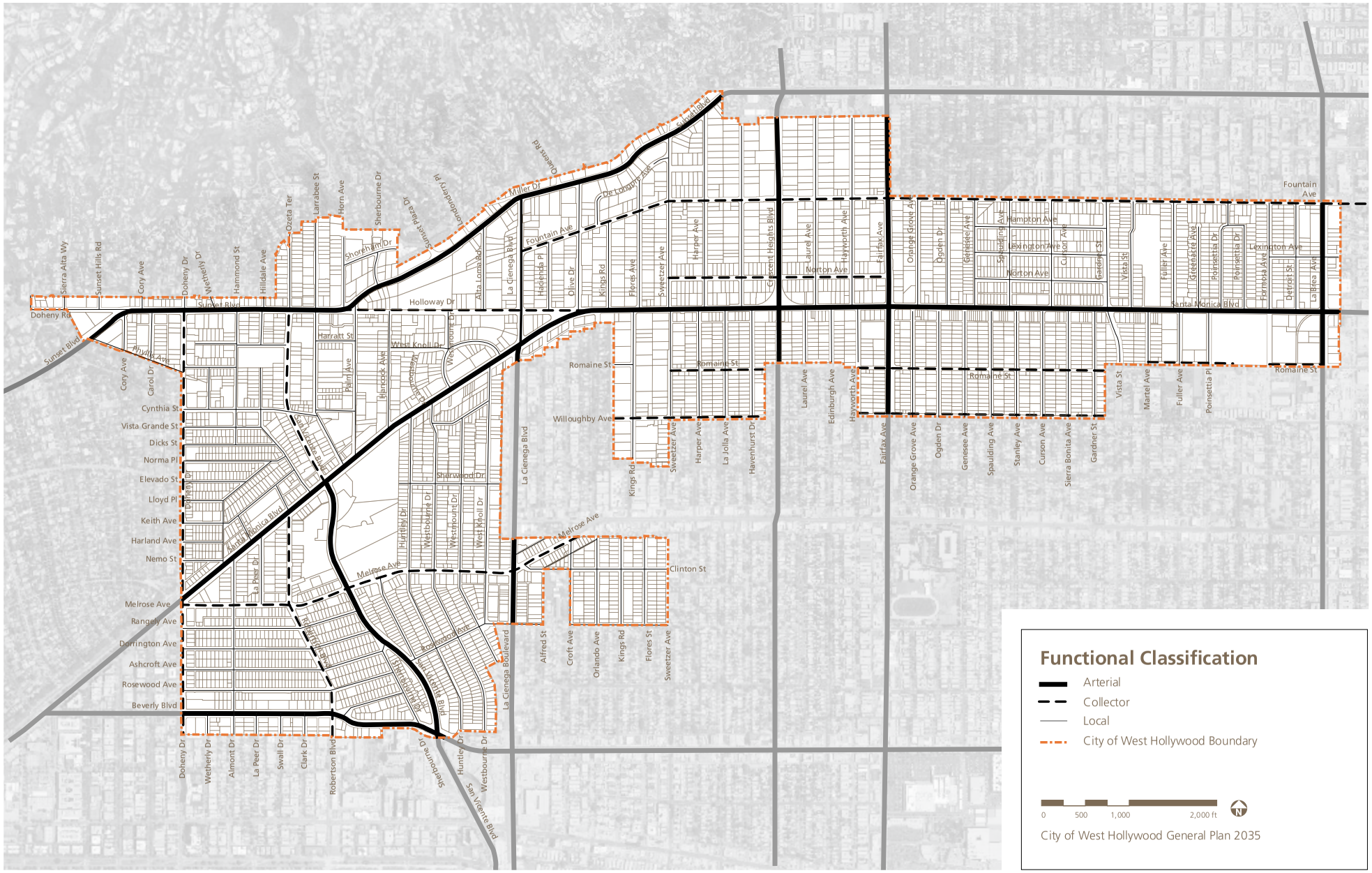

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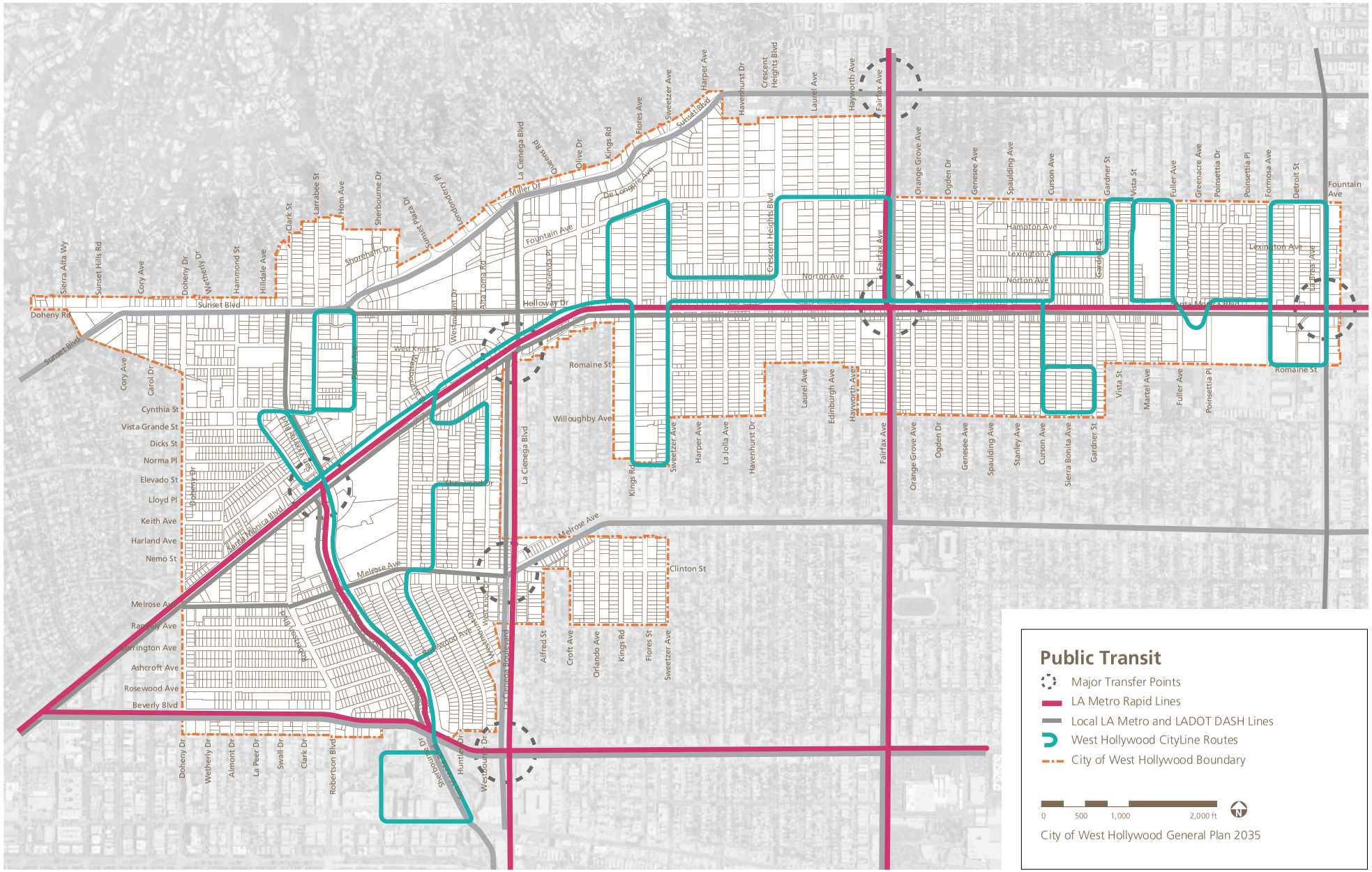
Figure 6-2: Public Transit



Sources: LA Metro, LADOT, City of West Hollywood.

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Pedestrian Environment

West Hollywood has many of the important foundational elements that make it a great walkable City, which is one of the things that makes it unique and draws visitors from throughout the greater Los Angeles area. Its compact size and diverse mix of uses within a short distance of each other make many of the City's most important and interesting destinations accessible to pedestrians. The City has a comprehensive pedestrian network that is served by approximately 87 miles of sidewalks. A significant proportion of the streets have street trees and, in commercial areas, wider sidewalks enhance the pedestrian experience. All residential neighborhoods are within walking distance of commercial areas. Further, in commercial areas such as Santa Monica Boulevard and Melrose Avenue, the pedestrian experience is supported by the presence of active, street-level retail and restaurants, and buildings constructed to or near the edge of the sidewalk.

Ample sidewalk widths, street trees, and active storefronts create a comfortable walking environment for pedestrians.

At the same time, there are opportunities to improve the City's pedestrian environment that will be important to address in the future. These include improved street crossings and signaling at some intersections, and limiting new curb-cuts or garage frontages on some sidewalks. The General Plan provides general policies to address some of these issues, while the West Hollywood Bicycle and Pedestrian Mobility Plan (2003) sets forth specific strategies for increasing pedestrian-oriented design features within the street network.

Bicycles

There are currently 5.4 miles of existing bicycle lanes and routes within West Hollywood, which represents approximately 12% of the City's street network. Dedicated bike lanes are located along Santa Monica Boulevard between Almont Drive and Kings Road. Class III bike routes on San Vicente Boulevard, Beverly Boulevard, Melrose Avenue, Fairfax Avenue, and Fountain Avenue between Fairfax Avenue and La Brea Avenue are signed bike routes without dedicated lanes. The City also has an adopted ordinance which allows bicycles to operate on sidewalks in areas where there are no bike lanes.

Dedicated bike lanes make travel by bicycle more competitive with other modes of transportation.

Most bicycle travel in West Hollywood occurs on streets without bikeway designations. However, the lack of designated bike lanes and an incomplete regional bike network can be a hindrance to fully exploiting bicycling as a means of commuting, shopping, and recreation within the City. For this reason, West Hollywood adopted a Bicycle and Pedestrian Mobility

Plan (2003) to further develop its own bike network. It identifies an additional 11.3 miles of bike lanes and routes for implementation, which would represent approximately 37% of the street network. In 2011, the City convened a Bicycle Task Force of community members and bicycle experts to recommend improvements to bicycle infrastructure and programs. In addition, the 2010 Sunset Boulevard Beautification Project included installation of bicycle detection traffic signals pursuant to state requirements. The City actively collaborates with regional partners to improve regional connectivity and coverage for bike routes.

Automobiles

The City of West Hollywood is a dense community situated in the midst of a highly urbanized area. In addition to local residents, drivers from throughout the region are attracted to West Hollywood's jobs, entertainment, and shopping amenities. As a result, congestion is experienced in West Hollywood not just during the traditional morning and evening peak commute periods, but for extended periods throughout the day and night. Commute trips account for roughly 20% of West Hollywood's daily total traffic. During morning commuting hours, commute trips account for up to 44% of all traffic. Evening automobile trips are mostly associated with retail, restaurants, and nightlife (West Hollywood Travel Demand Model, 2010).

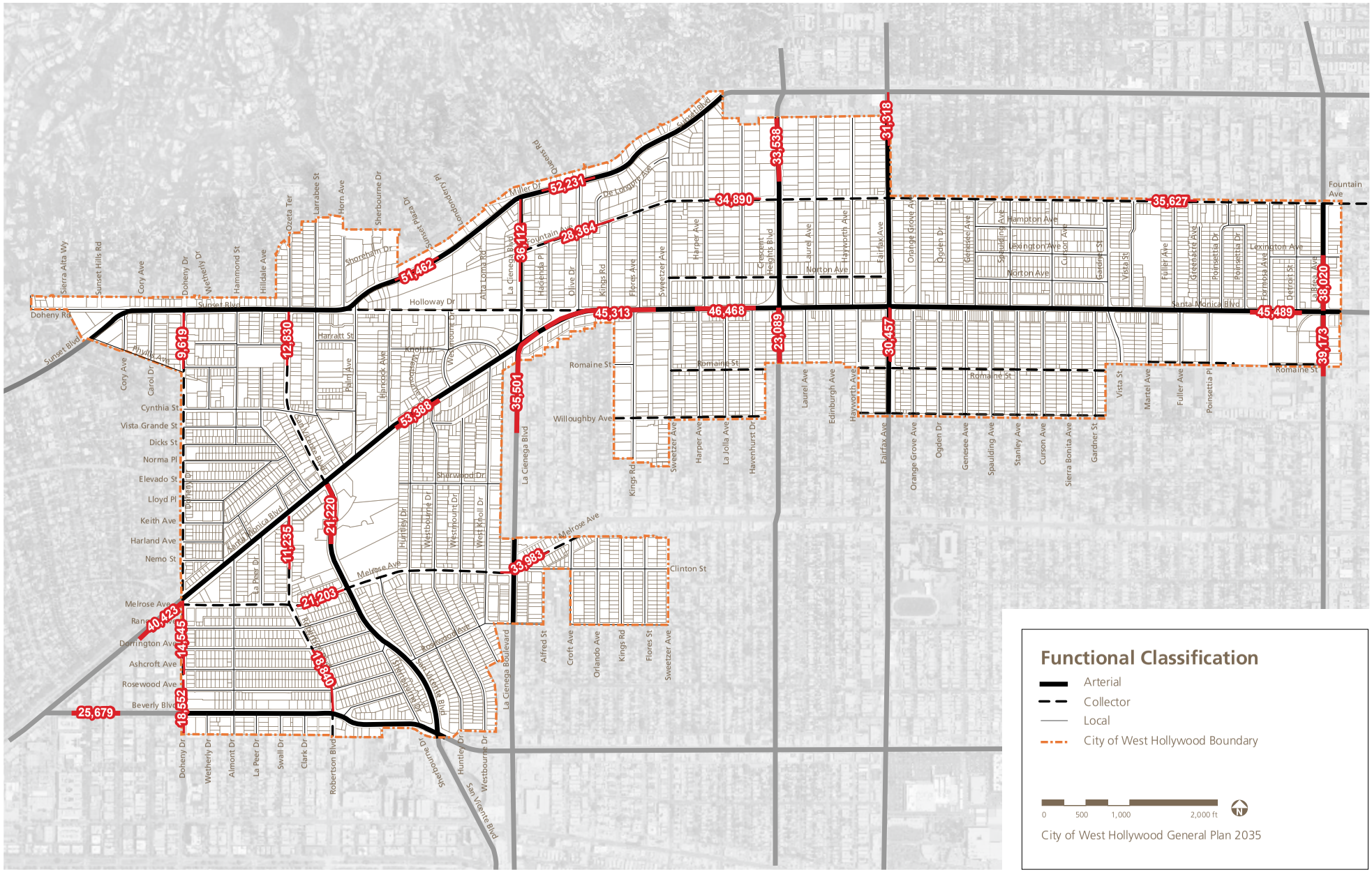
The City of West Hollywood adopted traffic impact thresholds of significance that address the potential impact of development projects on traffic congestion. The General Plan's Environmental Impact Report identifies a number of intersections that would be significantly impacted under projected growth under the General Plan. Future buildout of the General Plan would create 22 a.m. peak hour impacts and 26 p.m. peak hour impacts. Mitigating these impacts through conventional roadway widening is not feasible as doing so would conflict with established City policies and goals. However, the proposed General Plan places a strong emphasis on multimodal circulation, transit-oriented development, and Transportation Demand Management (TDM), which are measures intended to provide additional transportation choices and reduce impacts on local and regional facilities. The strong TDM program and purposeful clustering of land uses around major corridors and transit nodes leads to superior performance in nearly all documented metrics and would improve mobility within the City.

Regional Auto Access

Because West Hollywood's arterials connect to other regional destinations and the freeway system, cut-through regional traffic trips, with neither a beginning nor an end in the City, account for a sizeable portion of vehicle trips in West Hollywood. Daily traffic volumes on the City's streets in 2010 are presented in Figure 6-3.

West Hollywood is linked to the Los Angeles Metropolitan Region by a series of key vehicle corridors. Major east-west vehicle arterials within the City include Santa Monica Boulevard, Sunset Boulevard, and Fountain Avenue, providing for not only local trips but a significant number of regional trips. In the north-south direction, La Brea Avenue, Fairfax Avenue, La

Figure 6-3: Existing Daily Segment Volumes



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Cienega Boulevard, San Vicente Boulevard, Crescent Heights Boulevard, and Doheny Drive provide for regional as well as local trips. Santa Monica Boulevard and Sunset Boulevard in particular serve as regional corridors because they both span many other cities in the Los Angeles region, serve regional destinations along the way, and connect to the regional freeway system. The Draft Hollywood General Plan for the City of Los Angeles shows provisions for a right-of-way along Santa Monica Boulevard that may ultimately allow for up to six lanes of traffic east of the West Hollywood border.

The San Diego Freeway (I-405), the major north-south link between the San Fernando Valley in the north and San Diego in the south, is located approximately five miles west of West Hollywood and is accessed by Sunset Boulevard and Santa Monica Boulevard. Sunset Boulevard and Santa Monica Boulevard also provide access to the Hollywood Freeway (U.S. 101) about two miles east of West Hollywood. Crescent Heights and Laurel Canyon Boulevards also connect to the 101 Freeway five miles north of the City. About five miles to the south of West Hollywood is the Santa Monica Freeway (I-10), which is accessed by La Cienega Boulevard, Fairfax Avenue, and La Brea Boulevard.

Traffic Calming

The City has an existing neighborhood traffic calming program designed to promote livable neighborhood streets for area residents. Traffic calming is based upon the concept of passive speed reduction measures that include everything from raising public awareness to enforcement of speed limits in residential areas and the physical installation of traffic control devices such as medians and landscaped traffic circles.

Automobile Parking

Automobile parking is a coveted resource in West Hollywood. The City's commercial corridors generate demand for parking, and when it is too difficult to find, drivers are tempted to park in the City's residential areas. Conversely, many of the residential areas were built when people did not own as many cars and thus parking in some residential neighborhoods, especially those areas with many multi-family residential buildings, is in short supply. In response to the situation, the City has developed a multi-faceted approach to addressing parking supply and demand for on- and off-street parking in both residential and commercial areas.

For residential areas, the City has created 11 preferential parking districts to manage parking supply in residential areas. The timing restrictions vary by district. In all areas, parking is restricted at night and in some areas parking is also restricted during the day.

In commercial areas, there is a mix of public and private parking. According to a 2010 study by the City, the total amount of parking in some commercial areas is sufficient for existing businesses, but it is either not available to the public (because it is in private lots) or the parking is not convenient for visitors. This creates a situation where the parking supply does not match the demand patterns, so that visitors may perceive that there is no parking near their destination while just a few blocks away there could be numerous spaces available. To address the parking situation and to help balance supply and demand, the City charges for on-street parking at certain places and at certain times of day. The City also operates a public valet program to expand parking opportunities in commercial areas of the City. The City's Zoning Ordinance addresses off-street parking in commercial and residential areas.

The City also owns and operates several public parking facilities in commercial areas throughout the City. Future development projects will add an additional 600 parking spaces for public use.

Transportation Demand Management

The City of West Hollywood has adopted a Transportation Demand Management (TDM) ordinance. Its purpose is to reduce automobile trips, increase the use of other modes of transportation, and improve multimodal connections, which will result in less traffic congestion and improved air quality.

As part of the ordinance, major new development projects are required to develop and submit a Trip Reduction Plan as part of the development review process in order to receive a final certificate of occupancy. In addition, the ordinance requires all employers of five or more employees at a worksite located in the City and in a development of 10,000 or more square feet of enclosed space to develop and submit a Trip Reduction Plan. Important strategies that must be addressed in Trip Reduction Plans, which must seek to achieve a vehicle ridership goal of 1.5 people per vehicle, are as follows:

1. Offer parking cash out to employees if the employer subsidizes or provides free parking for employees
2. Install preferential parking spaces for carpools and bicycles where feasible
3. Distribute alternative transportation information to encourage employees to use alternative modes of transportation
4. Provide incentives that help reduce trips
5. Encourage new technologies that support trip reduction
6. Participation in groups such as a Transportation Management Organization

Enhancements to the existing TDM program are described in the policies of this chapter. TDM strategies provide incentives to optimize the use of transportation resources. They make the most efficient use of transportation capacity by emphasizing modes that use the least space per person: walking, bicycling, and transit and result in lesser environmental impacts. They often reveal the hidden costs of transportation so travelers can make informed decisions and reduce their impacts on congestion and the environment. They improve alternative transportation choices so that residents do not need to use their cars for every trip. And they rely more on pricing, as opposed to congestion, for allocating street and parking resources.

Commercial Vehicles and Goods Movement

Commercial vehicles generally travel unrestricted throughout the City. The majority of commercial goods are transported along Santa Monica Boulevard, Sunset Boulevard, La Brea Avenue, Fairfax Avenue, La Cienega Boulevard, San Vicente Boulevard and Doheny Drive. Alley ways located behind some commercial streets provide access for loading and unloading of commercial vehicles.

While there are no officially designated truck routes in the City, all east-west and north-south arterial streets in the City of West Hollywood are implied truck routes. This is because "heavy vehicle" designated streets in adjacent Beverly Hills (which continue through West Hollywood) are Santa Monica, La Cienega, and Beverly Boulevards. In addition, all roads classified as major and secondary in the City of Los Angeles (to the south of West Hollywood) are truck routes unless specifically restricted by the posting of weight limit signs.

The City does actively manage construction traffic, on the other hand, through the submission of project specific construction management plans. These are required of development projects and approved by the City Engineer. The construction management plans include the movement, staging, and loading/unloading of trucks and construction materials.

M-1: Develop a world-class transit system in West Hollywood.

Intent: To provide a transit system that serves the needs of residents, businesses, and visitors as a competitive, viable, efficient, preferred, and reliable alternative to auto travel. To make public transit the dominant form of travel for longer distances within and through West Hollywood.

M-1.1 Encourage the expansion of local and regional transit systems which serve or have alignments and stops within the City.

M-1.2 Work with transit providers to improve the quality of transit stations, transit stops, and transfer points by enhancing the following passenger amenities, among others, as appropriate:

- Way-finding and clear signage
- Bus shelters and shade structures
- Clean and comfortable waiting areas
- Attractive landscaping, art, and paving materials
- User-friendly system and route maps
- Updated and current schedules
- Real-time arrival times via GPS updates (i.e., "NextBus"),
- Adequate seating areas based on passenger volumes and typical wait times
- Adequate pedestrian walkways
- Convenient pay stations
- Bicycle storage
- Public restrooms

M-1.3 Consider requiring development projects to include transit amenities and transit incentive programs.

M-1.4 As feasible, expand locally-provided transit services and work with regional transit providers to increase frequency, including extending frequent bus service into the evenings and on weekends.

M-1.5 As appropriate, work with regional transit providers to improve access to local and regional transit services, particularly for the following populations:

- Seniors and persons with disabilities
- Persons with low and moderate income
- Students
- The temporarily disabled
- Transit-dependent populations

M-1.6 Seek to maximize the target audience and the operating efficiency of the existing City internal transit system, including dial-a-ride, taxi coupon, bus pass, and CityLine programs.

M-1.7 Create incentives for discretionary transit riders, such as visitors to cultural and entertainment destinations and others, as feasible.

M-1.8 Engage in outreach and education to publicize transit options to City residents.

M-1.9 Seek to optimize traffic infrastructure and work with transit agencies to make bus travel times more competitive with automobile travel times.

M-1.10 Seek ways to reduce the emissions of greenhouse gases by transit vehicles.

M-2: Collaborate on regional transportation solutions that improve mobility, quality of life, and environmental outcomes.

Intent: To support regional efforts to significantly reduce vehicle miles traveled and related greenhouse gas emissions, and expand regional mobility options through public transit, carpooling/car sharing, bike lanes, and other environmentally sustainable forms of travel.

M-2.1 Participate in regional discussions, planning efforts, and advocacy to improve regional transportation solutions and to improve the efficiency, reliability, accessibility, quality, and frequency of transit service to and within the City.

M-2.2 Advocate for and cooperate with regional partners including Metro, the Westside Cities Council of Governments (WSCOG), and the Southern California Association of Governments (SCAG) to create an environmentally and financially sustainable, complete, and comprehensive regional transportation network connecting West Hollywood to other destinations.

M-2.3 Work with adjacent jurisdictions, regional transportation agencies, and others to pursue common interests relating to the City's transportation system and the mobility of West Hollywood's residents and visitors. The efforts that should be coordinated include, but are not limited to:

- Intersection signal timing along the City's boundaries
- Transit levels of service, including fixed rail transit expansion and rail feeder services
- Transportation demand management programs
- Bus stop locations
- Transit center or rail stop locations
- Planning for key roadways on streets that connect with adjacent jurisdictions.

M-2.4 Work with regional transportation agencies to establish Transportation Systems Management (TSM) and Transportation Demand Management (TDM) programs to improve regional transportation and reduce through travel within the City.

M-2.5 Develop programs and strategies that work to achieve greenhouse gas or VMT reduction standards established by regional, state, and/or federal agencies.

M-2.6 Implement improvements identified in the adopted SCAG Regional Transportation Plan as funding becomes available.

M-2.7 Pursue multi-jurisdictional car-sharing and bike-sharing programs with regional partners including the Westside Cities and SCAG.

M-3: Maintain and enhance a pedestrian-oriented City.

Intent: To ensure West Hollywood's livability and walkability with attractive, welcoming, and pleasing pedestrian-oriented design and amenities on all City streets.

M-3.1 Encourage and provide incentives and programs for people to walk more and drive less.

M-3.2 Seek to prioritize space for pedestrians and bicycles in the design and improvement of public rights of way.

M-3.3 Implement improvements indentified in the adopted Bicycle and Pedestrian Mobility Plan as funding becomes available.

M-3.4 Where feasible, provide the following pedestrian amenities throughout the street network, consistent with the desired urban form and land use in this General Plan:

- Wider sidewalks
- Street trees and landscaping
- Bulb-outs
- Seating areas
- Pedestrian-oriented lighting

M-3.5 Utilize the City's planning processes, such as streetscape improvements or area plans, to identify areas where pedestrian improvements can be made, such as new pedestrian connections, increased sidewalk widths, improved crosswalks, pedestrian countdown signals, improved lighting, and new street furniture.

M-3.6 Continue to work with businesses and business groups to improve walkability on major corridors and supports private investment into pedestrian-oriented amenities.

M-3.7 Limit the quantity and width of new curb cuts for vehicle access in order to improve the pedestrian network.

M-3.8 Seek to minimize the negative impacts of parking for the pedestrian realm and will accommodate bicycles, carpool and carshare vehicles, and other modes of transit wherever possible in the design of public parking.

M-3.9 Require new commercial development to provide for the construction of pedestrian rights of way to allow convenient and unimpeded circulation to, through, and within the property being developed.

M-3.10 Require design measures as appropriate to accommodate access by pedestrians, bicycles, and transit within new development and to provide connections to adjacent development.

M-3.11 When possible, enhance pedestrian accessibility by providing bulb-outs where appropriate in order to minimize pedestrian crossing distances and improve visibility.

M-4: Create a comprehensive bicycle network throughout the City.

Intent: To make bicycling a viable mode of travel and recreation for more trips through and within West Hollywood by providing accessible, convenient, and attractive bicycle infrastructure.

M-4.1 Implement improvements identified in the adopted Bicycle and Pedestrian Mobility Plan (2003) as funding becomes available.

M-4.2 As feasible, ensure that new development of commercial and multi-family residential uses enhance the City's bicycle network and facilities.

M-4.3 Where feasible, install bicycle amenities including parking, storage, dedicated bicycle lanes, and bicycle way-finding/signage along planned bicycle routes, throughout commercial areas, and at public facilities.

M-4.4 Explore the development of bicycle stations throughout the City and at major transit stops. The bicycle stations should consider amenities such as the following:

- Lockers
- Showers
- Bicycle repair
- Bicycle sharing facilities

M-4.5 Utilize the City's planning processes, such as street improvements or area plans, to identify areas where better bicycle route connections can be implemented and increased bicycle parking can be provided.

M-4.6 Require major employers to provide covered and secure bicycle parking and shower and locker facilities for their bicycle commuters, or to assist in funding bicycle-transit centers in nearby locations.

M-4.7 Utilize outreach and public education activities to increase bicycling for recreation, commuting, and shopping. This may include City-sponsored bike festivals, maintenance classes, and route maps, among others.

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.

Intent: To support the street network in ways that improve the quality of life and public health in West Hollywood, increase mobility and access, reduce driving and congestion, promote alternative forms of transportation, meet economic development objectives, and enhance West Hollywood as a vibrant place for residents, businesses, and visitors.

M-5.1 Maintain a Streetscape Master Plan that balances the needs of pedestrians, bikes, public transit, passenger vehicles, and commercial vehicles.

M-5.2 Prioritize property access to promote transit, walking, and bicycling over auto access.

M-5.3 Prioritize the needs of local users over pass-through traffic.

M-5.4 Where possible, optimize roadway and signal systems with appropriate technologies to support access and multi-modal travel.

M-5.5 Secure street dedication for pedestrian and bicycle facilities and/or street improvements.

M-5.6 Where appropriate, allow alleys to be improved with public art, green space, or other amenities, where improvements do not conflict with access.

M-5.7 Seek to undertake a capital improvement program to green the street network for the enjoyment of residents, businesses, and visitors, to establish the street network as part of the park and open space system of West Hollywood.

M-5.8 Allow for the collection of fees from developers to undertake the following infrastructure projects to support new development:

- Sidewalk improvements
- Landscaping
- Bicycle infrastructure
- Traffic calming devices
- Traffic signals
- Other improvements that promote/maintain the pedestrian-oriented character of the community (i.e. traffic calming devices and TDM programs).

M-5.9 Require new development to pay its share of transportation improvements necessitated by that development.

M-5.10 Encourage the concept of shared streets in residential areas.

M-5.11 Ensure that emergency vehicles have secure and convenient access to the City's street network.

M-5.12 Control vehicle speeds through traffic controls, speed limits, and design features with the intended purpose of minimizing vehicle accidents, creating a pedestrian and bicycle environment, and discouraging pass-through traffic.

M-5.13 Continue the usage and enhancement of the City's Traffic Management Center (TMC).

M-5.14 Investigate and utilize state-of-the-art transportation system management technology and industry practices to address recurring and non-recurring traffic events (i.e., special events, incident/emergency management). Technologies may include traffic cameras, synchronization of signals, photo enforcement and other intelligent transportation system improvements.

M-5.15 In addition to Level of Service (LOS), use other performance measures for the City's transportation system that reflect priorities established in the General Plan. Other performance measures may include average vehicle delay, vehicle miles traveled, and average trip lengths.

M-6: Utilize Transportation Demand Management strategies to reduce auto travel.

Intent: To reduce vehicle miles traveled (VMT) and vehicle trips in an effort to improve mobility, reduce greenhouse gas emissions, and maintain the quality of the physical environment through a combination of incentives and requirements.

M-6.1 Maintain and periodically update a Transportation Demand Management (TDM) Ordinance to reduce auto trips associated with new development.

M-6.2 Require new projects to provide an estimate of new trips generated and/or additional VMT. The degree of specificity required will be reasonably proportional to the project size.

M-6.3 Consider implementing multimodal performance measures to analyze the impact of new development.

M-6.4 Consider requiring new residential and commercial development to provide a partial transit subsidy for employees and/or residents of the new development.

M-6.5 Regularly study the community's travel characteristics to identify actions and techniques for reducing travel demand.

M-6.6 Measure changes in VMT, trip generation, and parking demand in the City over time.

M-6.7 Support carpool, rideshare, and telecommuting programs in partnership with the City's business community, and strive for increased participation rates.

M-6.8 Implement car-sharing and bike-sharing programs for City employees.

M-6.9 Respond to changes in demand by replacing auto infrastructure with other types of transportation infrastructure. For example, the City may replace some auto parking with bicycle parking as bicycle use grows, or designate auto lanes for public transit only.

M-7: Protect and preserve residential neighborhoods from intrusion of non-residential traffic.

Intent: To minimize vehicular traffic—especially commercial traffic—in residential areas. To maintain neighborhood character, promote walkable environments, improve neighborhood aesthetics, minimize vehicular noise, improve residential air quality, and reduce pedestrian/motor vehicle conflicts.

M-7.1 Support the Neighborhood Traffic Management Program.

M-7.2 Maintain an established process of including neighborhood, businesses and other affected parties in discussions of neighborhood traffic management issues and resolutions.

M-7.3 Enforce neighborhood permit parking districts to prevent commercial overflow parking.

M-7.4 Manage traffic speeds and volumes on neighborhood streets to reduce cut-through traffic.

M-8: Manage parking supply to serve residents, businesses and visitors.

Intent: To balance parking demand and supply in support of the intended physical environment through existing and new strategies, acknowledging that existing parking is a scarce resource. To utilize existing parking, both publicly and privately owned, as effectively and efficiently as possible.

M-8.1 Utilize existing public and private parking resources as effectively and efficiently as possible.

M-8.2 As feasible, utilize the most current technology to aid in parking development and management.

M-8.3 Encourage, promote, and allow shared and off-site parking arrangements in all commercial areas.

M-8.4 Pursue strategies to reduce circling for parking by visitors, including the following:

- User-friendly informational and wayfinding signage to direct motorists to parking facilities;
- A shared valet program with standardized uniforms and signage;
- Technology to provide real-time parking occupancy information to motorists before they begin their trip, en route, and once they arrive at a parking facility; and
- Standardized price information displayed at all public and private parking facilities, including meters.

M-8.5 Where appropriate and as feasible, increase the availability of on-street parking, consider dedicating existing roadway travel lanes to parking during non-peak travel hours, and dedicate parking areas for small vehicles including bicycles.

M-8.6 Pursue potential joint use of private parking facilities for public parking.

M-8.7 Encourage shared parking and seek to create a program to pool shared public and private parking spaces in key commercial districts to help create "park once" environments.

M-8.8 Consider requiring new commercial developments to place their parking spaces in shared parking pools.

M-8.9 Require all new development to provide adequate parking whether on-site, off-site, through shared parking or park-once strategies, or other methods.

M-8.10 Consider reductions in minimum parking requirements along commercial corridors, in Transit Overlay Zones, or for projects that provide dedicated parking spaces for car sharing programs.

M-8.11 Consider requiring all new multi-family residential development located along commercial corridors and in Transit Overlay Zones to unbundle parking.

M-8.12 Consider unbundling parking requirements for new development in multi-family residential areas.

M-8.13 When feasible, allow reductions in parking standards and/or unbundling of parking to encourage the construction of affordable housing, senior housing, special needs housing and housing near high-frequency regional transit services.

M-8.14 Maintain demand-responsive pricing of all public on- and off-street parking in commercial corridors.

M-8.15 Require private parking operators in commercial areas to post information about parking prices, time restrictions, and availability in a consistent manner for all commercial parking.

M-8.16 Encourage building owners and/or managers of new multi-family and commercial buildings to make parking spaces available to qualified car-share operators, and to allow public access to the car-share vehicles.

M-8.17 Maintain and regularly review residential preferential parking districts where appropriate.

M-9: Facilitate sustainable, effective, and safe movement of goods and commercial vehicles.

Intent: To promote the commercial movement of goods and service vehicles in and around West Hollywood in a manner that protects the health, safety and well-being of residents and the environment.

M-9.1 Establish and designate a system of truck routes on specified arterial streets to minimize the negative impacts of trucking through the City.

M-9.2 Work with businesses to provide commercial loading zones in the public right-of-way at a time and in a manner that balances the needs of businesses with the impact on traffic conditions.

M-9.3 Utlize alleys for access to parking, delivery loading/unloading and trash collection and, where possible, provide additional green space and pedestrian amenities.

M-9.4 Encourage operators of commercial vehicles doing business in West Hollywood to utilize technologies that minimize air pollution, fuel use, and greenhouse gas emissions.

M-9.5 Prohibit commercial vehicles from excessive idling during deliveries and while parked.

M-9.6 Restrict commercial vehicles from overnight parking in residential areas to ensure that parking in neighborhood areas is available to residents.