

Draft General Plan Commercial Sub-Area Visions for Santa Monica Boulevard

Sub-Area 2: Santa Monica Boulevard West

Goal LU-12: Enhance Santa Monica Boulevard West as a destination for nightlife and entertainment, a focus of the LGBT community, and a center for neighborhood-serving retail and restaurants.

Intent: To expand Santa Monica Boulevard West, from Doheny Drive to Havenhurst Drive (just west of Crescent Heights Boulevard), as a center of West Hollywood's local nightlife and entertainment scene. The General Plan envisions this area retaining its identity as a regional destination for nightlife and entertainment – a place where residents of the greater Los Angeles area come to dine and socialize – and as a focus of the LGBT community. It should continue to have a vibrant street environment with outdoor dining and high volumes of pedestrian activity. It should also support neighborhood-serving uses that benefit local residents and encourage pedestrian activity during both day and evening. Land use policies in this General Plan allow new higher intensity, mixed-use development near the intersection with Doheny and east of San Vicente to support future transit improvements.

Sub-Area 3: Santa Monica/Fairfax Transit District

Goal LU-13: Support a vibrant, high-density transit-oriented commercial district centered around the intersection of Santa Monica Boulevard and Fairfax Avenue.

Intent: To expand the area's mix of multi-family residences and commercial uses and to support an evolution over time into a more intense mixed-use transit node that capitalizes on high levels of bus ridership, potential future transit enhancements, a cluster of rehabilitated historic buildings, and artistic and educational institutions. Allowing parcels near and at the intersection of Santa Monica and Fairfax to intensify over time with mixed-use buildings will accommodate a wide variety of neighborhood-serving retail uses within walking distance of residences and regional transit lines.

Sub-Area 4: Santa Monica/La Brea Transit District

Goal LU-14: Encourage a high-intensity, lively and vibrant transit-oriented commercial area centered around the intersection of Santa Monica Boulevard and La Brea Avenue.

Intent: To create a high-intensity, lively and vibrant transit node with an active sidewalk scene and an identifiable sense of place, marking a major eastern entry to the City. It is physically defined by the presence of the Gateway retail center and nearby film and media facilities, and can capitalize on high levels of pedestrian activity and bus ridership, as well as potential future transit enhancements. Over time, the area is intended to transition into a pedestrian-oriented district with a diverse mix of neighborhood and regional retail stores, jobs, and transit-oriented housing.

Draft General Plan Policies Regarding Mixed-Use Development

General Plan Land Use Designations (pp. 47)

“The land use designations are divided into three broad categories – residential, commercial, and public. The designations are intended to protect residential areas from incompatible development while also allowing for the maintenance and replacement of the aging housing stock. The commercial designations are generally located along the City’s corridors and are designed to allow for the existing lower-scale development to evolve into more transit-supportive commercial and mixed-use development.”

Zoning Overlay Districts (pp. 52)

“Transit Overlay Zone. The Transit Overlay Zone (TOZ) identifies sites close to major transit nodes for which modifications to parking requirements, or other development standards may be considered when individual projects provide specified supplemental Transportation Demand Management programs. The TOZ designation is intended to encourage mixed-use development in locations with adequate transit service to reduce the need for auto trips.”

Land Use Designation Table, Footnotes (pp. 54)

- “Mixed-Use (an additional 0.5 FAR and 10 feet in height for Residential Mixed-Use Projects)
- Gateway Mixed-Use (an increase of up to 15 feet in height and .5 FAR for Residential Mixed-Use projects in the Commercial Community 2 designation located on the parcels bounded by Santa Monica Boulevard, Almont Drive, and Melrose Avenue that provide exemplary architectural design elements; maintain at least 20% of the total site area as open space, of which 40% must be maintained as pedestrian open space or pedestrian walk-throughs open to the sky; and provide for a double row of street trees along Santa Monica Boulevard. Portions of the site exceeding 55 feet in height must be within 250 feet of the centerline of Santa Monica Boulevard. Not to be used in conjunction with the Mixed-Use Bonus)”

Policy LU-1.13 (pp. 58)

“Seek to reduce the demand for motorized transportation by supporting land use patterns that prioritize pedestrian, bicycle, and transit mobility options, and mixed use development.”

Policy LU-2.1 (pp. 59)

“Direct the majority of new development to the City’s commercial corridors served by high levels of existing or future public transit, with an emphasis on developing transit-supportive land use mixes and intensities near high frequency transit stops such as Santa Monica Boulevard near Fairfax Avenue, La Brea Avenue, and San Vicente Boulevard.”

Policy LU-2.3 (pp. 59)

“Continue to allow residential mixed-use development in all commercial corridors, including as described in adopted specific plans, except in the Commercial Neighborhood 2 land use designation.”

Policy LU-2.4 (pp. 59)

“Implement a Transit Overlay Zone that allows for modifications to the development standards to encourage mixed-use development near major transit nodes. Transit Overlay Zones are indicated on the General Plan Land Use Designations map and are generally located along commercial boulevards and adjacent multi-family zoned parcels within 1/3 mile of major bus transfer points. Individual development projects in a Transit Overlay Zone may be allowed modifications to development standards, excluding height and density, for providing certain amenities in addition to any Transportation Demand Management measures required by the Mobility Chapter of the General Plan or by the Municipal Code, including one or more of the following:

- i. Contribution to City transit programs;
- ii. Pedestrian improvements as appropriate;
- iii. On-site shuttle program for seniors and persons with disabilities, group trips, subway shuttle, or other purposes;
- iv. Accommodating bus stops or taxi stands on-site;
- v. Bicycle facilities including storage, maintenance, showers, and related services; and/or
- vi. Other improvements that meet the intent of this policy.”

Policy LU-2.6 (pp. 60)

“Continue to offer a height and density bonus for residential mixed-use development projects in all commercial land use designations except Commercial Neighborhood 2.”

Policy LU-11.4 (pp. 70)

“Facilitate the transformation of Beverly Boulevard over time into a walkable, mixed-use boulevard that capitalizes on nearby planned fixed route transit service and the area’s proximity to Cedars-Sinai Medical Center.”

Policy LU-13.2 (pp. 73)

“Encourage mixed-use activity in all new buildings [in the Fairfax Commercial sub-area].”

Policy LU-13.4 (pp. 73)

“Allow neighborhood commercial and retail uses in mixed-use buildings on parcels fronting Fairfax Avenue south of Santa Monica Boulevard.”

Proposed Text Modifications to the Draft General Plan Policies Regarding Mixed-Use Development

The text changes below are proposed as part of the alternate Mixed-Use scenario to more narrowly focus new development along Santa Monica Boulevard. They will be considered by the City Council on August 15, 2011. All page numbers refer to the Revised Draft General Plan (April, 2011).

Commercial Designations – p. 49 – 51

- Modify the description for CN1 to read: “mixed-use developments...are allowed”
- Modify descriptions for CC1, CC2, CA, and CR to specify that mixed-use is encouraged at key nodes.

New Text in “General Plan Overlay Districts” – p. 52

“Mixed-Use Incentive Overlay Zone

The Mixed-Use Incentive Overlay Zone identifies certain locations where a mix of residential and commercial uses is encouraged. The Mixed-Use Incentive Overlay zone is intended to focus residential mixed-use projects in high priority nodes, focused on commercial corridors and including locations with high transit levels of service and major intersections. New development with a mix of residential and commercial uses in this overlay zone may receive an additional 0.5 FAR and ten (10) feet in height. The additional height and FAR may be used in conjunction with any incentives provided by the Transit Overlay Zone where both are allowed.”

Table 3-2: Land Use Designations - pp. 53-54

- Remove “Mixed-Use” column from the “Height/Density Bonuses” category.
- Create new category/column called “Mixed-Use Incentive Overlay”
- Change footnote 3 to read: “Mixed-Use Incentive Overlay Zone (an additional 0.5 FAR and ten (10) feet in height for residential mixed-use projects that are located in certain areas of the City including major transit nodes. This Overlay Zone applies only to certain parcels within the designations of CC1, CC2, CA and CR. Specific parcels where the overlay applies may be found in Figure 3-4: General Plan Designations.)
- Reorder footnotes so the Mixed-Use Incentive Overlay Zone is last.

Rewrite Policy LU-2.6 – p. 60

“Implement a Mixed-Use Incentive Overlay Zone that focuses and incentivizes residential mixed-use projects to locate in certain key areas of the City. Projects with a mix of residential and commercial uses located in the identified Mixed-Use Incentive Overlay Zone will be allowed up to an additional 0.5 FAR and ten (10) feet in height. The Mixed-Use Incentive Overlay Zone should be applied to certain areas of the City that have the following characteristics:

- Key transit nodes along commercial corridors

- Areas that encouraged to redevelop over the time horizon of the General Plan
- Areas where new or expanded mixed-use districts can be created. For example, areas where multiple residential mixed-use projects are or could be expected to occur in the future.”

Add New Policy LU-2.13 – p. 61

Allow the City the discretion on a case-by-case basis not to approve housing on commercially zoned properties in certain locations along Santa Monica Boulevard. Add criteria to the development review process by which new mixed-use development will be evaluated to enable decisionmakers to identify circumstances where housing would be incompatible with the surrounding commercial neighborhood due to potential noise and other similar land use conflicts.

Modify Goal LU-12 (pp. 71-72) with the following:

- Change the last sentence of the “Intent” statement to read: “Land use policies in this General Plan incentivize new higher intensity, mixed-use residential development in three nodes in this sub-area. These nodes are near the intersection with Doheny Drive, along Santa Monica Boulevard east of San Vicente Boulevard and near the intersection of Santa Monica Boulevard and La Cienega Boulevard.”
- Add new policy after LU-12.5: “Focus and encourage new mixed-use developments in the Mixed-Use Incentive Overlay Zone on parcels near the intersection with Doheny Drive, along Santa Monica Boulevard east of San Vicente Boulevard and near the intersection of Santa Monica Boulevard and La Cienega Boulevard.”

Modify Goal LU-13 (pp. 73-74) with the following:

- Change Policy LU-13.2 to the following: “Allow residential uses on the upper floors of all buildings in Area 3.”
- Add new policy after LU-13.2: “Focus and encourage new mixed-use developments to locate in the Mixed-Use Incentive Overlay Zone on parcels near the intersections of Santa Monica Boulevard with Crescent Heights Boulevard, Fairfax Avenue, and Gardner Street, and on the west side of Fairfax Avenue south of Santa Monica Boulevard.”

Modify Goal LU-14 (pp. 74-75) with the following:

- Add new policy: “Encourage new mixed-use development in Area 4.”
- Add new policy: “Apply the Mixed-Use Incentive Overlay Zone to all parcels in Area 4, with the exception of parcels designated with the Movietown Specific Plan designation.”

Economic Development Chapter

- Add new policy after ED-3.4: “On Santa Monica Boulevard, focus and incentivize new mixed-use development with ground floor retail and residential on the upper floors at key nodes rather than along the entirety of the corridor.”