

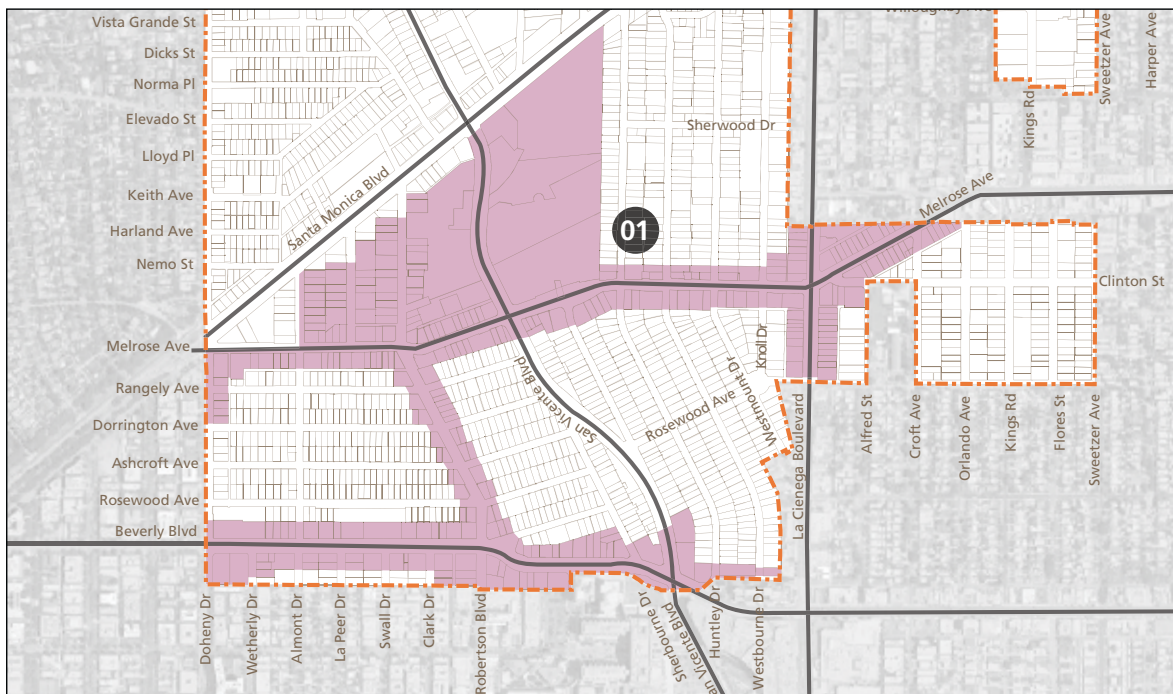
Commercial Sub-Areas



Goal LU-11: Expand the Melrose/Beverly District as a national and international destination for high-end arts and design studios, offices, and related businesses.



Intent: To expand this district's role as a major destination for high-end arts and design studios, offices, and related businesses. It is intended to have wide sidewalks, street trees, landscaping, and excellent architecture that showcases international design talent, capitalizing on its proximity to the Pacific Design Center and its status as the iconic West Hollywood design district, as well as potential future transit improvements on nearby Los Angeles streets. Cafes and restaurants should spill out into the public realm and support the boutiques and shops as well as the clientele of the Pacific Design Center. The area between Melrose Triangle and West Hollywood Park should similarly build on the uses, clientele, and energy at the Pacific Design Center and Santa Monica Boulevard, offering a variety of design showrooms, galleries, film and multi-media office and design space, and supporting uses such as restaurants, night clubs and boutique hotels. The Pacific Design Center, a key anchor of this district, should continue as a leading center of arts and design showrooms and office space by hosting conferences, meetings, and arts and design events. The Metro facility is envisioned as a transformed mixed-use development project that supports future transit service, and the pedestrian activity along Santa Monica Boulevard.

The policies in LU-11 apply to Area 1 shown in Figure 3-6.

Figure 3-6: Melrose/Beverly District



- LU-11.1 Encourage a variety of retail, creative office, commercial, and residential uses to support the vision for the area.
- a. Maintain and enhance the concentration of arts and design-related uses.
 - b. Continue to allow a wide variety of uses including retail, galleries, boutiques, cafes, restaurants, creative office space, entertainment venues, bars, and nightclubs.
 - c. Allow limited housing on Beverly Boulevard. These opportunities should be focused on artist live/work housing.
 - d. Enhance the area's role as a visitor destination by encouraging boutique hotels in the Melrose Triangle area.
- LU-11.2 Work with Metro to transform its Santa Monica Boulevard facility into a development project that serves the needs of the community, and supports current and future transit service and the street life along Santa Monica Boulevard.
- LU-11.3 Maintain the small-scale, pedestrian-oriented character of Melrose Avenue and Robertson Boulevard with well-designed buildings that reflect the arts and design focus of the area.
- LU-11.4  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.
- LU-11.5 Require high quality and varied architecture of all new development in order to reflect the creative businesses and to showcase international design talent.
- LU-11.6 Require development projects to incorporate combinations of setbacks, scale transitions, and buffers, as appropriate, in relation to existing residential areas to maintain physical compatibility between new and existing buildings.
- LU-11.7  As feasible, maintain a beautiful and attractive pedestrian environment with wider sidewalks, benches, and street trees, and continue to enhance the pedestrian experience in the area by implementing the following building and public realm concepts:
- a. Locate buildings on or near the sidewalk edge to create an attractive and interesting pedestrian environment.
 - b. Support the overall experience of the streetscape through active and transparent ground floor frontages with main entries that face the street.
 - c. Pursue pedestrian connections and paseos to improve pedestrian flow throughout the Greater Melrose Triangle Area.
 - d. Improve pedestrian connections to better integrate the PDC into the adjacent commercial neighborhood.
 - e. Improve pedestrian connections between West Hollywood Park and the rest of the district.

- LU-11.8 As feasible, develop planning studies for the Greater Melrose Triangle Area and Melrose Avenue between Doheny and West Knoll Drives.
- LU-11.9  Seek to create a park-once district for this area that allows for centralized, shared parking facilities from which customers and employees can then walk to and between multiple destinations.
- LU-11.10  Allow for the transformation of the surface parking lot at Beverly and Robertson Boulevards into a park or plaza if it is determined to be surplus parking.
- LU-11.11 As feasible, encourage public plazas as part of development projects.
- LU-11.12 Ensure that the development of the Sherbourne Triangle enhances the area as a principal activity center and distinctive landmark of the City.
- LU-11.13 In the CN2 designation, require new commercial storefronts of more than 50 linear feet to demonstrate the feasibility of creating multiple entry points as a condition of approval, to facilitate later subdivision of tenant spaces.

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 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. Land use policies shall not permit residential development on certain parcels on Santa Monica Boulevard, and certain parcels adjacent to those fronting on Santa Monica Boulevard, generally between Almont Drive and Larrabee Street, where such uses may be incompatible with existing entertainment uses.

The policies in LU-12 apply to Area 2 shown in Figure 3-7.