



Introduction to the GPAC

General Plan Advisory Committee #1

02 September 2009

Contents

01

Introductions

02

GPAC Overview

03

General Plan Overview

04

**Status of the General Plan
Update**

05

Small Group Exercise

06

Public Comment

07

Summary and Next Steps



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
- Allyne Winderman, Director of Rent Stabilization and Housing
- Terri Slimmer, Traffic & Transportation Manager
- Bianca Siegl, Associate Planner/Project Manager
- Maria Rychlicki, AICP, General Plan Contract Planner
- Chris Corrao, Assistant 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

GPAC Members

- Please tell us your:
 - Name
 - Affiliation (if any)



02

GPAC Overview

Purpose

Responsibility

Public participation and alternates

Decision-making process

General Meeting agenda

Basic conduct

GPAC Purpose

The GPAC will:

- Serve as a sounding board for the General Plan team and City Manager
- Provide guidance on high-level vision, goals and policies
- Review and provide input on land use and transportation alternatives
- Represent the community's interests and serve as “ambassadors” for the General Plan

The GPAC will NOT:

- Resolve issues of detailed policy
- Make final decisions on any issue
- Take positions on issues not brought before the committee

Responsibility and Level of Commitment

- Attend all GPAC meetings
 - 7 GPAC meetings total
 - GPAC begins in September 2009 and ends in February 2010
 - Meetings held from 6:30pm to 8:30pm
- Prepare for each meeting by reviewing materials sent by staff
- Participate in meetings
- Communicate with constituent groups
- Attend public workshops

Board & Commission Representatives

Reporting

- Responsible for reporting to your Board or Commission about issues discussed at GPAC meetings
- Provide input from your Board or Commission as appropriate within the process

Public Participation

Public

- All meetings are open to the public and televised on CityChannel 10
- 2-minute public comments allowed at the end of each meeting

Decision-Making Process

- Staff and consultants will facilitate meetings
- GPAC will not have chairperson
- Operate in spirit of consensus
 - 100% consensus not needed
 - No role-call votes
 - Differing points of view will be presented to the General Plan team, staff and the City Manager
 - Default position is to keep the policy position that exists today

Basic Courtesies

- Share responsibility of ensuring the success of the process and quality of recommendations
- Make good faith effort to reach agreement
- Ask questions for clarification during meetings
- Acknowledge others' perspectives
- Refrain from side conversations
- Respond to questions put before the committee

General Meeting Agenda

- Summary of conclusions from previous meeting
- Presentation on topic of discussion by staff
- Discussion by GPAC as a large group or in small groups
- Confirmation of results of discussion and general direction

Your GPAC Binder

- Every member has been given a binder in which to keep information provided by staff and consultants
- Information that is already in your binder:
 - Your name
 - Copy of the GPAC Framework
 - Project Calendar
 - Guiding Principles
 - City Map
 - Contact information for staff
- Printed copies of all relevant documentation, including PowerPoint presentations, will be provided to you by staff at each meeting
- Please remember to bring your GPAC Binder to every meeting!





03

General Plan Overview

What is a General Plan?

State Requirements

Current General Plan

How a General Plan Can and Should be Used

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



Required	Current West Hollywood General Plan	
Land Use	<ul style="list-style-type: none"> • Land Use and Urban Design • Public Open Space Urban Design 	
Circulation	<ul style="list-style-type: none"> • Citywide Mobility Plan 	
Housing	<ul style="list-style-type: none"> • Housing 	
Conservation	<ul style="list-style-type: none"> • Vegetation and Wildlife • Energy and Water Conservation • Air Quality 	
Open Space	<ul style="list-style-type: none"> • Parks and Recreation 	
Noise	<ul style="list-style-type: none"> • Noise 	
Safety	<ul style="list-style-type: none"> • Public Safety • Seismic 	<ul style="list-style-type: none"> • Flooding • Natural Gas
Optional	<ul style="list-style-type: none"> • Education and Cultural • Economic Development • Utilities 	<ul style="list-style-type: none"> • Historic Preservation • Human Services

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.





04

Status of the General Plan Update

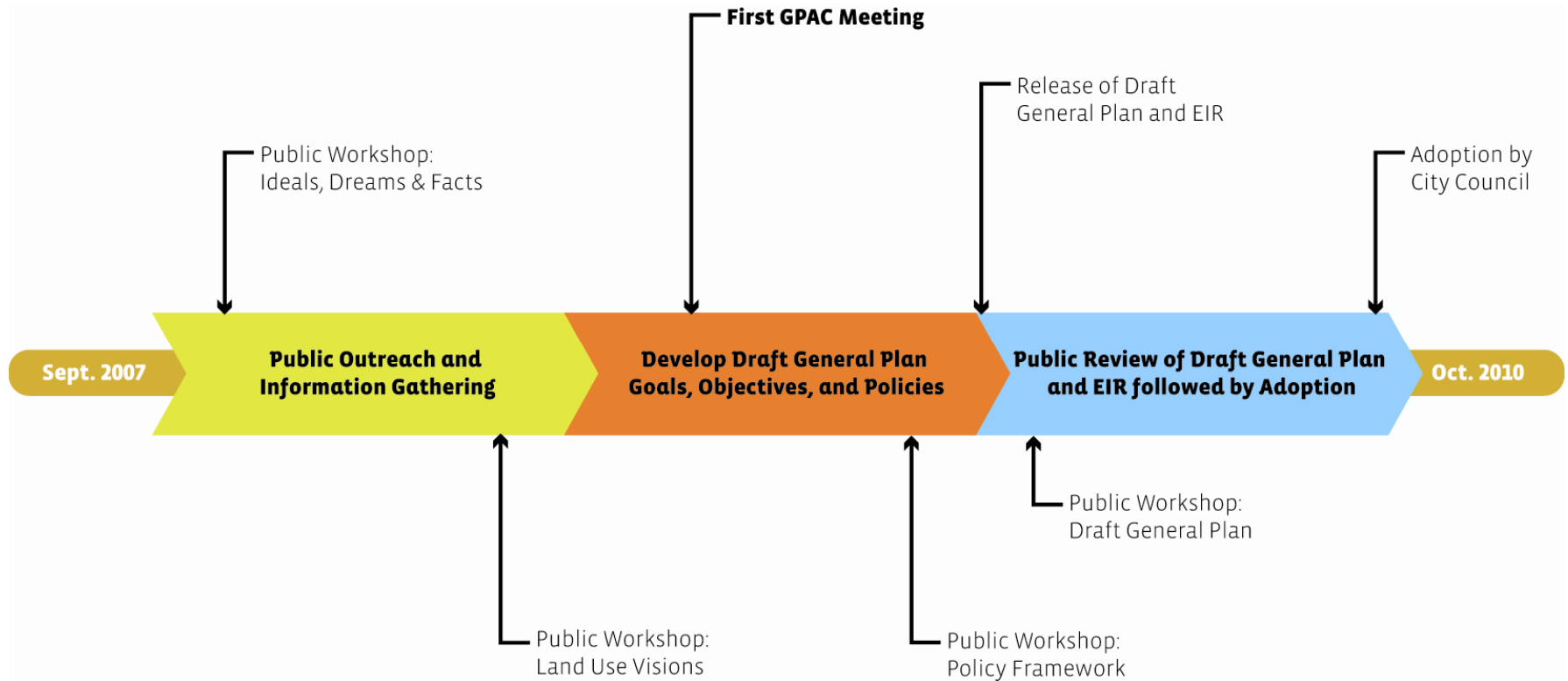
Project Schedule

Phase 1 Activities

Guiding Principles

Key Background Data

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 release: 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



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

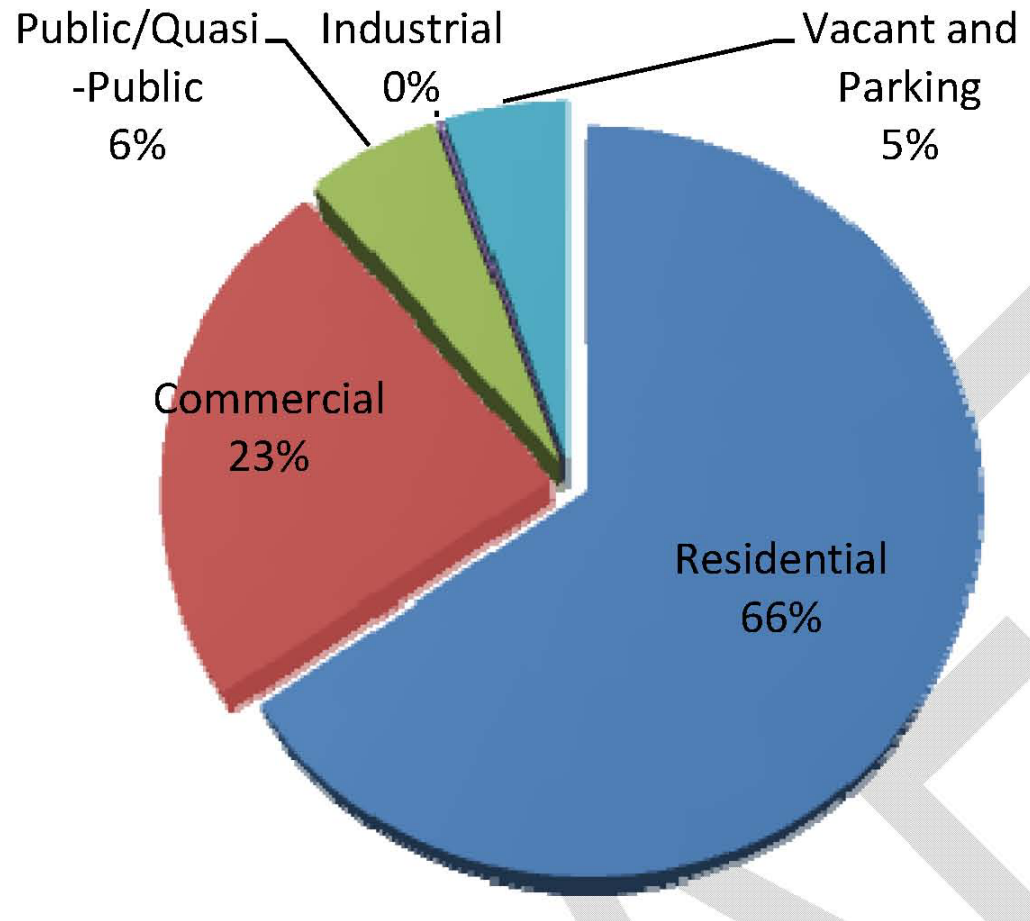
Jobs and Employment

- 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

Land Use

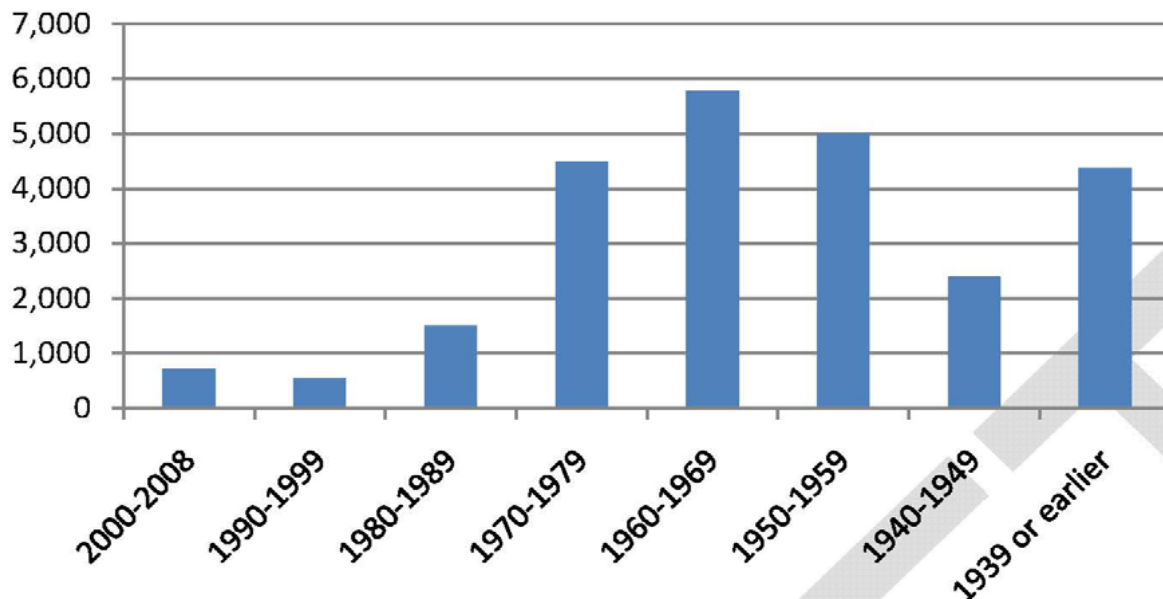


Key Background Data

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

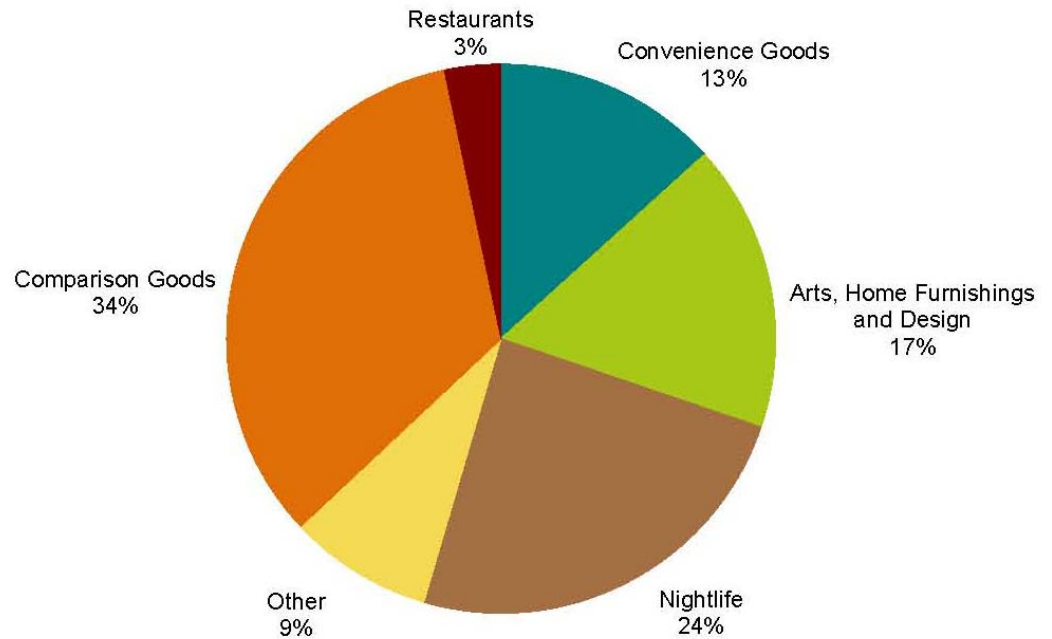
Housing Stock Year Built



Key Background Data

Economics

- Atypical mix of revenues and spending
- 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

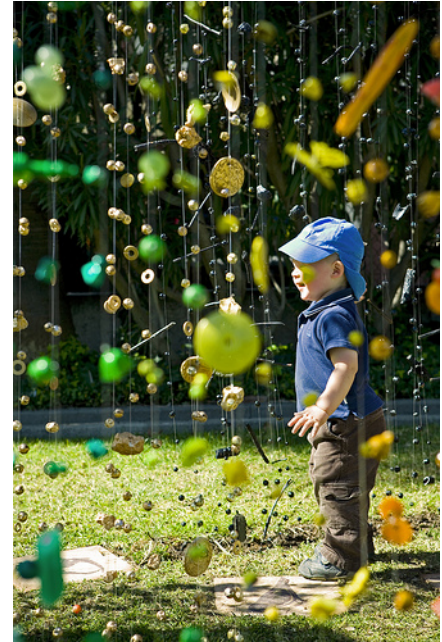
- Streets are largest public space: 26% of land area used for streets
- High traffic volumes
 - Sunset = 50,000 cars per day
 - Santa Monica Blvd. = 40 – 60,000 cars per day
- Quality transit service is critical
 - 8 Metro bus routes, LADOT Dash, CityLine, and future subway extension
 - 6% of residents 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.”



05

Small Group Exercise

Key issues

Small group discussion

Report back and confirmation

Key Findings from Outreach

Land Use

- Land Use
- Housing
- Transportation and Parking
- Sustainability and Open Space
- Community
- Jobs and Economic Development



06

Public Comment

- 2 minutes per speaker



07

Summary and Next Steps



Next Meeting: October 7, Plummer Park Rooms 5 & 6