

General Plan Advisory Committee Meeting #6
January 5, 2010
Economic Development: Policy Framework

Maintain a diverse and resilient economy.

1. Maintain a diverse mix of residential and non-residential uses, especially in existing commercial areas.
2. Maintain a balance between visitor-serving and local-serving commercial activity.
3. Continue to support neighborhood-serving retail and services to enhance residents' quality of life.
4. Maintain the City's unique cultural and retail identity.
5. Continue to support the cultural and arts events that maintain West Hollywood's innovative image so as to continue to attract cutting edge businesses.
6. Strive to support West Hollywood's entertainment base and competitive advantage relative to other regional entertainment destinations.
7. Develop strategies for business recruitment that support the urban design and land use vision for each individual commercial subarea.

Continue to expand the tax base to support fiscal stability.

1. Strive to create fiscal stability by supporting the City's major revenue generating industries including:
 - a. Regional-serving retail, including furniture and design-related businesses

- b. Hotels and other tourism-related businesses
- c. Entertainment businesses including bars, night clubs and entertainment venues.
- 2. Recognize the unique role of each commercial sub-area with respect to the long-term fiscal health and quality of life in the City.

Facilitate development and public improvements that foster economic growth.

- 1. Identify City resources that can be used for public improvements or to assist individual property owners in rehabilitating their buildings in key commercial districts.
- 2. Create parking strategies that support economic growth and provide opportunities for new businesses to locate in West Hollywood.
- 3. Develop a strategy for business attraction in key commercial districts.
- 4. Promote higher density development near existing and future transit facilities.
- 5. Encourage construction of more creative office space.
- 6. Encourage a diverse range of commercial building types.
- 7. Support infrastructure improvements that accommodate future growth and help to maintain fiscal and economic diversity and sustainability.

Support the dynamism of West Hollywood’s entrepreneurs and unique image.

1. Streamline and improve the business license permitting process.
2. Provide fast track permitting for projects that meet city goals and subarea visions.
3. Continuously study the City’s economic sectors to fill gaps in current business offerings and develop programs to attract needed businesses and services.
4. Continue to support LGBT-focused businesses in West Hollywood.

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