

BACKGROUND

The West Hollywood West **Design Guidelines and Overlay District** were adopted by the City Council in 2014 through collaboration between members of the community, urban design professionals, and City of West Hollywood staff to achieve the following goals:

- Provide **clear guidance** for residential design
- **Manage change** within the West Hollywood West Neighborhood
- Protect **desirable qualities and characteristics of the neighborhood** valued by current residents and property owners
- Allow flexibility for **creative design** solutions.

HOW WE GOT HERE

The City and the consultant team conducted outreach to the neighborhood and working group to develop new standards and guidelines that would result in development more appropriate for the neighborhood. The community participated through the following ways:

- Three **community meetings**
- National Night Out **Pop-Ups**
- 8 **Working Group Meetings**
- **Walking Tour**
- Interactive **Website**



PLAN COMPONENTS

In response, these **Design Guidelines**, and the creation of a corresponding **Neighborhood Overlay District**, have been developed to address the following key objectives:

Massing | Require and encourage variation in size and shape of buildings.

Scale | Require and encourage buildings that complement with the surrounding neighborhood.

Privacy | Require and encourage design solutions that address privacy concerns.

Quality of Materials and Design | Encourage use of enduring and sustainable materials, and properties showing clear design concepts.

Variation of Materials and Design | Encourage design solutions that contribute to the eclectic character of the Neighborhood.

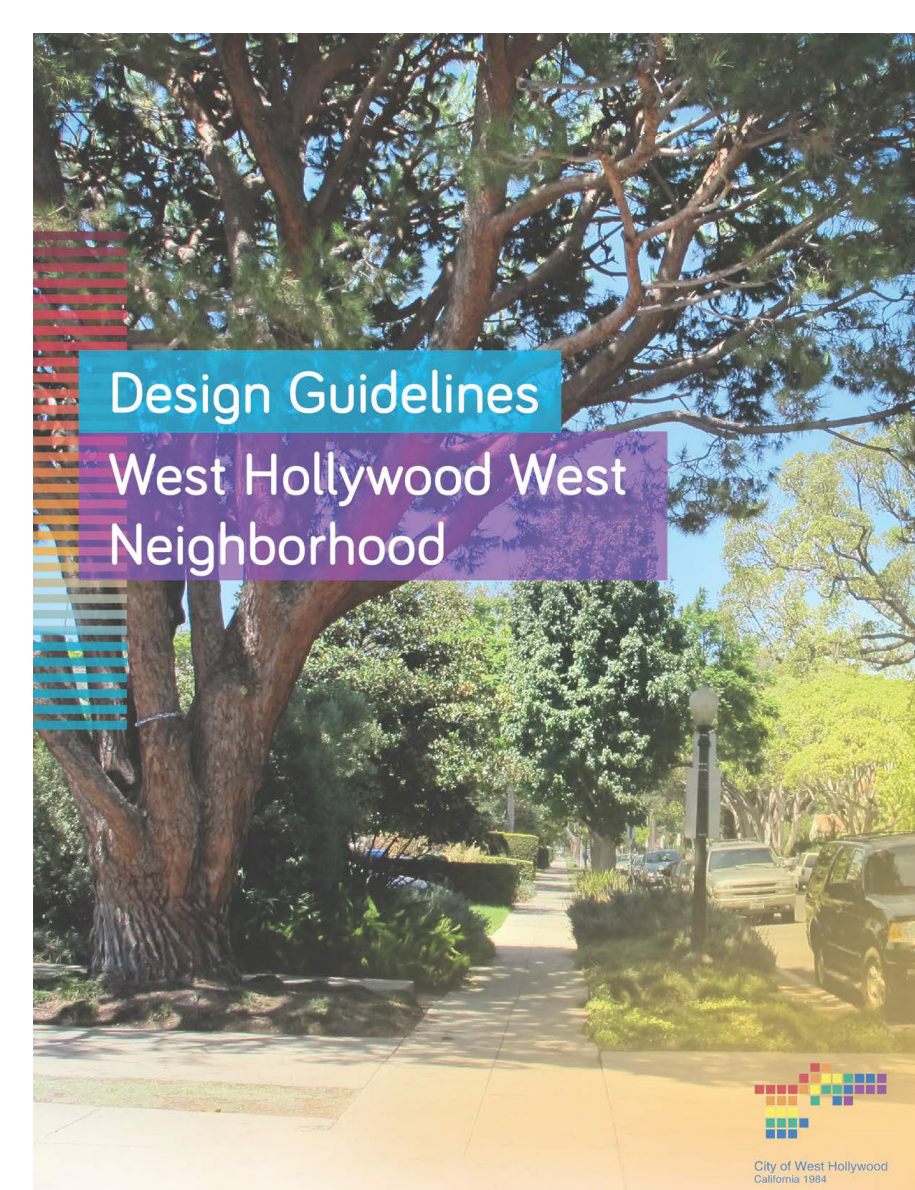
This process concluded with the development of the following documents:

1 Neighborhood Overlay Zone

Provides **standards** for development and land uses where important neighborhood characteristics require particular attention in project planning. The Neighborhood Overlay District standards **must be followed** in addition to the standards and regulations of primary zoning districts.

2 Design Guidelines

Provides **recommendations** to promote development that meets design expectations for maintaining the character of the neighborhood. Guidelines are more **flexible**, as all criteria may not be appropriate for each project.



2019 UPDATE

The neighborhood overlay zone and design guidelines **have helped manage the scale of new projects** going up in the West Hollywood West neighborhood. As anticipated, the City is making minor adjustments based on lessons learned and feedback received from the community since their implementation began.

BUILDING SIZE AND SHAPE



KEY ISSUE TO ADDRESS

Perception of size, scale, and proportion.

OBJECTIVE

Encourage buildings that fit into the existing neighborhood, while allowing for design flexibility and variability.

WHAT IS YOUR PREFERENCE?

Let us know what you prefer: Place a **green** sticker for options you **LIKE**
Place a **red** sticker for options you **DISLIKE**

Overhangs



Encourage minimal use and extent of 2nd floor overhangs near front?



Allow roof overhangs?

Proportion and Apparent Size

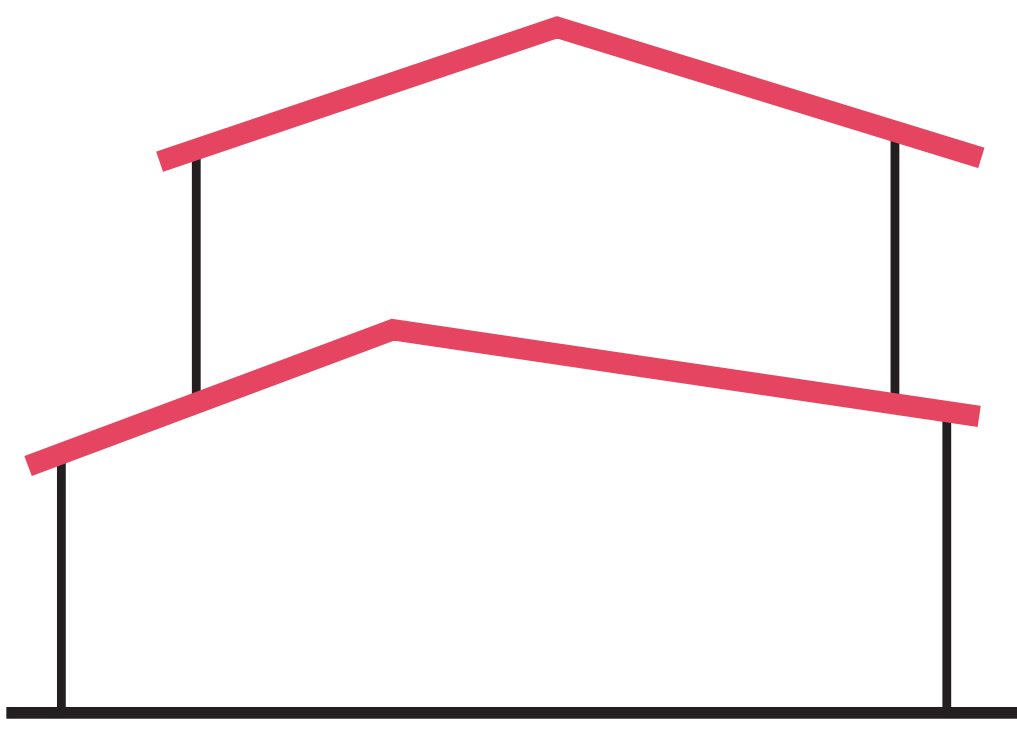


Encourage additional second floor step-backs at front and sides?



Encourage balanced first and second floor with fewer step-backs?

Building Roof



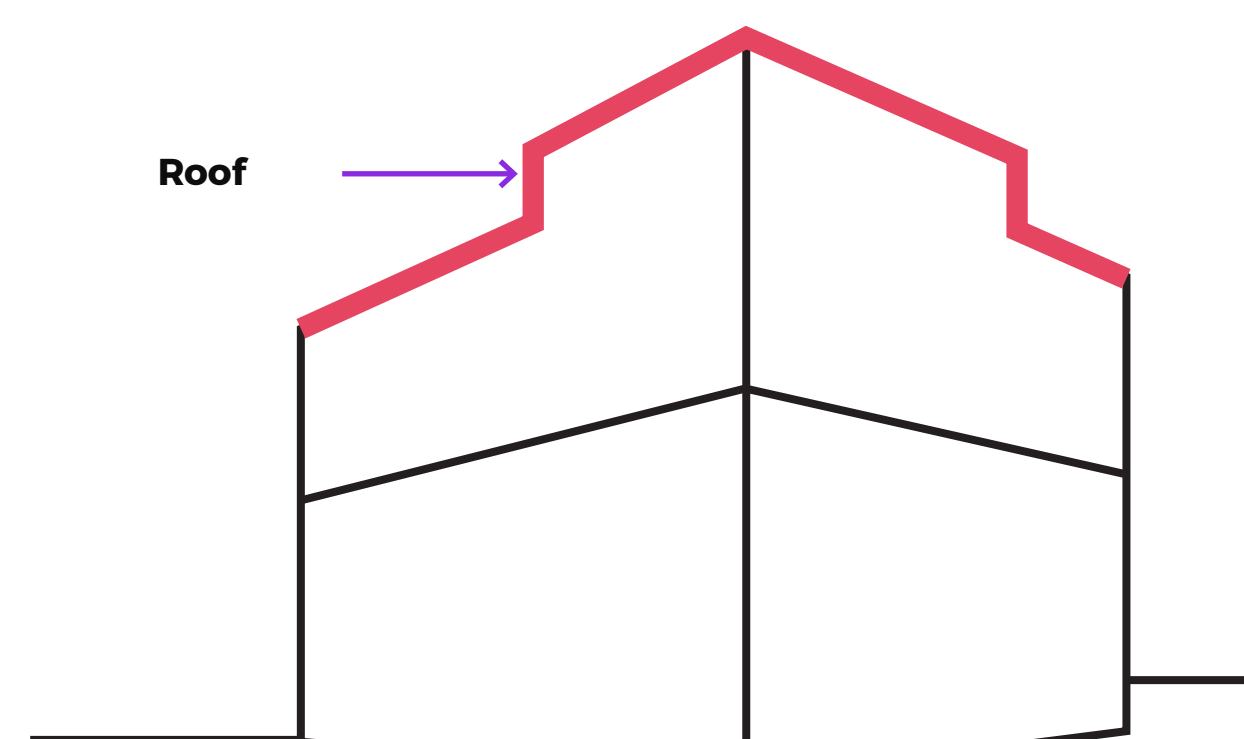
Sloped Roof

Encourage sloped roofs?



Flat Roof

Encourage flat roofs?



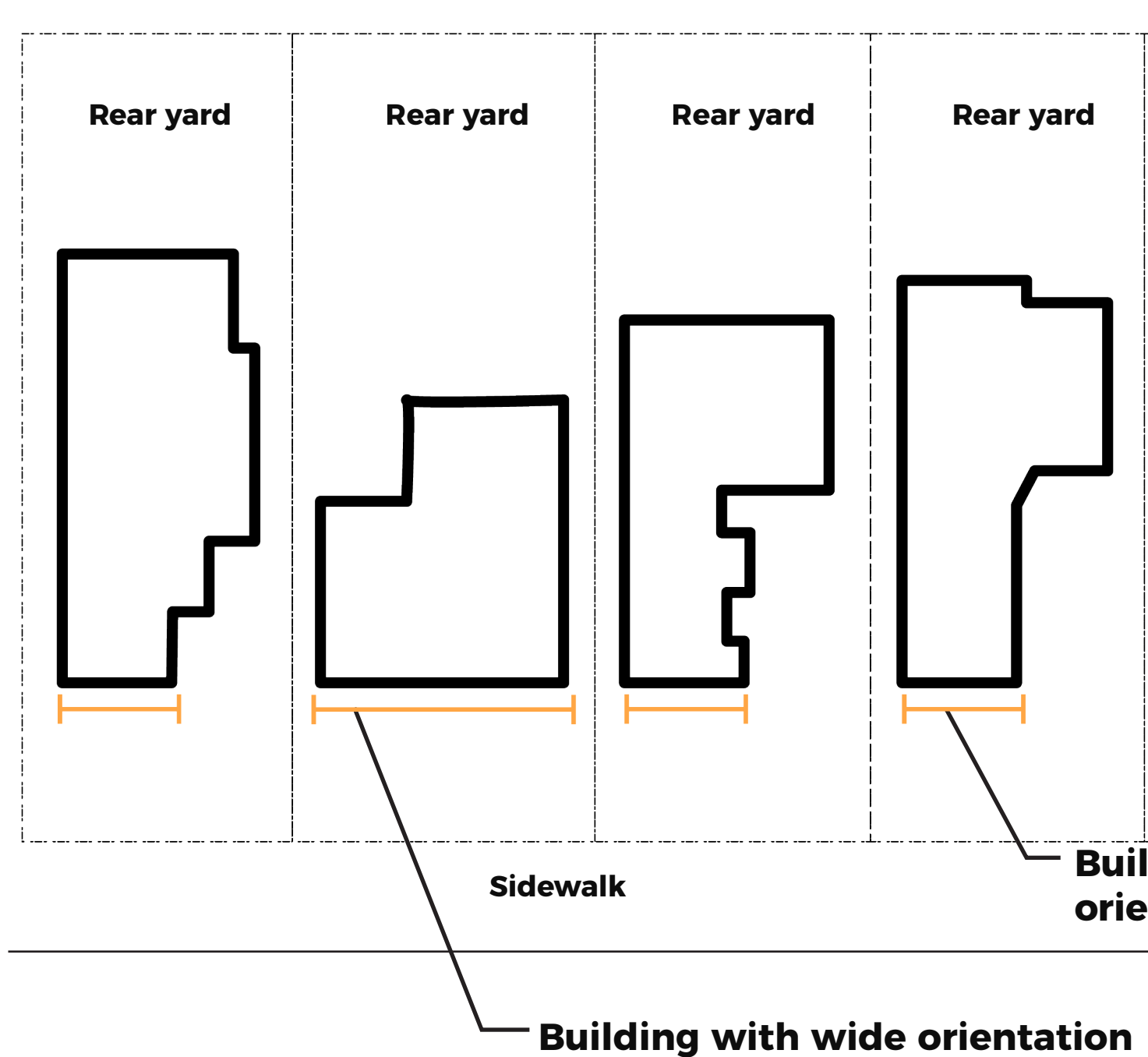
Encourage greater roof line variation?

Building Articulation



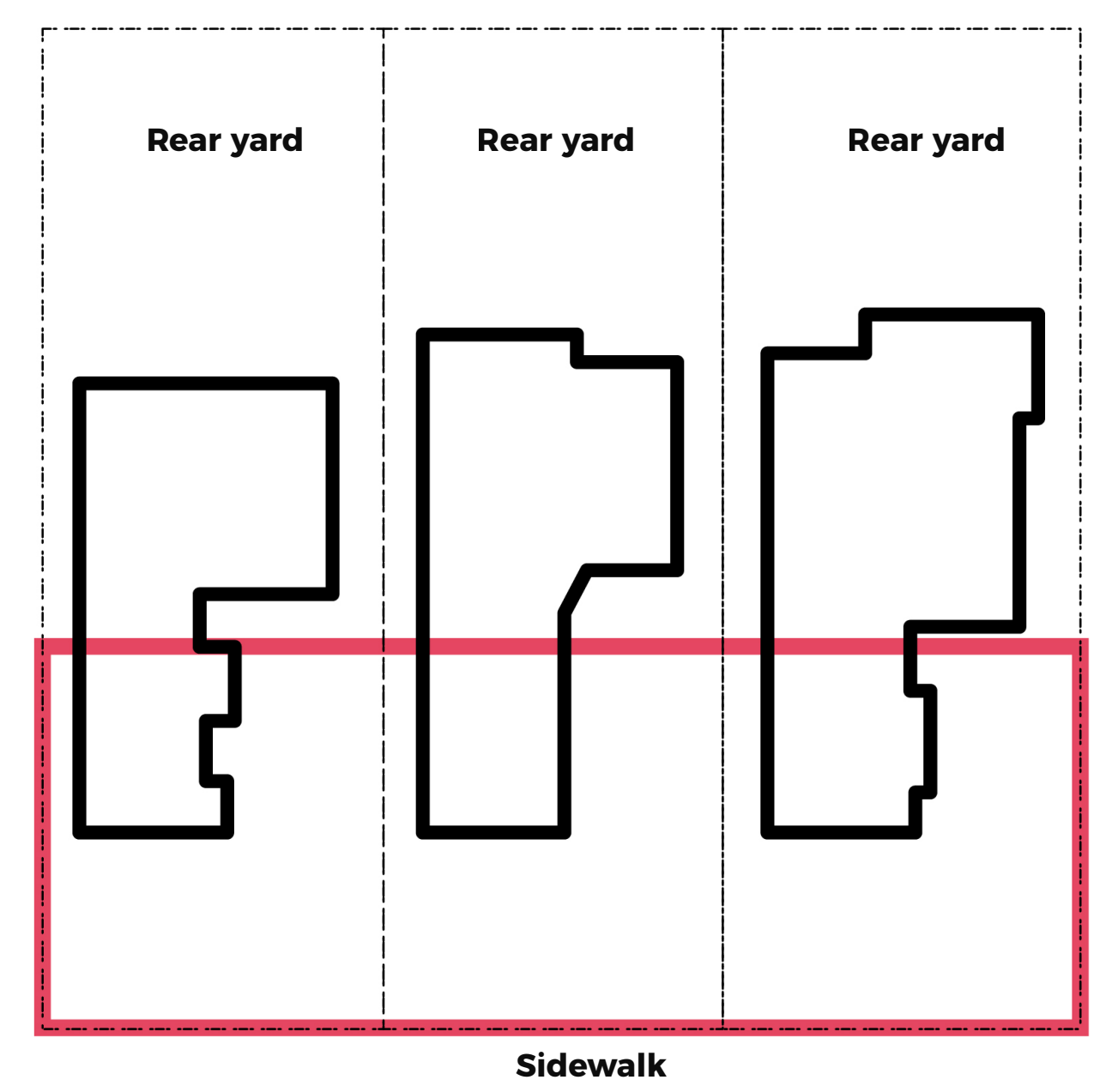
Encourage greater massing variation and architectural detailing?

Building Orientation



Encourage orientation of new buildings to be similar to neighboring buildings?

Neighborhood Zone



Define a neighborhood zone to help enforce standards and guidelines?

COMMENTS

KEY ISSUE TO ADDRESS

Architectural variety and quality

OBJECTIVE

Encourage a variety of design that contributes to the eclectic character of the neighborhood

WHAT IS YOUR PREFERENCE?

Let us know what you prefer: Place a **green** sticker for options you **LIKE**
Place a **red** sticker for options you **DISLIKE**

Color and Materials



Encourage conventional colors and materials?



Encourage bold colors and materials?

Front Yard



Encourage open fencing along front?



Encourage more permeable landscaping at the front?

Architectural Composition



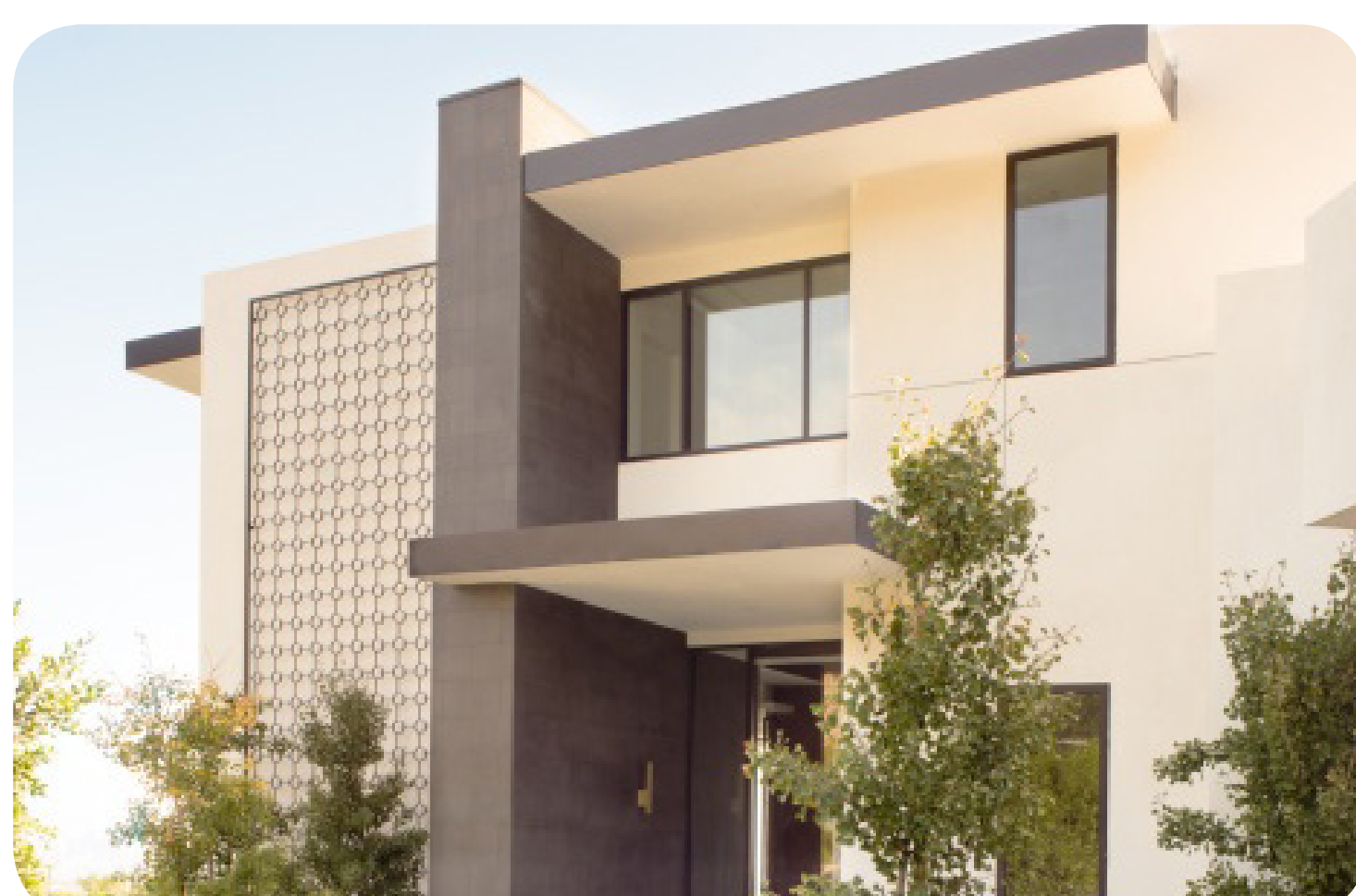
Encourage an orderly arrangement of architectural elements?



Encourage an informal arrangement of architectural elements?

COMMENTS

Architectural Style and Character



Encourage contemporary style buildings?



Encourage traditional style buildings?

KEY ISSUE TO ADDRESS

Privacy for existing properties

OBJECTIVE

Balance privacy concerns with building function and appearance

WHAT IS YOUR PREFERENCE?

Let us know what you prefer: Place a **green** sticker for options you **LIKE**
Place a **red** sticker for options you **DISLIKE**

PRIVACY

Balconies and Privacy



Encourage recessed balcony locations?



Encourage greater balcony screening?

Windows and Privacy



Encourage smaller window sizes on side elevations?



Allow large window areas at front and/or rear?

OTHER

Exterior Features



Allow glass balcony railings?



Encourage traditional window arrangements?

Parking Location



Allow a side-loading garage?



COMMENTS