

GOALS AND POLICIES




This section of the General Plan contains goals and policies for land use and urban form. Given the importance of this chapter, these goals and policies are organized according to sub-topics that reflect the values and unique characteristics of West Hollywood. The sub-topics of the goals and the information discussed in each are presented below:








- **Urban Form and Pattern.** This section includes goals on the overall urban form and structure of the City including policies related to the overall land use pattern and mix of uses.
- **Urban Design.** Topics covered in this section include creating an urban environment to support the pedestrian network and high quality design and architecture.
- **Public Spaces and Streetscape.** This section includes goals and policies on landscaping, street trees, and the pedestrian network.
- **Residential Neighborhoods.** This section includes goals and policies to preserve and enhance existing single and multi-family neighborhoods.
- **Commercial Areas.** Goals and policies for each of the five commercial sub-areas are presented in this section.

Urban Form and Pattern

Goal LU-1: Maintain an urban form and land use pattern that enhances quality of life and meets the community's vision for its future.





Intent: To provide housing, employment, retail and services, recreation, culture and arts, education, and entertainment for the City's residents and businesses in an urban environment that promotes health, safety, prosperity, and well-being and improves the quality of life for the community.


- LU-1.1  The City maintains a balanced land use pattern and buildings to support a broad range of housing choices, retail businesses, employment opportunities, cultural institutions, entertainment venues, educational institutions, and other supportive urban uses within the City.
- LU-1.2 New development will consider the scale of its urban context.
- LU-1.3  New development will enhance the pedestrian experience.
- LU-1.4  The City maintains regulations to encourage the preservation of existing and the development of new housing that accommodates households that are diverse in size, type and income.
- LU-1.5 The City encourages the retention and success of existing and the incubation of new commercial establishments that serve the needs of residents.

- LU-1.6  The City should encourage the retention of existing buildings for new uses by allowing for reductions or alternatives to the City's parking standards.
- LU-1.7 The City may allow for the reconstruction or replacement of nonconforming commercial buildings with an equivalent FAR and number of parking spaces to what was previously developed on the same parcel even if that FAR is greater than the maximum permitted density.
- LU-1.8 The City encourages policies to promote the establishment, retention and expansion of businesses that provide employment for West Hollywood's residents and the surrounding region.
- LU-1.9 The City may manage land use designations through use of overlay districts.
- LU-1.10 New non-residential land uses should contribute to a strong and diversified local economy.
- LU-1.11  New land uses should not harm the physical health and well-being of the community.
- LU-1.12 New industrial and heavy manufacturing uses shall not be located within the City.
- LU-1.13  Future changes in land use patterns should reduce the demand for motorized transportation by supporting pedestrian, bicycle, and transit mobility options, and mixed use development.
- LU-1.14  The City supports the continuation of existing and new uses that enhance the social and health needs of residents.
- LU-1.15 The City prohibits new drive-through land uses.
- LU-1.16  The City will encourage the continuation and expansion of farmer's markets in West Hollywood.
- LU-1.17  The City should encourage public and private schools serving West Hollywood residents to develop edible gardens.
- LU-1.18  The City seeks opportunities to increase the network of community gardens throughout the City.
- LU-1.19 The City's CEQA thresholds should reflect the community's vision for its future.
- LU-1.20 The City may collect development fees from new development that accurately reflect the cost and impacts to the City's infrastructure and public facilities.
- LU-1.21 The City provides for expansion and recruitment of commercial uses that provide economic and fiscal benefits for the City, including entertainment businesses, music and entertainment venues, bars and night clubs, hotels and hospitality, and design and creative arts.

Goal LU-2: Maintain a balanced mix and distribution of land uses that encourage strategic development opportunities and mobility choices within the City.


Intent: To encourage specific types of new development in key areas of West Hollywood to help diversify the economy, support a high level of social services, achieve climate change reduction goals, promote transit, walking, and biking as viable transportation modes, and help improve the physical health of residents.

- LU-2.1  Most new development should be placed along 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 potential rail transit stops on Santa Monica Boulevard near Fairfax Avenue, La Brea Avenue, and San Vicente Boulevard.
- LU-2.2 Infill development within residential areas should consider the existing neighborhood character.
- LU-2.3  The City allows mixed-use development in all commercial corridors, including as described in adopted specific plans.
- LU-2.4  The City will implement a Transit Overlay District that allows for modifications to the General Plan's development standards to encourage mixed-use development near major transit nodes. Transit Overlay Districts are indicated on the General Plan map and are generally located along commercial boulevards and adjacent multi-family zoned parcels within 1/3 mile of major bus transfer points and proposed future subway stop locations. Modifications may occur only when the following conditions are met:
- a. Individual development projects in Transit Overlays may be allowed modifications to development standards, excluding height and density, for providing one or more of the following, in addition to any Transportation Demand Management measures required by the Mobility Chapter of the General Plan or by the Municipal Code:
 - i. Contribution to City transit programs;
 - ii. Pedestrian improvements as appropriate;
 - iii. On-site project shuttle program for seniors and persons with disabilities, group trips, subway shuttle, or other purposes; and/or
 - iv. Accommodating bus stops or taxi stands on-site.
 - b. Modifications to the General Plan's permitted density, height, or other development standards may be considered for all properties within the Transit Overlay after CEQA analysis for rail transit to the City is complete and a program for rail transit to the City is incorporated in the Metro Long Range Transit Plan.
- LU-2.5  In accordance with State affordable housing law, the City allows increases to permitted density/intensity and height for projects that provide affordable housing.

- LU-2.6  The City offers a height and density bonus for residential mixed-use development projects in all commercial land use designations except Commercial Neighborhood 2.
- LU-2.7 The City may offer a density bonus for projects that include office spaces specifically targeted for fashion, arts, or design-related businesses in the Commercial Neighborhood 2 land use designation.
- LU-2.8 The City may consider increases to the General Plan's permitted FAR and height for projects in all commercial designations that provide one or more of the following:
- a. Expand existing facilities or introduce new uses which are considered to be of significant importance (public benefits, historical use, socially-valued use, etc.).
 - b. Provide significant benefits to the City.
 - c. Offer architectural design that is of unusual merit and will enhance the City.
- LU-2.9 The City will consider modifications to development standards, not including increases in height, density or FAR, for development projects that provide one or more of the following public benefits:
- a. Public open space, including parks, plazas and paseos
 - b. Green buildings
 - c. Public and/or shared parking in commercial sub-areas
 - d. Senior housing
 - e. Congregate care facilities in commercial and multi-family residential areas
 - f. Child care facilities
 - g. Development projects whose architectural design is of unusual merit and will enhance the City
 - h. Protection or renovation of cultural resources
 - i. Public schools
 - j. Transportation infrastructure improvements
 - k. Courtyard residential projects
- LU-2.10 The City may provide incentives for the reuse of existing commercial structures in order to maintain the scale of neighborhoods.

Goal LU-3: Allow for public and private institutional uses throughout the City that are compatible with and complement adjacent land uses.






Intent: To encourage appropriate locations for institutional uses, which provide important community-wide amenities, while minimizing negative effects on and integrating them with surrounding residential, commercial, and public areas.

- LU-3.1 The City will promote the reuse of surplus publicly-owned property for other uses that benefit the City.
- LU-3.2  The City should efficiently utilize all City-owned lands, encouraging the use of air rights above parking lots, consolidation of multiple public functions into single buildings, and joint use of public space by multiple agencies.
- LU-3.3 The City allows for the continuation of recreational, cultural, and religious land uses, and supports expansion provided that they are compatible with adjacent land uses.
- LU-3.4 The City should allow for new institutional uses that are compatible with their surroundings.
- LU-3.5 Municipal facilities will be allowed in all land use designations.

Urban Design



Goal LU-4: Provide for an urban environment oriented and scaled to the pedestrian.

Intent: To support and increase pedestrian activity and walkability throughout the City, encouraging a vibrant public realm and walking as a safe, comfortable, healthy, and viable mode of transportation.

- LU-4.1  The City encourages walking as a desirable mode of transportation by implementing land use patterns that locate a wide range of useful destinations within a short walk of every West Hollywood resident.
- LU-4.2  The City will continually improve the pedestrian environment through a coordinated approach to street tree planting, sidewalk maintenance and enhancement, pedestrian amenities, and a focus on human-scale frontage design for building renovations and new development projects.
- LU-4.3  The City implements parking strategies and standards that ensure parking areas do not dominate street frontages and are screened from public views whenever possible.
- LU-4.4 Development projects along commercial corridors will employ architectural transitions to adjoining residential properties to ensure compatibility of scale and a sense of privacy for the existing residences.
- LU-4.5  Development projects will incorporate landscaping in order to extend and enhance the green space network of the City.
- LU-4.6  Commercial development projects will provide for enhanced pedestrian activity in commercial areas through the following techniques:
 - a. Minimize vehicle intrusions across the sidewalk.
 - b. Require that the majority of building frontages be located in close proximity to the sidewalk edge.
 - c. Require that the first level of the building occupy a majority of the lot's frontage, with exceptions for vehicle access.
 - d. Allow for the development of outdoor plazas and dining areas.
 - e. Require that the majority of the linear ground floor frontage be visually and physically "penetrable," incorporating windows and other design treatments to create an attractive street frontage.
 - f. Require that ground floor uses be primarily pedestrian-oriented.
 - g. Discourage new surface parking lots.

Goal LU-5: Encourage a high level of quality in architecture and site design in all construction and renovation of buildings.







Intent: To beautify the City and its public spaces, create a comfortable and enjoyable pedestrian experience, and encourage integrated urban design.

- LU-5.1 The City encourages diverse architectural styles that reflect the City's diversity and creativity.
- LU-5.2 The City's design review process evaluates both the internal integrity of each proposed building or project and its relationship to adjacent properties and urban patterns.
- LU-5.3 The City requires that new development be designed to reflect the natural topography of the City.
- LU-5.4  The City's design review process evaluates the effects that the frontage design of each proposal for a new or renovated building will have upon the experience of the passing or approaching pedestrian.
- LU-5.5 Landscaping will be coordinated with and contribute to the overall design of the project and to the public landscape.
- LU-5.6  Through the design review process, the City will encourage the use of high quality, permanent building materials that do not require excessive maintenance.

Public Spaces and Streetscape







Goal LU-6: Create a network of pedestrian-oriented, human-scale and well-landscaped streets and civic spaces throughout the City.

Intent: To provide beautiful, comfortable, and inviting public and pedestrian spaces, encouraging walking and public gathering.

- LU-6.1 Where appropriate, development projects should incorporate open spaces accessible to the public.
- LU-6.2  All streets should be ADA-compliant, with sidewalks, street trees where feasible, and street lighting that provides nighttime visibility for pedestrians.
- LU-6.3  All commercial areas should have attractive and consistent pedestrian amenities including items such as bus stop shelters, benches, trash receptacles, newspaper racks, bicycle racks, planters and other similar amenities.
- LU-6.4  All new street lights in commercial areas should be pedestrian-oriented, attractively designed, compatible in design with other street furniture, and provide adequate visibility and security.
- LU-6.5 The streetscape of commercial corridors, including Sunset Boulevard, Santa Monica Boulevard, San Vicente Boulevard, La Cienega Boulevard, La Brea Avenue, and Fairfax Avenue, will be designed to balance regional traffic flow with pedestrian movement and the unique physical environment of the area.
- LU-6.6  As opportunities arise, the City should create new, smaller public open spaces throughout the City in the form of playgrounds, pocket parks, plazas, or community gardens.
- LU-6.7  The City should continue to construct bulb-outs in commercial areas, where feasible.
- LU-6.8  The City may remove parking stalls in high-volume pedestrian areas to accommodate widened sidewalks, additional landscaping, and street furniture.

Goal LU-7: Seek to expand urban green spaces and sustainable landscapes.

Intent: To enhance environmental sustainability, create ecologically healthy spaces, and provide residents with the physical and mental health benefits that come from an enhanced connection to nature.





- LU-7.1  The City continues to enhance the network of green, pedestrian-friendly streets that connect parks and major destinations throughout the City in accordance with the City's Streetscape Master Plan.
- LU-7.2  The City should widen sidewalks, expand parkway strips, and add landscaped medians where feasible on City streets.
- LU-7.3  Development projects will be required to install street trees consistent with the City's street tree specifications along public sidewalks adjacent to the project site, as sidewalk width permits, where such street trees do not currently exist or where replacement is needed.
- LU-7.4 The City allows and encourages the planting and maintenance of private landscaping in parkways.
- LU-7.5  The use of drought-tolerant and native plants throughout the City is encouraged.
- LU-7.6  The City should encourage the use of permeable paving and reduce the use of impervious pavement.
- LU-7.7  The City should encourage green roofs.

Residential Neighborhoods

Goal LU-8: Maintain and enhance residential neighborhoods.

Intent: To encourage stable, livable neighborhoods and to maintain and enhance their character.


The policies in LU-8 apply to all residential areas identified in Figure 3-1.

- LU-8.1 The City supports the ongoing maintenance of existing neighborhoods.
- LU-8.2 The scale and character of existing residential neighborhoods should be considered in the approval of new development.
- LU-8.3 Development projects should consider historic lot patterns and the surrounding building fabric.
- LU-8.4 Residential renovations and additions should complement existing buildings – including setbacks, heights, materials, colors, and forms – while allowing flexibility in architectural design and innovation.
- LU-8.5 Impacts related to construction, traffic, noise, and air pollution will be mitigated to the greatest extent feasible.
- LU-8.6  Certain home occupation uses may be allowed in order to support small businesses and reduce vehicle trips.
- LU-8.7 The City may allow for the reconstruction or replacement of nonconforming residential buildings with an equivalent number of units and parking spaces to what was previously developed on the same parcel even if that number of units is greater than the maximum permitted density.
- LU-8.8 The City should encourage building façades and frontages that foster resident views of the street to provide a positive sense of security and community.
- LU-8.9 Street front elevations should include occupiable space located within close proximity to the exterior grade level.
- LU-8.10  The City should encourage the location of neighborhood-serving businesses and amenities within walking distance of all residential neighborhoods.
- LU-8.11 Existing commercial parking lots in residential districts may continue to be used, and when no longer needed, be replaced with residential uses.
- LU-8.12  The City requires landscaping and encourages permeable paving materials to reduce water runoff, heat island effect, and global warming.
- LU-8.13  The City will strive for all neighborhoods to have access to healthy foods.

Goal LU-9: Encourage multi-family residential neighborhoods that are well maintained and landscaped, and include a diversity of housing types and architectural styles.

Intent: To enhance the livability and visual quality of existing neighborhoods while also providing for the development of new housing in multi-family residential areas of the City.

The policies in LU-9 apply to the multi-family residential areas identified in Figure 3-1.

- LU-9.1 The City may encourage the construction of new courtyard housing, especially housing that interprets and applies 1920s and 1930s courtyard building types.
- LU-9.2 The City requires a high level of architectural design of all new development, which is consistent with the City's commitment to design quality and innovation.
- LU-9.3  The City requires maximizing the number of residential units in redevelopment of parcels in high-density zones.
- LU-9.4 The City encourages the creation of smaller and more affordable units via methods including average unit size and minimum density requirements.

Goal LU-10: Encourage single-family residential neighborhoods that are well maintained and landscaped, and include a diverse range of house sizes and architectural styles.

Intent: To encourage single-family homes to engage the street and integrate with the neighborhood.

The policies in LU-10 apply to the single-family residential areas identified in Figure 3-1.

- LU-10.1 New single-family dwellings and additions to existing houses should consider the building scale, form, and setbacks within the block.
- LU-10.2 Views of carports and garages from the street will be minimized for new development.
- LU-10.3 Garages and carports should be subordinate in scale to the primary dwelling.
- LU-10.4 Vehicle storage and access should not occupy the majority of the street frontage of buildings.
- LU-10.5 Secondary units may be allowed as regulated by the Zoning Ordinance.

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.

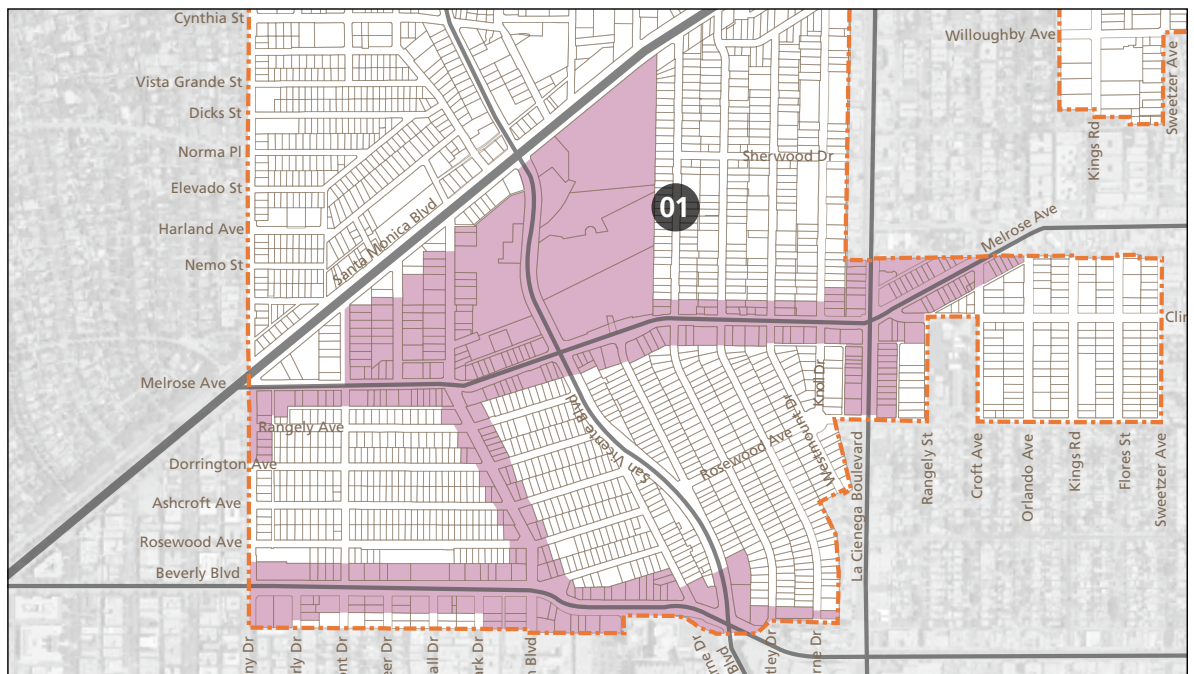
Intent: To expand this district's role as a major destination for high-end arts and design studios, offices, and related businesses. It is intended to have wide sidewalks, street trees, landscaping, and excellent architecture that showcases international design talent, capitalizing on its proximity to 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, including subway. 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, including subway, and the street life along Santa Monica Boulevard.

The policies in LU-11 apply to Area 1 shown in Figure 3-5.

- LU-11.1 The City will 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 The City will 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, including subway, and the street life along Santa Monica Boulevard.


- LU-11.3 The small-scale, pedestrian-oriented character of Melrose Avenue and Robertson Boulevard will be maintained with well-designed buildings that reflect the arts and design focus of the area.
- LU-11.4 🍷 Beverly Boulevard should be transformed 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 High quality and varied architecture will be required of all new development in order to reflect the creative businesses and to showcase international design talent.
- LU-11.6 Development projects will be required 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 🍷 The City should maintain a beautiful and attractive pedestrian environment with wide sidewalks, benches, and street trees, and shall 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.


Figure 3-5: Melrose/Beverly District



- 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 The City should develop a planning study for the Greater Melrose Triangle Area.

LU-11.9  The City should 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  The City may consider transforming 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 The City should encourage public plazas as part of development projects.


LU-11.12 Development of the Sherbourne Triangle should enhance the area as a principal activity center and distinctive landmark of the City.

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, including subway.

The policies in LU-12 apply to Area 2 shown in Figure 3-6.

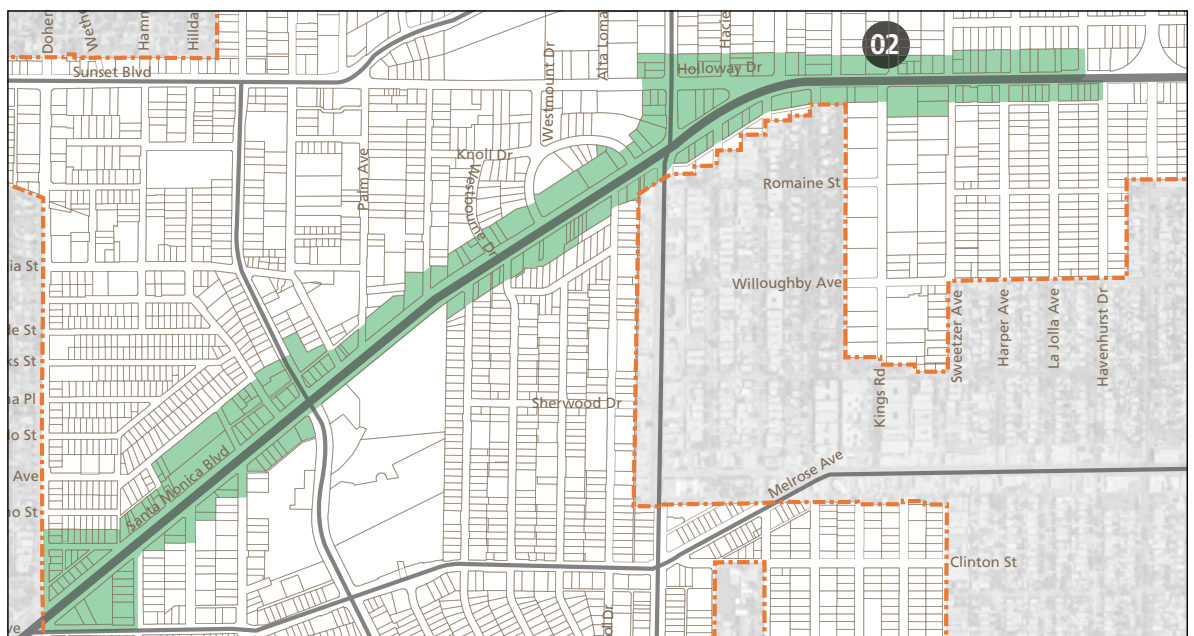
LU-12.1  The City will take the steps necessary to support the location of a rail transit station near the intersection of Santa Monica Boulevard and San Vicente Boulevard.

LU-12.2  The City allows and encourages a wide variety of commercial uses and services, with a mix of entertainment uses (e.g., clubs, bars, restaurants) and neighborhood-serving uses (e.g., supermarkets, cafes).

LU-12.3 The City should encourage ground-floor retail uses in all development projects.

- LU-12.4 Outdoor dining should be encouraged in locations with sufficient pedestrian-right of-way.
- LU-12.5 🚶 Residential uses will be allowed on the upper floors of all buildings in Area 2.
- LU-12.6 🚶 The City should maintain an attractive pedestrian environment with wide sidewalks, benches, and street trees and shall 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 pedestrian activity and business vitality – and the overall experience of the streetscape – through active and transparent ground floor frontages with main entries that face the street.
 - c. Encourage projects to incorporate landscape elements into the design of building frontages or courtyards to continue the greening of the City’s public spaces and streetscapes.
- LU-12.7 Development projects adjacent to West Hollywood Park should take into consideration the West Hollywood Park Master Plan and provide connectivity to the Park.
- LU-12.8 Development projects will be required to incorporate combinations of setbacks, scale transitions, and buffers, as appropriate, in relation to existing residential areas and to maintain physical compatibility between new and existing buildings.
- LU-12.9 🚶 The City should 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.

Figure 3-6: Santa Monica Boulevard West



LU-12.10 Where rail transit station areas are determined, the City may require the development of a public open space (such as a plaza) and uses that support high-volume pedestrian activity such as retail and restaurants for development projects immediately adjacent to the station entrance.

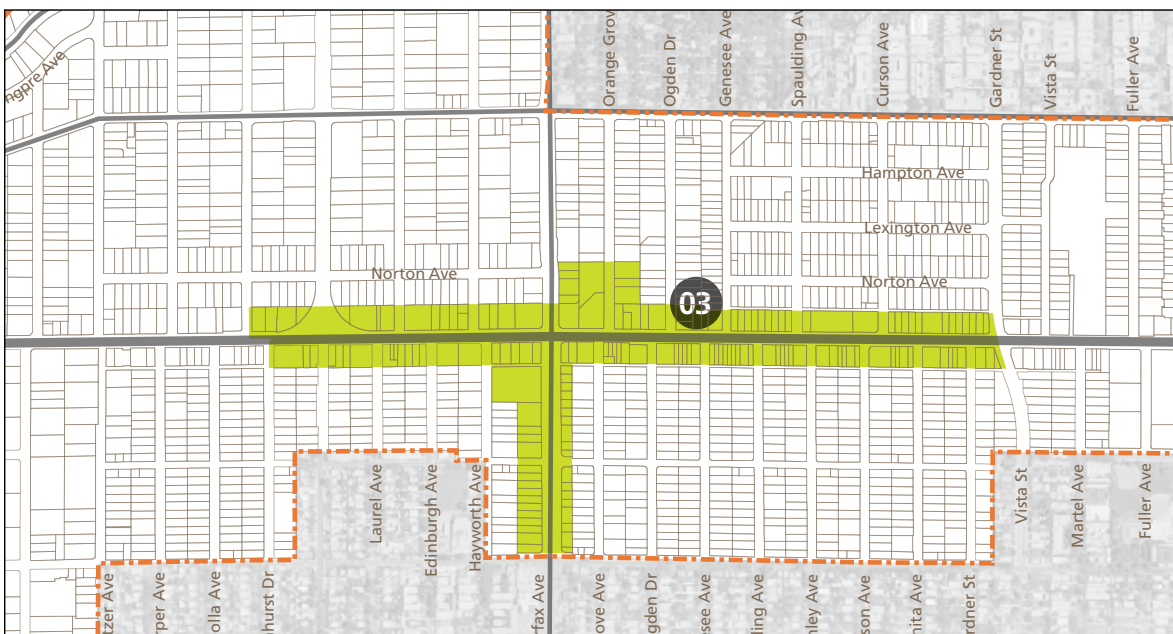
Goal LU-13: Support a vibrant, high-density transit-oriented commercial district centered around the intersection of Santa Monica Boulevard and Fairfax Avenue.



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, a potential subway station, 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.

The policies in LU-13 apply to Area 3 shown in Figure 3-7.

- LU-13.1 🚶 The City will take the steps necessary to support the location of a rail transit station near the intersection of Santa Monica Boulevard and Fairfax Avenue.
- LU-13.2 🏡 Mixed-use should be strongly encouraged in all new buildings.
- LU-13.3 Ground-floor retail and restaurant uses will be encouraged in all new development. To the greatest extent feasible, the ground-floor uses should cater to the needs of West Hollywood residents.

Figure 3-7: Santa Monica/Fairfax Transit District




- LU-13.4 Neighborhood commercial and retail uses will be allowed in mixed-use buildings on parcels fronting Fairfax Avenue south of Santa Monica Boulevard.
- LU-13.5 The City will allow new multi-family housing on Fairfax Avenue south of Santa Monica Boulevard.
- LU-13.6 The City will require that development projects incorporate combinations of setbacks, scale transitions, and buffers, as appropriate, in relation to adjacent residential development.
- LU-13.7  The City should 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-13.8  Pedestrian activity along Santa Monica Boulevard should be enhanced through the following building and streetscape improvements:
 - a. Improve the streetscape with tree plantings, landscaping and public amenities such as benches.
 - b. Locate buildings on or near the sidewalk edge to create an attractive and interesting pedestrian environment.
 - c. Support pedestrian activity and business vitality – and the overall experience of the streetscape – through active and transparent ground floor frontages with main entries that face the street.
 - d. Encourage projects to incorporate landscape elements into the design of building frontages or courtyards to continue the greening of the City’s public spaces.

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 a potential future subway station. 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.

The policies in LU-14 apply to Area 4 shown in Figure 3-8.

- LU-14.1  The City will take the necessary steps to support the location a rail transit station near the intersection of Santa Monica Boulevard and La Brea Avenue.
- LU-14.2 A wide variety of retail, entertainment, office and residential uses will be allowed throughout this commercial sub-area.



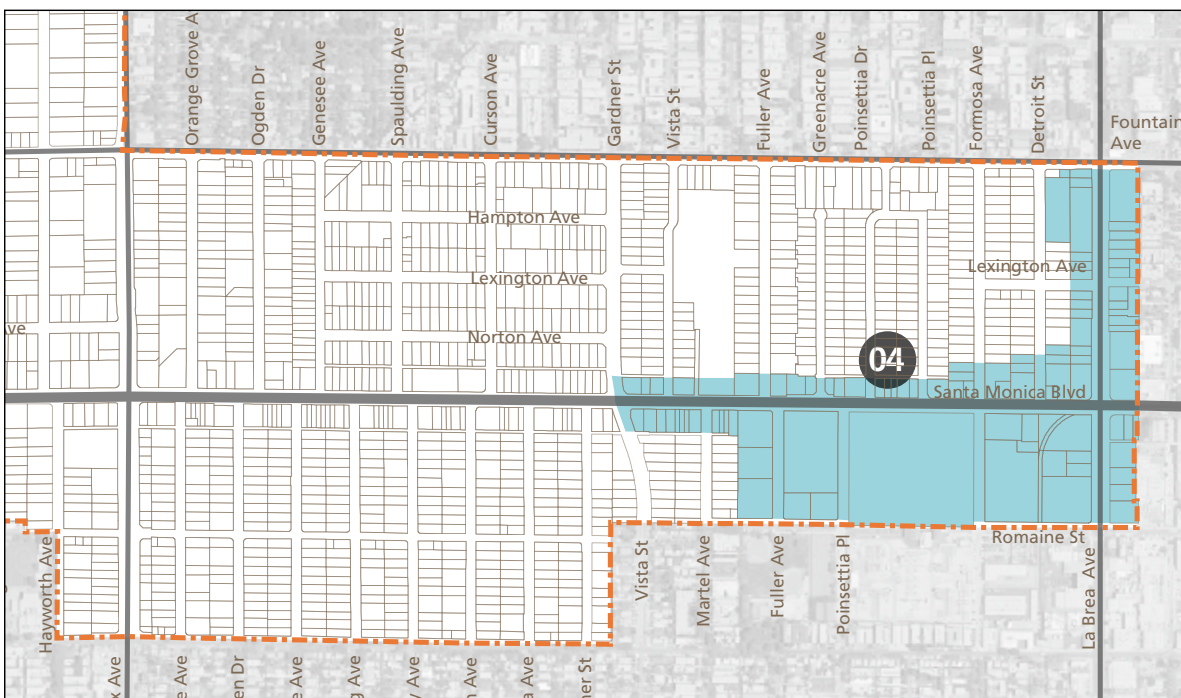

- LU-14.3  Ground-floor commercial and restaurant uses should be encouraged in all new development facing Santa Monica Boulevard and La Brea Avenue to capitalize on and serve the high volumes of pedestrian traffic and public transit and to activate public spaces. The following additional guidance applies:
 - a. Retail uses that activate the street should be encouraged.
 - b. Mostly neighborhood-serving uses are encouraged on the north side of Santa Monica Boulevard.
 - c. Mostly regional-serving retail should be encouraged along La Brea Avenue and on the south side of Santa Monica Boulevard.
- LU-14.4 The City encourages an increase in the amount and diversity of multi-family residential uses in this area.
- LU-14.5 The La Brea/Santa Monica intersection should be enhanced as a major gateway to West Hollywood. This should be achieved through building architecture, streetscape design, and signage.
- LU-14.6 The design of new buildings should emphasize this area as a unique point along the Santa Monica Boulevard corridor and within the City.
- LU-14.7  The City should create a parking district for the area that allows for centralized, shared parking facilities and that enables visitors to park once and then walk to their destinations.

Figure 3-8: Santa Monica/La Brea Transit District




- LU-14.8  Pedestrian activity along Santa Monica Boulevard will be enhanced through the following building and public realm activities:
- a. Improve the streetscape with tree plantings, landscaping and public amenities such as benches.
 - b. Locate buildings at or near the sidewalk edge to create an attractive pedestrian environment.
 - c. Encourage projects to incorporate landscape elements into the design of buildings to enhance green space in the City.
 - d. Support pedestrian activity and the experience along the streetscape through active and transparent ground floor frontages.
- LU-14.9  Where rail transit station areas are determined, the City may require the development of a public open space (such as a plaza) and uses that support high-volume pedestrian activity such as retail and restaurants for projects immediately adjacent to the station entrance.

Goal LU-15: Maintain Sunset Boulevard as a regional, national, and international destination for entertainment, and the primary economic engine of the City.

Intent: To enhance Sunset Boulevard as the highest intensity area of West Hollywood, a popular and iconic national and international destination for entertainment, and the primary economic engine of the City. Also known as The Sunset Strip, the area will continue to have a diverse mix of entertainment, retail, office and hotels that support the entertainment and destination-oriented character of the area. This will include a vital and varied streetscape with a diverse mix of architectural styles, building heights, and uses. General Plan polices call for continued varied land use as well as an enhanced pedestrian environment to promote walking between destinations. To further activate the pedestrian environment, additional ground-floor retail uses are encouraged and parking is called for in centralized locations, thus encouraging people to park once and walk to their destinations.


The policies in LU-15 apply to Area 5 shown in Figure 3-9.

- LU-15.1  The City promotes a great diversity of uses on Sunset Boulevard including the following:
- a. Entertainment and related uses to support the community's vision of a high-quality national and international entertainment destination.
 - b. Offices catering particularly to entertainment and creative businesses.
 - c. Night clubs, music venues, theaters and other live entertainment venues.
 - d. Restaurants, bars and cafés that support both the daytime and night-time populations.

- e. Neighborhood-serving retail businesses that provide goods and services for nearby residents.
- f. Hotels and other hospitality uses.

LU-15.2 Residential uses on Sunset Boulevard may be allowed in mixed-use buildings pursuant to the Sunset Specific Plan.

LU-15.3 Sunset Boulevard is an eclectic urban environment with varied building heights and architectural styles.

LU-15.4  High density development identified in the Sunset Specific Plan will support the economic development goals of the City.

LU-15.5 Parking should be located behind buildings or in structures hidden from public view so as not to detract from the pedestrian experience.


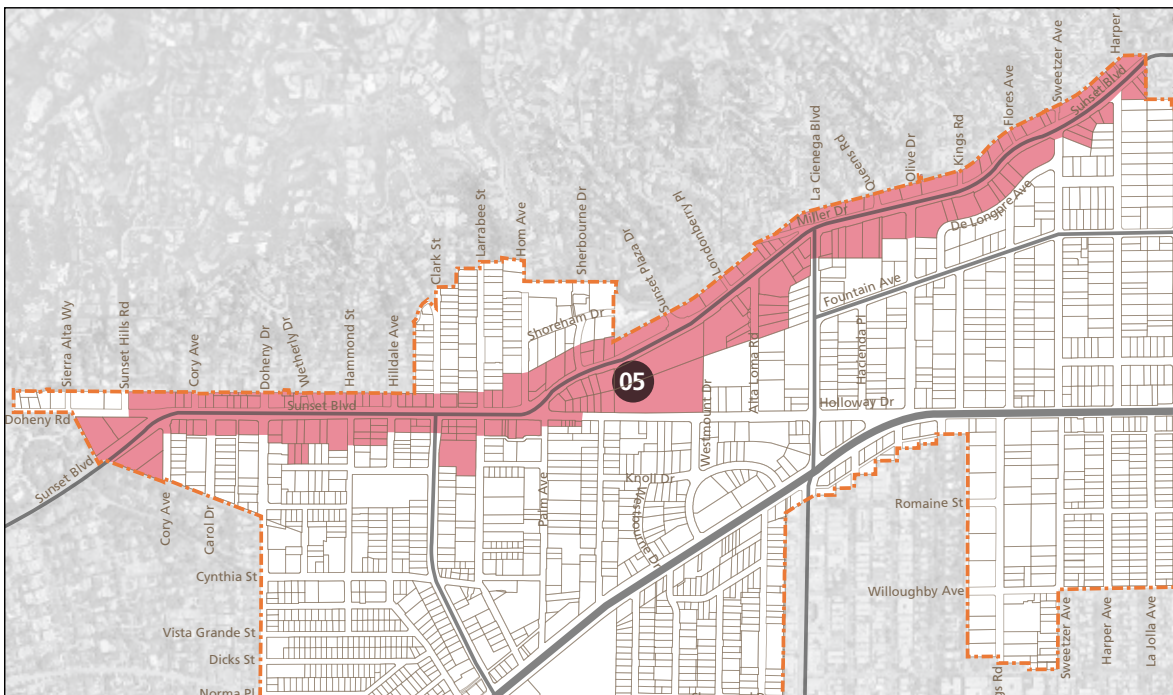
LU-15.6  The City should create a park-once district for this area that allows for centralized, shared parking facilities from which customers and employees can then walk to and between multiple destinations.

Figure 3-9: Sunset Boulevard



Signage

Goal LU-16: Maximize the iconic urban design value and visual creativity of signage in West Hollywood.

Intent: Support signage that has a strong public benefit, adds to the City's image, and stimulates the local economy.

- LU-16.1 The City should consider aesthetics, size, location, lighting, and siting in its evaluation of offsite signage.
- LU-16.2 Offsite signage should be designed and sited to minimize its impact on: adjacent properties, the public right of way, cultural resources, creation of shade and shadow, and potential conflict with the development of adjacent properties.
- LU-16.3 Offsite signage in new developments should be designed in concert with the architectural lighting, landscape, and public art program of a development.
- LU-16.4 The City may consider new offsite signage in strategic locations and where there is economic and urban design value.
- LU-16.5 For new offsite signage located outside the Sunset Strip and outside the Eastside Redevelopment Area, the City should require applicants to remove equivalent amounts of existing offsite advertising either on-site, or at another location in the City.
- LU-16.6 When evaluating the approval of offsite signage as part of a new development project the City may consider both the direct economic value of the project and the indirect economic value of the project to the economy as a whole.
- LU-16.7 New development will be designed to function economically whether or not offsite signage is placed on the building.
- LU-16.8 Offsite signage will be carefully integrated into new development so that the building and not the sign is the primary use of the land.
- LU-16.9 When a new development includes an offsite sign, the City will require an offsetting public benefit.

Goal LU-17: Ensure that on-site signs are an asset to the City.

Intent: Require that the amount and placement of on-site signs is visually attractive and provides high quality imagery for the City.

- LU-17.1 The City prohibits the use of roof signs, pole signs, and flashing and animated signs, except as part of a creative sign program.
- LU-17.2 The City will rely on size, placement, location, and numeric limits for on-site signs that properly integrate into overall site development, avoiding undue proliferation of signage and preventing signs from dominating or overpowering buildings.

- LU-17.3 The City will allow imaginative signage that is a positive contribution to its surroundings through the use of Creative Sign Permits, and in the execution of Comprehensive Sign Programs.
- LU-17.4 The City should encourage signage designed for pedestrians, especially where there is discretionary authority such as Creative Signs and Comprehensive Sign Programs.
- LU-17.5 The City should allow for creativity and flexibility in the design, size, and placement of temporary signs such as construction and new business signs.
- LU-17.6 The City should encourage the retention of landmark signs with cultural or historic value.
- LU-17.7 The City limits the use of signs in residential neighborhoods except those necessary for religious institutions, the naming of residential buildings and facilities, public information, or political campaigns.
- LU-17.8 The City prohibits all offsite advertising in residential neighborhoods except real estate directional signs on private, residentially zoned property.
- LU-17.9 The City requires that all buildings have an address sign.

Goal LU-18: Create a high-quality program of public City signage that enhances the identity of West Hollywood as the Creative City.

Intent: Ensure that there is adequate signage to direct visitors and residents to their destinations and that such signage contributes to the City's design and aesthetic presentation.

- LU-18.1 The City should employ public signs strategically as part its overall program of features in the public right of way and public places.