



# LAND USE AND URBAN FORM

Statutory Requirements **35**

Context **35**

General Plan Land Use Designations **47**

Goals and Policies **57**

## 03 LAND USE AND URBAN FORM

This chapter of the General Plan provides goals and policies to guide the continuing evolution of West Hollywood’s urban form and land use patterns. In coordination with the Circulation and Historic Preservation chapters, it defines how the City’s buildings and public spaces – homes, stores, offices, parks, streets, and sidewalks – should organize and shape the community in the future. By establishing a vision for the built environment, the City is inviting property owners, business owners, and community members to invest private funds into the development, preservation, and rehabilitation of buildings, land uses, and infrastructure.

The outreach process for the creation of this General Plan found that most members of the West Hollywood community already consider it a great place to live, socialize, shop, work, and do business. Most take pride in the City’s unique character and the quality of its physical fabric. At the same time, many residents and business owners feel that targeted improvements to urban form and land use activity could improve the quality of life and enhance the City’s standing as a world-class community. With this in mind, the overall strategy of this chapter is to propose targeted enhancements while preserving the City’s many diverse assets. The goals and policies in this chapter are designed to maintain and enhance the City’s residential neighborhoods and to focus future development along commercial corridors served by existing and potential future transit.

This chapter begins by describing the statutory requirements for addressing land use and urban form in a general plan. Next is a description of the City’s existing urban form and land uses. This sets the stage for the Land Use Designations section, which both defines the different designations used in the General Plan and provides a map showing where the different land use designations apply. Finally, the chapter concludes with goals and policies organized according to the following topics:

- Urban Form and Pattern
- Urban Design
- Public Spaces and Streetscape
- Residential Neighborhoods
- Commercial Areas
  - o Melrose/Beverly District
  - o Santa Monica Boulevard West
  - o Santa Monica/Fairfax Transit District
  - o Santa Monica/La Brea Transit District
  - o Sunset Boulevard
- Signage

# STATUTORY REQUIREMENTS

California law (Government Code Section 65302(a)) requires that a city's general plan include:

“ . . . a land use element which designates the proposed general distribution and general location and extent of uses of the land for housing, business, industry and open space, including agriculture, natural resources, recreation, and enjoyment of scenic beauty, public buildings and grounds, solid waste disposal facilities and other categories of public and private uses of land. The land use element shall include a statement of the standards of population density and building intensity recommended for the various districts and other territory covered by the plan.”

The required land use element has the broadest scope of the required elements of a general plan, regulating how all land in a city is to be used in the future. To fully reflect the range of physical attributes that are important for West Hollywood's success, this chapter also contains goals and policies to guide urban form and design.

## CONTEXT

West Hollywood's urban structure and land use pattern reflects its history of development and social policy over time. At the time of its incorporation as a City in 1984, West Hollywood was already a dense, urban community in an unincorporated area of Los Angeles County surrounded on all sides by other cities – the City of Los Angeles to the east, north and south, and Beverly Hills to the west.

---

**A more detailed history of development patterns in the City can be found in the Introduction Chapter.**

West Hollywood is physically a “corridor city” with its major east-west corridors Santa Monica and Sunset Boulevards connecting the City of Los Angeles with Beverly Hills, Santa Monica and the ocean, and major north-south corridors of La Brea Boulevard, Fairfax Avenue and La Cienega Boulevard connecting Hollywood and the Hollywood Hills with the rest of the Los Angeles basin south of West Hollywood. In between the corridors is a rich variety of residential neighborhoods, each containing a mix of residential building types, architectural styles and public spaces.



Sunset Boulevard is a bustling commercial corridor and entertainment district.

The land uses within West Hollywood's various neighborhoods and commercial areas include residential housing, public spaces like parks and streets, a small amount of industrial activity, and commercial activities such as restaurants, retail stores, offices, hotels, services, and

entertainment. Some areas within the City’s commercial areas have a mix of uses, including both residential and commercial uses within the same building, on the same parcel, or on neighboring parcels. Table 3-1 identifies the total distribution of existing land uses in West Hollywood as of January 2008. All acres are based on the net buildable land in the city, which does not include streets, roads or alleyways. Overall, 316 acres in the city, or 26 percent of the total gross land area, is used for streets, alleys, and other public rights-of-way. A discussion of each category is included below.

**Table 3-1: Existing Land Use Distribution in West Hollywood, 2008**

Land Use Type	Percent of Net Buildable Land
Residential	66%
Commercial	23%
Public and Quasi-Public	6%
Vacant and Parking	5%
Industrial	>1%

Source: Baseline Land Use Survey, West Hollywood General Plan Baseline Land Use Background Report, 2008

## Neighborhoods

West Hollywood’s different neighborhoods contain residential land uses with a limited amount of commercial and public uses. At approximately 66 percent of the total land area (excluding streets), residential land uses occupy the most acreage of any category in West Hollywood, with 24,814 housing units in 586 acres.

Many neighborhoods are predominantly multi-family, including historic or modern apartments, while some neighborhoods are predominantly single-family. Figure 3-1 identifies the City’s single-family and multi-family areas. The buildings within the neighborhoods vary in their form and architectural style, in the scale and design of their open spaces, and in their role in the overall life of the City. The majority of the City’s housing stock (63% of residential units) was built between the 1950s and 1970s. By comparison, approximately 10% of existing residential units have been



Multi-family residential neighborhoods feature an eclectic mix of contemporary and historic buildings.

built in the years since (1980 – 2009). This indicates that some of the residential buildings in West Hollywood are aging and may be in need of significant maintenance, repair or replacement during the time horizon of the General Plan. Single-family and multi-family neighborhoods are described in succession below.

In the 20 years since 1990, the City has grown by an estimated 739 dwelling units and 1,462 people. Compared to most other cities in California, this is a very slow rate of growth and is due to the fact that there is little vacant land for development. Nearly all the development that has occurred in the past decade is a result of existing buildings being replaced with new ones, and this trend is likely to continue to occur into the future.

---

**The majority of residential housing units are renter-occupied (78 percent) and a relatively small percentage is owner-occupied (22 percent).**

### Multi-family Neighborhoods

Nearly 80 percent of the City’s housing stock is multi-family housing, featuring a multitude of architectural styles. Architectural styles range from early 20th century courtyard apartments to striking mid-Century buildings, to complexes built in the 1960s and 1970s, to contemporary apartments and condominiums. The eclectic character of the residential streets, generally high quality of nearby public spaces, and the proximity to a remarkable array of employment, commercial, and entertainment opportunities makes these neighborhoods a desirable regional address.

### Single-family Neighborhoods

The City has a number of medium density single-family residential neighborhoods that are physically unique from the other residential areas of the City. They feature small urban parcels with eclectic single-family homes and walkable neighborhood streets. Some of these single-family neighborhoods include classic early 20th century bungalows, and most have well landscaped residential street design.



A variety of architectural styles, including bungalows, can be found in single family neighborhoods.

### Commercial Sub-Areas

West Hollywood’s commercial and other non-residential land uses are mostly located along the City’s main thoroughfares and serve the surrounding neighborhoods as well as the region. There are five commercial areas identified for purposes of this General Plan: the Melrose/Beverly District, Santa Monica Boulevard West, the Santa Monica/Fairfax Transit District, the Santa Monica/La Brea Transit District, and Sunset Boulevard. These areas are described below and illustrated on Figure 3-2. About 23 percent (or 212 acres) of the City’s land area (excluding streets) is occupied by commercial uses. The City’s commercial areas contain a few industrial parcels as well as some vacant land and parking lots, which account for about 5 percent of the land area of the City.

## Melrose/Beverly District

The Melrose/Beverly District, also known as “The Avenues,” is composed of the segments of Melrose Avenue, Robertson Boulevard, and Beverly Boulevard and surrounds the landmark Pacific Design Center (PDC). The PDC is a national and international center for the arts, fashion, design, and furnishings businesses. The District is characterized by the contrasts between the small, closely-packed scale of the commercial buildings and streetscape along Melrose and Robertson and the monumental scale of the PDC and nearby Beverly Center and Cedars-Sinai Hospital.



Robertson Boulevard is known for its small-scale buildings and varied storefronts.

## Santa Monica Boulevard West

Sometimes referred to as “Boystown”, this section of the City’s 3-mile Santa Monica Boulevard corridor is a local and regional commercial destination with a large concentration of LGBT-oriented businesses, offering a variety of restaurants, retail, and entertainment businesses, as well as neighborhood-serving uses, within a walkable urban district. It is also the location of a potential future stop for the Redline subway extension.



Outdoor dining contributes to an active pedestrian environment on the Boulevard.

## Santa Monica/Fairfax Transit District

This section of the corridor supports diverse commercial uses that fulfill the needs of the adjacent neighborhoods and transit users. It is the current location of a significant number of transit routes and transfer points, and is also the location of a potential future stop for the Redline subway extension. The area is characterized by service and retail businesses oriented to the local community, including a number of Russian-oriented businesses.



Santa Monica Boulevard features a mix of neighborhood-serving shops, groceries, and other small businesses.

## Santa Monica/La Brea Transit District

La Brea Avenue is home to a number of large-format retail businesses providing a wide range of goods to West Hollywood shoppers, and its intersection with Santa Monica Boulevard is the primary eastern gateway to City. It is in the midst of a concentration of film and entertainment industry facilities located in West Hollywood and adjacent parts of Los Angeles. It is the current location of a significant number of transit routes and transfer points, and is also the location of a potential future stop for the Redline subway extension.



The La Brea Gateway marks the eastern entrance to the City.

## Sunset Strip

Sunset Boulevard, also known as The Sunset Strip, is a renowned urban corridor, tracing the southerly foothills of the Santa Monica Mountains. Its entertainment, restaurant, shopping, and hospitality destinations attract visitors from around the country and abroad.



The Sunset Strip has a vibrant nightlife scene.

## Public Spaces

The City's public spaces – its streets and streetscapes, parks and plazas, and public buildings – create much of its urban character. They also provide an important amenity for residents, workers, and visitors to socialize, recreate, circulate, rest, and gather. The City's public spaces are its public face, and are often the areas that visitors and residents most readily remember and associate with the City. The different types of public spaces in the City are described below and are shown in Figure 3-3.

### Streets and Streetscape

The great majority of West Hollywood's public space is in the form of streets and sidewalks. As is stated above, the streets, sidewalks and alleyways account for over a quarter of the total land area in West Hollywood. The character and appearance, or "the streetscape," defines the experience for those who use the street. This is especially true of pedestrians, for whom the level of safety, comfort, and aesthetic quality is a major attractor or detractor. Most residential neighborhoods in the City have tree-lined streets and sidewalks. In the commercial areas, most streets have interesting retail frontages along sidewalks, with amenities such as benches, landscaping, and street trees. Santa Monica Boulevard, in particular, has been improved with a comprehensive streetscape program. At the same time, there are locations that could benefit from targeted improvements to sidewalks, crossings, landscape, building frontages, and streets.

### Parks and Open Space

The City has a number of parks and other open spaces that act as central meeting and gathering points for community life. Overall, there are approximately 15 acres of parks throughout the City, with the majority of acreage in two parks – West Hollywood Park, on the western side of the City, and Plummer Park, on the eastern side. Master plans for these parks, already being implemented, will add more than three acres of green space within the parks. There are also several smaller parks, pocket parks, green spaces designed for traffic-calming, and plazas located throughout the City.



The Crescent Heights Triangle on Santa Monica Boulevard offers a generous open space, lush plantings, and seating areas.

---

**Parks and community facilities are described in more detail in the Parks and Recreation and Infrastructure, Resources and Conservation Chapters of the General Plan.**

## Public and Quasi-Public Facilities

Public and quasi-public facilities provide indoor and sometimes outdoor space for community gathering and social interaction, and are the site of day-to-day activities as well as important community and personal events. These facilities include City Hall, Sheriff and Fire Stations, a Metro bus facility, public library, and public and private schools. Two public schools, owned and operated by the Los Angeles Unified School District, are located within the City: West Hollywood Elementary and West Hollywood Community Day School. In terms of total area, there are almost 18 acres of publicly owned and operated facilities, including City parks, and there are approximately 17 additional acres of schools and religious institutions.



Santa Monica Boulevard is filled with revelers during the annual Halloween celebration.

## Signage

High quality signage contributes to a pedestrian-friendly urban environment that reflects the values of both the City's residents and the business community. The City encourages quality signage to promote its image as a creative center. Signage plays an important role in the City's overall ambition to be on the cutting edge of culture in the region, and has both cultural and economic impacts.

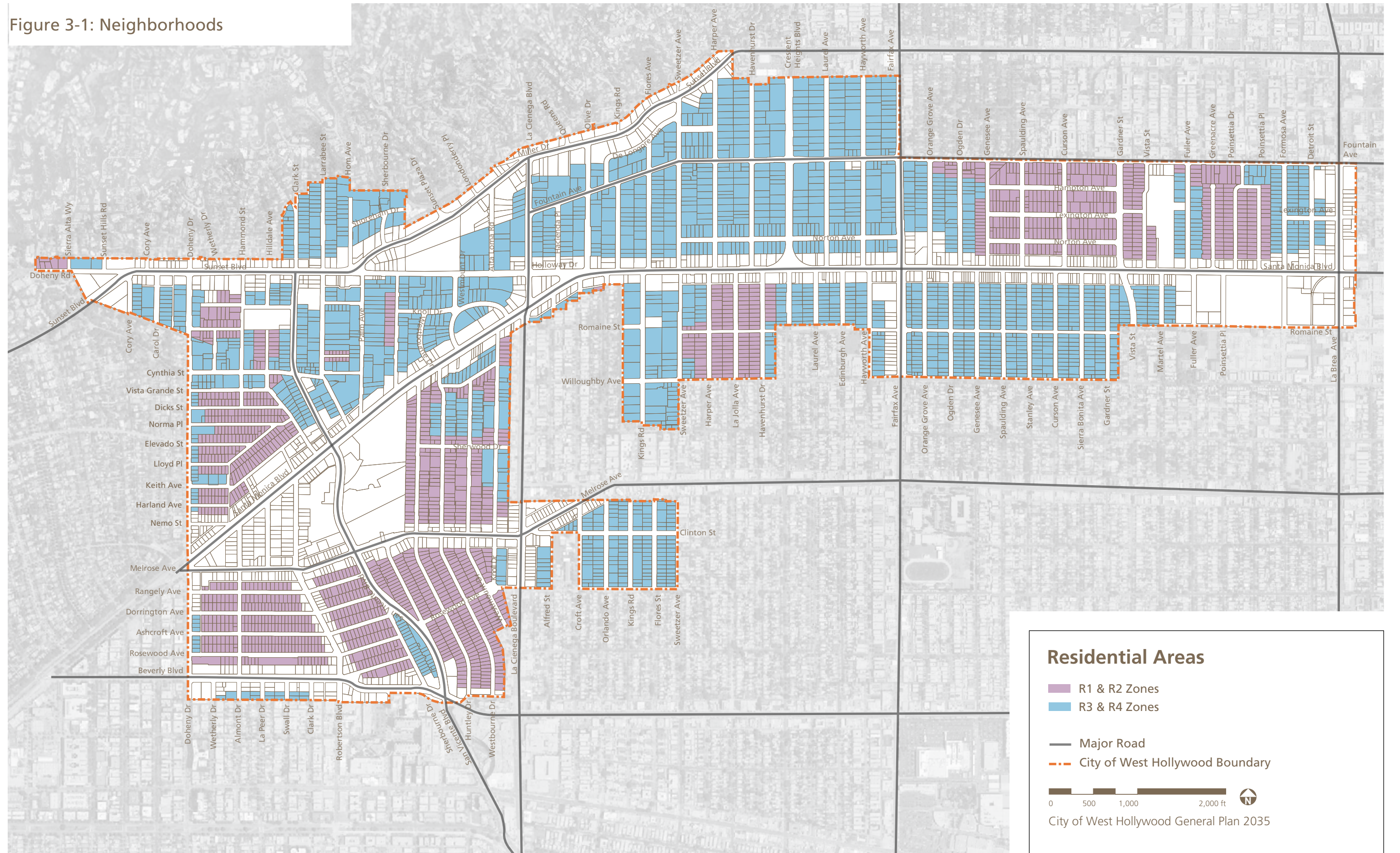


Sunset Boulevard is known for its concentration of creative signage and billboards.

The most iconic signs in West Hollywood are the billboards, large screen videos, and tall walls of Sunset Boulevard. The curving boulevard, varied topography, and landmark architecture combine to create a legendary urban landscape. Located in a thriving center of hospitality and entertainment, the advertising on the Strip continues to evolve with changes in media, culture and technology. Because of the prestige and exposure of these billboards, they also have the capacity to provide public benefits through development agreements, and to make high-quality new development possible. At the same time, billboards, tall walls, and other large off-site signage can have impacts such as light, glare, and motion that must be carefully controlled.

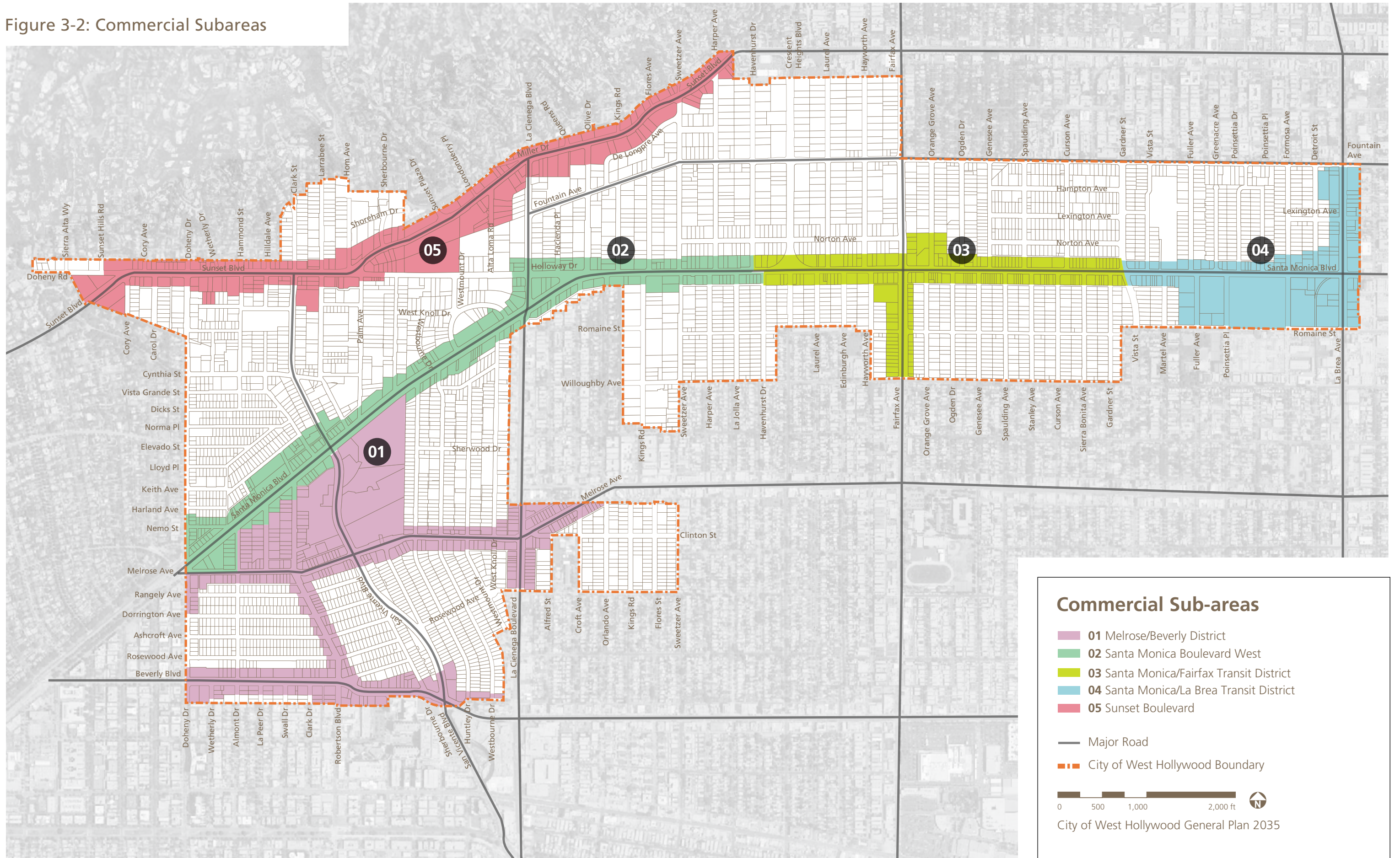
West Hollywood is also home to exciting and imaginative on-site signs. The City is famous for its innovative hospitality, design and retail businesses that often communicate their individuality through unique high quality signage. The City encourages the creation of this special signage through its Creative Sign Ordinance, which gives additional flexibility and incentives for more imaginative signage that makes a positive contribution to the cityscape.

Figure 3-1: Neighborhoods



This page intentionally left blank.

Figure 3-2: Commercial Subareas



This page intentionally left blank.

Figure 3-3: Public Spaces



This page intentionally left blank.

# GENERAL PLAN LAND USE DESIGNATIONS

Land use designations indicate the intended use of each parcel of land. Land use designations are policy statements with the force of a regulation. They are developed to provide both a vision of the organization of uses in the City and a flexible structure to allow for changes in economic conditions and community visions. The land use designation map is shown in Figure 3-4 and a table of the acres of each land use designation are presented in Table 3-2.

In West Hollywood, the land use designations and locations are compatible with the zoning districts found in the Zoning Ordinance. For each land use designation, the uses allowed and the standards of dwelling unit density for residential designations (as measured in dwelling units per acre) and building intensity for commercial designations (as measured in Floor Area Ratio, or FAR) are specified. While the General Plan land use designations are broad, the zoning districts include specific allowances and prohibitions of uses, dimensional requirements such as building setbacks, parking standards, and more refined heights compared to the General Plan.

The land use designations are divided into three broad categories – residential, commercial and public. The designations are intended to protect residential areas from incompatible development while also allowing for the maintenance and replacement of the aging housing stock. The commercial designations are generally located along the City’s corridors and are designed to allow for the existing lower-scale development to evolve into more transit-supportive commercial and mixed-use development. The public designations allow for a wide range of public facilities including parks, schools, City Hall and other public uses.

The following is a summary of the proposed General Plan Designations. The maximum base allowable densities, intensities and heights are presented in Table 3-2. New development beyond the base height or density must provide tangible benefits for the community, and may be allowed subject to any applicable bonuses described in the Zoning Ordinance. Development standards described in the General Plan are to be considered in conjunction with the Zoning Ordinance, Zoning Map and applicable State laws.

## Residential

### Single-Family and Two-Family Residential (R1)

This designation provides for the retention, maintenance, and development of existing single-family residential neighborhoods. This designation identifies areas of the City characterized by single-family homes on smaller parcels, together with other low density residential development in specific neighborhoods. The intention of the designation is to preserve and maintain



Many of West Hollywood’s neighborhoods were first developed in the 1920s.

the single family residential character and to ensure that new development is compatible with existing character. There are three sub-categories within the Single-Family and Two-Family designation: R1A, R1B, and R1C (see Table 3-2).

- R1A allows 1 dwelling unit per lot and has a maximum height of 25 feet and 2 stories.
- R1B allows for
  - 2 units per lot of less than 8,499 square feet
  - 3 units per lot between 8,500 and 11,999 square feet
  - Plus 1 additional unit per lot, for each 3,500 square feet or fraction thereof in excess of 11,999 square feet
- R1C allows for 1 dwelling unit per lot and has a maximum height of 15 feet and 1 story.

### Low Density Residential (R2)

This designation provides for the retention, maintenance, and development of the existing neighborhoods that contain a mix of single-family, duplex and small scale (one and two-story) multi-family residential buildings. The designation ensures that new development complements the scale of existing structures and the existing pattern of development. All buildings in the Low Density designation have a maximum height of 25 feet and 2 stories (see Table 3-2). The number of units that may be built on each parcel varies according to the parcel size, as follows:

- 2 dwelling units per lot for lots of less than 4,000 square feet
- 3 dwelling units per lot for lots between 4,000 and 7,999 square feet
- 4 dwelling units per lot for lots between 8,000 and 9,999 square feet
- 1 additional dwelling unit for each 2,000 square feet in excess of 9,999 square feet of lot area.



Small-scale multi-family buildings characterize the City's low density neighborhoods.

### Medium Density Residential (R3)

This designation provides for the retention, maintenance, and continued development of multi-family units in areas which are characterized by a significant mix of two- and three-story buildings, including apartments and condominiums. There are four sub-categories of Medium Density Residential Designations: R3A, R3B, R3C and R3C-C. The designation allows for densities of 36 units per acre (1 dwelling unit per 1,210 square feet of parcel area)



New multifamily residential buildings provide a varied streetfront in medium-density neighborhoods.

without applicable bonuses, but the designations allow different building heights as follows (see Table 3-2):

- R3A allows for residential buildings that are 2 stories and 25 feet.
- R3B allows for residential buildings that are 3 stories and 35 feet.
- R3C allows for residential buildings that are 4 stories and 45 feet.
- R3C-C allows for the same intensity as R3C but also allows small-scale, neighborhood-serving retail and commercial services on the first floor.

## High Density Residential (R-4)

This designation provides for the retention, maintenance, and continued development of a wide range of high-density multi-family housing, including apartments and condominiums. The designations allows for a variety of high density building types that are compatible in scale and character with existing structures and the development standards. This designation has three sub-categories: R4A, R4B and R4B-C. The designation allows for densities of 50 units per acre (1 dwelling unit per 872 square feet of parcel area) without applicable bonuses, but the designations allow different building heights as follows (see Table 3-2):



High-density residential buildings use variations in height and massing to enhance existing neighborhoods.

- R4A allows for residential buildings that are 3 stories and 35 feet.
- R4B allows for residential buildings that are 4 stories and 45 feet.
- R4B-C allows for the same intensity as R4B but also allows small-scale, neighborhood-serving retail and commercial services on the first floor.

## Commercial Designations

### Commercial Neighborhood 1

The Commercial Neighborhood 1 (CN1) designation identifies areas appropriate for low-intensity commercial and mixed-use development. The intent of the CN1 designation is to allow for land uses that are small-scale and that serve both local residents and the arts and design businesses located in West Hollywood. Appropriate land uses include neighborhood convenience stores, commercial services, retail stores, restaurants, cafés, art galleries, design showrooms and specialty shops. Mixed-use developments with residential and office uses, retail or restaurants are encouraged. The designation has a FAR of 1.0 and a building height of 25 feet, without applicable bonuses (see Table 3-2).



Art galleries and showrooms are part of the commercial mix in the Avenues of Arts, Fashion, and Design.

## Commercial Neighborhood 2

The Commercial Neighborhood 2 (CN2) designation is similar to Commercial Neighborhood 1 with building heights of 25 feet and a density of 1.0 FAR. Residential uses are not allowed in this designation. The CN2 designation encourages a mix of small-scale buildings housing arts, fashion, design, and creative office uses as well as complementary uses such as restaurants and cafes. Limited additional height and density may be allowed to enable a diversity of architectural styles and building forms (see Table 3-2).

## Community Commercial 1

The Community Commercial 1 (CC1) designation provides for commercial uses and mixed-use development along major corridors (e.g., Santa Monica Boulevard, Beverly Boulevard and La Cienega Boulevard). The CC1 designation allows for a variety of commercial uses including retail, professional offices, business support and personal services, entertainment, restaurants, specialty shops, overnight accommodations, cultural facilities, and small-scale manufacturing related to design furnishings, galleries, motion pictures, television, music, and arts related uses. Mixed-use development with residential, commercial, and office uses is encouraged. This designation has a FAR of 1.5 and a height of 35 feet, without applicable bonuses (see Table 3-2).

## Community Commercial 2

The Community Commercial 2 (CC2) designation allows for commercial uses and mixed-use development at key locations along major corridors. Specifically, this designation is applied to areas where increased development is possible due to the presence of high-frequency transit service with multiple routes and bus transfer locations. The designation is intended to allow for uses that increase the amount and diversity of housing in West Hollywood while also allowing for an expansion of retail, office and other non-residential uses. This designation has a FAR of 2.0 and a height of 45 feet, without applicable bonuses (see Table 3-2).



The mixed use building at 901 Hancock Avenue includes ground-floor retail and restaurants as well as condominium units and affordable housing.

## Commercial Arterial

The Commercial Arterial (CA) designation is for parcels that support regional retail uses due to the presence of a high volume of automobile traffic. The designation also allows for mixed-use development with multi-family residential, retail, and commercial uses. The designation has a FAR of 2.5 with a height of 60 feet, without applicable bonuses (see Table 3-2).

## Commercial Regional Center

The Commercial Regional Center (CR) designation is intended to create high-intensity retail and mixed-use structures in key locations in the City. This designation identifies areas that are principal commercial activity centers. Land uses in these areas may serve local, as well as regional market areas. The designation also encourages mixed-use developments that provide a diversity of residential housing types and also provide shopping and employment opportunities in the City. This designation has a FAR of 3.0 and a height of 90 feet, without applicable bonuses (see Table 3-2).



The La Brea Gateway is a regional shopping destination with an active streetfront and public plaza.

## Sunset Specific Plan

This designation implements the Sunset Specific Plan (SSP). The density/intensity, height and number of stories vary along the corridor. Specific information on each parcel may be found in the Sunset Specific Plan.

## Pacific Design Center Specific Plan

This designation implements the Pacific Design Center Specific Plan (PDCSP) and only may be applied to the parcels owned and operated by the Pacific Design Center. Specific information on the density/intensity and allowable uses may be found in the Pacific Design Center Specific Plan.



The Pacific Design Center is an anchor of the City's arts, fashion, and design district.

## Movietown Specific Plan

This designation implements the Movietown Specific Plan (MSP) and may only be applied to the parcel identified in the Plan. Specific information on the density/intensity and allowable uses may be found in the Zoning Code.

# Public Designations

## Public Facilities

This designation is intended to accommodate a wide range of public and quasi-public uses distributed throughout the community. Examples of appropriate public facilities include parks, recreational facilities, schools, transportation facilities, public buildings and facilities, museums, hospitals and similar compatible uses. Solid waste disposal and recycling facilities are addressed in Chapter 9, Infrastructure, Resources, and Conservation.

# General Plan Overlay Districts

## Transit Overlay Zone

The Transit Overlay Zone (TOZ) identifies sites close to major transit nodes for which modifications to parking requirements, or other development standards may be considered when individual projects provide specified supplemental Transportation Demand Management programs. The TOZ designation is intended to encourage mixed-use development in locations with adequate transit service to reduce the need for auto trips.

## Zoning Overlay Districts

The Overlay Districts described below are detailed in the Zoning Ordinance and Zoning Map, and are included here for informational purposes.

### Parking Overlay District

The Parking (PK) Overlay District is intended to identify sites within residential zoning districts where nonresidential parking lots and parking structures may be established or maintained. The PK district may only be applied to a residentially zoned property contiguous to a commercially zoned site.

### Neighborhood Conservation Overlay District

The Neighborhood Conservation Overlay (NC) District is used to identify sites and areas within the City that represent clearly defined neighborhoods with predominantly consistent historic or architectural character.

### Development Agreement

The Development Agreement (DA) overlay zoning district identifies sites and areas within the City that are subject to the requirements of adopted development agreements. For all development agreements in effect at the time of adoption of this general plan, the development standards set forth in the agreement will control until the expiration of the agreement or any extension thereto, at which time the standards in this plan shall govern, except as to any building as to which a common law vested right has been acquired.

### Emergency Housing Overlay District

The City will adopt an emergency shelter/transitional housing overlay district in accordance with State law, as described in the Housing Element.

**Table 3-2: Land Use Designation**

Land Use Category	Total Acres	Height (Feet)	Maximum Density/FAR w/o Applicable Bonuses	Height/Density Bonuses				
				Green Building <sup>1</sup>	Affordable Housing <sup>2</sup>	Mixed-Use <sup>3</sup>	Avenues <sup>4</sup>	Gateway Mixed-Use <sup>5</sup>
<b>Residential Designations</b>								
R1A	5.60	25	1 du/lot					
R1B	119.08	25	- 2 du/lot of less than 8499 SF - 3 du/lot between 8,500 and 11,999 SF - 1 add'l du/lot for each 3,500 SF in excess of 11,999 SF					
R1C	0.69	15	1 du/lot					
R2	82.31	25	- 3 du/lot between 4000 and 7999 SF - 4 du/lot between 8000 and 9999 SF - 1 add'l du/lot for each additional 2000 SF in excess of 9999 SF					
R3A	25.22	25	1 du/1210 SF of lot area		X			
R3B	119.83	35	1 du/1210 SF of lot area		X			
R3C	27.14	45	1 du/1210 SF of lot area		X			
R3C-C	1.54	45	1 du/1210 SF of lot area, maximum 1.0 FAR commercial		X			
R4A	87.85	35	1 du/872 SF of lot area		X			
R4B	156.09	45	1 du/872 SF of lot area		X			
R4B-C	2.06	45	1 du/872 SF of lot area, maximum 1.0 FAR commercial		X			
<b>Commercial Designations</b>								
CN1	7.90	25	1.0	X	X	X		
CN2	15.55	25	1.0	X			X	
CC1	81.44	35	1.5	X	X	X		
CC2	30.84	45	2.0	X	X	X		X
CA	8.22	60	2.5	X	X	X		
CR	13.7	90	3.0	X	X	X		
<b>Public</b>								
PF	35.16	n/a	n/a		X			
<b>Specific Plans</b>								
SSP	57.55				X			
PDCSP	14.19							
MSP	2.98				X			
<b>Total</b>	<b>895</b>							

notes: see following page

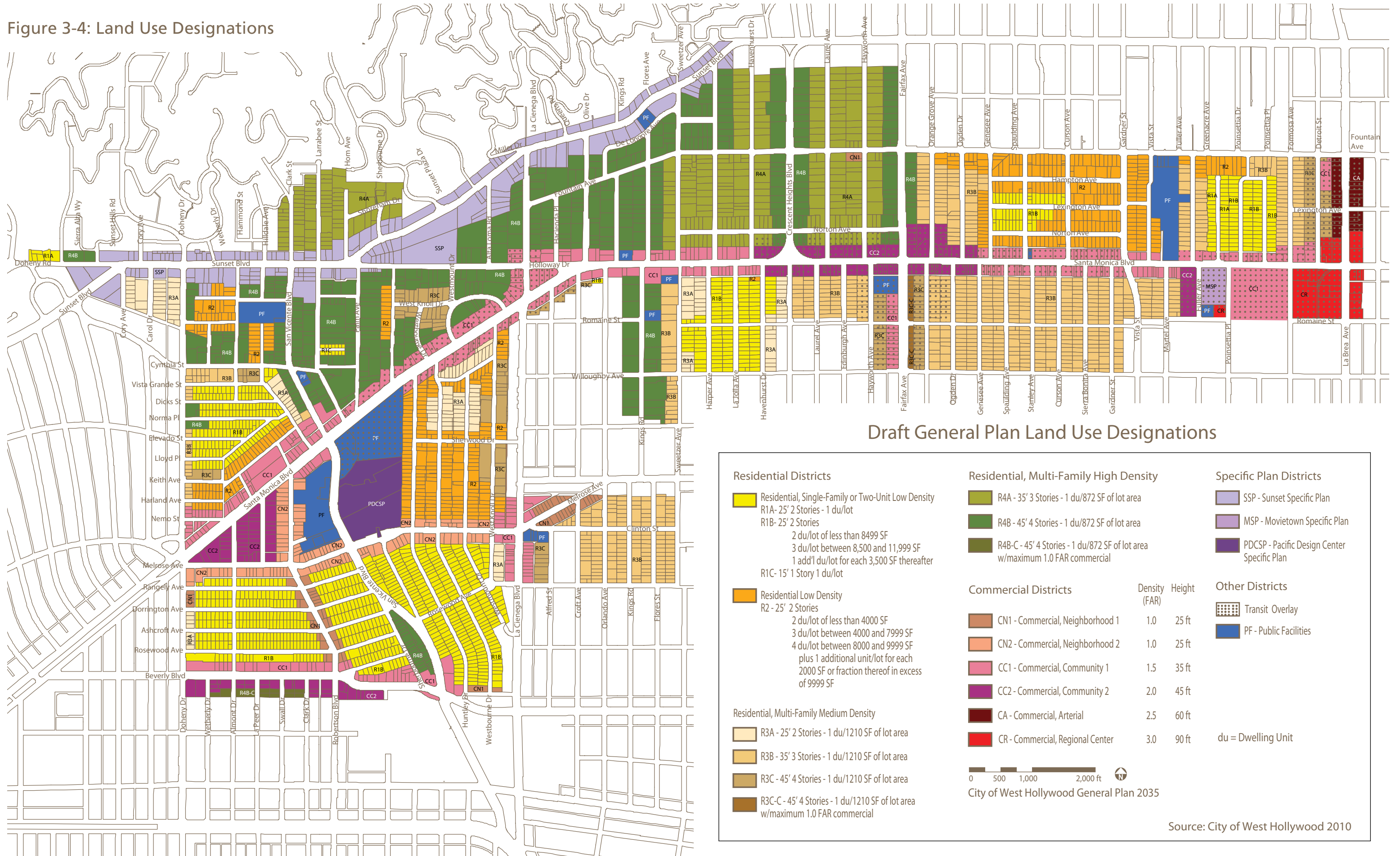
## Footnotes Table 3-2: Land Use Designation

---

Where multiple possible bonuses are indicated in a particular designation, individual projects may be able to cumulatively apply each bonus, as described in the Zoning Ordinance. The City may adopt or modify height or density bonuses in the future to further the goals and policies of this General Plan. As of 2010, height and density bonuses are as follows, and are further detailed in the Zoning Ordinance:

1. **Green Building** (projects that achieve a minimum of 90 points on the West Hollywood Green Building Point System Table may select from incentives including an additional 0.1 FAR for commercial or mixed-use)
2. **Affordable Housing** (up to 35% per State Law on top of base project FAR or density)
3. **Mixed-Use** (an additional 0.5 FAR and 10 feet in height for Residential Mixed-Use Projects)
4. **Avenues** (an increase of up to 10 feet in height and .5 FAR for projects in the Commercial Neighborhood 2 designation that enhance the arts, fashion and design focus of this district. An increase of up to 20 feet in height and .75 FAR may be allowed for projects in the Commercial Neighborhood 2 designation on the north side of Melrose Avenue between Robertson and San Vicente Boulevards, immediately adjacent to the West Hollywood Park Library and Parking Garage)
5. **Gateway Mixed-Use** (an increase of up to 15 feet in height and .5 FAR for Residential Mixed-Use projects in the Commercial Community 2 designation located on the parcels bounded by Santa Monica Boulevard, Almont Drive, and Melrose Avenue that provide exemplary architectural design elements; maintain at least 20% of the total site area as open space, of which 40% must be maintained as pedestrian open space or pedestrian walk-throughs open to the sky; and provide for a double row of street trees along Santa Monica Boulevard. Portions of the site exceeding 55 feet in height must be within 250 feet of the centerline of Santa Monica Boulevard. Not to be used in conjunction with the Mixed-Use Bonus)

Figure 3-4: Land Use Designations



Draft General Plan Land Use Designations

Residential Districts

- Residential, Single-Family or Two-Unit Low Density
  - R1A - 25' 2 Stories - 1 du/lot
  - R1B - 25' 2 Stories
  - 2 du/lot of less than 8499 SF
  - 3 du/lot between 8,500 and 11,999 SF
  - 1 add'l du/lot for each 3,500 SF thereafter
  - R1C - 15' 1 Story 1 du/lot

- Residential Low Density
  - R2 - 25' 2 Stories
  - 2 du/lot of less than 4000 SF
  - 3 du/lot between 4000 and 7999 SF
  - 4 du/lot between 8000 and 9999 SF plus 1 additional unit/lot for each 2000 SF or fraction thereof in excess of 9999 SF

- Residential, Multi-Family Medium Density
  - R3A - 25' 2 Stories - 1 du/1210 SF of lot area
  - R3B - 35' 3 Stories - 1 du/1210 SF of lot area
  - R3C - 45' 4 Stories - 1 du/1210 SF of lot area
  - R3C-C - 45' 4 Stories - 1 du/1210 SF of lot area w/maximum 1.0 FAR commercial

Residential, Multi-Family High Density

- R4A - 35' 3 Stories - 1 du/872 SF of lot area
- R4B - 45' 4 Stories - 1 du/872 SF of lot area
- R4B-C - 45' 4 Stories - 1 du/872 SF of lot area w/maximum 1.0 FAR commercial

Commercial Districts

- |   |               |        |
|---|---------------|--------|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #cc9966; border: 1px solid black; margin-right: 5px;"></span> CN1 - Commercial, Neighborhood 1 | Density (FAR) | Height |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #ff9966; border: 1px solid black; margin-right: 5px;"></span> CN2 - Commercial, Neighborhood 2 | 1.0           | 25 ft  |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #ff6666; border: 1px solid black; margin-right: 5px;"></span> CC1 - Commercial, Community 1    | 1.0           | 25 ft  |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #cc0066; border: 1px solid black; margin-right: 5px;"></span> CC2 - Commercial, Community 2    | 1.5           | 35 ft  |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #990066; border: 1px solid black; margin-right: 5px;"></span> CA - Commercial, Arterial        | 2.0           | 45 ft  |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #660066; border: 1px solid black; margin-right: 5px;"></span> CR - Commercial, Regional Center | 2.5           | 60 ft  |
|   | 3.0           | 90 ft  |

Specific Plan Districts

- SSP - Sunset Specific Plan
- MSP - Movietown Specific Plan
- PDCSP - Pacific Design Center Specific Plan

Other Districts

- Transit Overlay
- PF - Public Facilities

0 500 1,000 2,000 ft  
City of West Hollywood General Plan 2035

Source: City of West Hollywood 2010

This page intentionally left blank.

# 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  Maintain 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 Consider the scale of new development within its urban context to avoid abrupt changes in scale and massing.
- LU-1.3  Encourage new development to enhance the pedestrian experience.
- LU-1.4  Continue to maintain regulations that encourage preservation of existing housing and development of new housing that accommodates households that are diverse in size, type and income.
- LU-1.5 Encourage the retention and success of existing, and the incubation of new, commercial establishments that serve the needs of residents.

- LU-1.6  As practical, encourage the retention of existing buildings for new uses by allowing for reductions or alternatives to the City's parking standards.
- LU-1.7 Where appropriate, 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  Promote the establishment, retention, and expansion of businesses that provide employment for West Hollywood's residents and the surrounding region.
- LU-1.9 Allow City management of land use designations through the use of overlay districts.
- LU-1.10 Encourage new non-residential land uses that contribute to a strong and diversified local economy.
- LU-1.11  Discourage new land uses that harm the physical health and well-being of the community.
- LU-1.12 Prohibit new industrial and heavy manufacturing uses within the City.
- LU-1.13  Seek to reduce the demand for motorized transportation by supporting land use patterns that prioritize pedestrian, bicycle, and transit mobility options, and mixed use development.
- LU-1.14  Support the continuation of existing and new uses that enhance the social and health needs of residents.
- LU-1.15 Prohibit new drive-through commercial land uses.
- LU-1.16  Encourage the continuation and expansion of farmers' markets in West Hollywood.
- LU-1.17  Encourage public and private schools serving West Hollywood residents to develop edible gardens.
- LU-1.18  As financially feasible, seek opportunities to increase the network of community gardens throughout the City.
- LU-1.19 Update the City's CEQA thresholds of significance to ensure conformance with the vision identified in this General Plan.
- LU-1.20 Allow for the collection of development fees from new development that accurately reflect the cost and impacts to the City's infrastructure and public facilities.
- LU-1.21 Provide for the 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  Direct the majority of new development to 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 high frequency transit stops such as Santa Monica Boulevard near Fairfax Avenue, La Brea Avenue, and San Vicente Boulevard.
- LU-2.2 Consider the scale and character of existing neighborhoods and whether new development improves and enhances the neighborhood when approving new infill development.
- LU-2.3  Continue to allow residential mixed-use development in all commercial corridors, including as described in adopted specific plans, except in the Commercial Neighborhood 2 land use designation.
- LU-2.4  Implement a Transit Overlay Zone that allows for modifications to the development standards to encourage mixed-use development near major transit nodes. Transit Overlay Zones are indicated on the General Plan Land Use Designations map and are generally located along commercial boulevards and adjacent multi-family zoned parcels within 1/3 mile of major bus transfer points. Individual development projects in a Transit Overlay Zone may be allowed modifications to development standards, excluding height and density, for providing certain amenities in addition to any Transportation Demand Management measures required by the Mobility Chapter of the General Plan or by the Municipal Code, including one or more of the following:
- i. Contribution to City transit programs;
  - ii. Pedestrian improvements as appropriate;
  - iii. On-site shuttle program for seniors and persons with disabilities, group trips, subway shuttle, or other purposes;
  - iv. Accommodating bus stops or taxi stands on-site;
  - v. Bicycle facilities including storage, maintenance, showers, and related services; and/or
  - vi. Other improvements that meet the intent of this policy.
- LU-2.5  In accordance with State affordable housing law, allow increases to permitted density/intensity and height for projects that provide affordable housing.

- LU-2.6  Continue to offer a height and density bonus for residential mixed-use development projects in all commercial land use designations except Commercial Neighborhood 2.
- LU-2.7 In the Commercial Neighborhood 2 (CN-2) designation, allow for a variation in the height and intensity of buildings through the Avenues density and height bonus in a manner that balances the overall character of Melrose Avenue with the desire to:
- Accommodate a diversity of architectural styles and building forms;
  - Allow new arts, fashion, design, and other creative businesses to locate along the Avenues; and
  - Support the economic competitiveness of the Avenues.

The Avenues bonus will only be allowed on specific parcels based on the parcel's unique characteristics including size, location along the corridor and relationship to residential areas immediately adjacent to the parcel. Parcels that take advantage of the Avenues bonus will be required to contribute to a public benefit.


- LU-2.8 Consider increases in 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 Consider and allow 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. Public and/or shared parking in commercial sub-areas
  - c. Senior housing
  - d. Congregate care facilities in commercial and multi-family residential areas
  - e. Child care facilities
  - f. Development projects whose architectural design is of unusual merit and will enhance the City
  - g. Protection or renovation of cultural resources
  - h. Public schools
  - i. Transportation infrastructure improvements
  - j. Courtyard residential projects

- LU-2.10  Encourage the reuse of existing commercial structures through the use of incentives in order to maintain the scale of neighborhoods.
- LU-2.11  Modifications to the General Plan's permitted density, height, or other development standards may be considered near proposed regional rail transit stops 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-2.12  Consider modifications to development standards, not including increases in height, for development projects that meet exemplary green building standards.

**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 Promote the reuse of surplus publicly-owned property for other uses that benefit the City.
- LU-3.2  As practical, 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 Allow for the continuation of recreational, cultural, and religious land uses, and support their expansion provided that they are compatible with adjacent land uses.
- LU-3.4 Where appropriate, allow for new institutional uses that are compatible with their surroundings.
- LU-3.5 Allow municipal facilities, structures, and projects in all land use designations, including subordinate and accessory private activities and facilities that the City Council determines to be in the public interest.

# 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  Implement land use patterns that locate a wide range of destinations within a short walk of every West Hollywood resident in order to encourage walking as a desirable mode of transportation.
- LU-4.2  Continue to 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  Continue to implement parking strategies and standards that ensure parking areas do not dominate street frontages and are screened from public views whenever possible.
- LU-4.4 Require development projects along commercial corridors to employ architectural transitions to adjoining residential properties to ensure compatibility of scale and a sense of privacy for the existing residences.
- LU-4.5  Require development projects to incorporate landscaping in order to extend and enhance the green space network of the City.
- LU-4.6  Require commercial development projects to provide for enhanced pedestrian activity in commercial areas through the following techniques:
  - a. Minimizing vehicle intrusions across the sidewalk.
  - b. Locating the majority of a building's frontages in close proximity to the sidewalk edge.
  - c. Requiring that the first level of the building occupy a majority of the lot's frontage, with exceptions for vehicle access.
  - d. Allowing for the development of outdoor plazas and dining areas.
  - e. Requiring 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. Requiring that ground floor uses be primarily pedestrian-oriented.
  - g. Discouraging 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 Continue to encourage diverse architectural styles that reflect the City's diversity and creativity.
- LU-5.2 Review and evaluate development proposals during the design review process for the following:
  - a. The internal integrity of each proposed building or project and its relationship to adjacent properties.
  - b. 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.
  - c. How the landscape is coordinated with and contributes to the overall design of the project and the public landscape.
- LU-5.3 Require that new development be designed to reflect the natural topography of the City.
- LU-5.4  Encourage the use of high quality, permanent building materials that do not require excessive maintenance and utilize the design review process to evaluate such materials.

# 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 that are accessible to the public.
- LU-6.2  As practical, incorporate ADA requirements into all streets, with sidewalks, street trees where feasible, and street lighting that provides nighttime visibility for pedestrians.
- LU-6.3  In commercial areas, strongly encourage 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  Strive for all new street lights in commercial areas to be pedestrian-oriented, attractively designed, compatible in design with other street furniture, and to provide adequate visibility and security.
- LU-6.5 Design the streetscape of high volume corridors, including Sunset Boulevard, Santa Monica Boulevard, San Vicente Boulevard, La Cienega Boulevard, La Brea Avenue, Fountain Avenue, and Fairfax Avenue, to balance regional traffic flow with pedestrian movement and safety and the unique physical environment of the area.
- LU-6.6  As opportunities arise, create new, smaller public open spaces throughout the City in the form of playgrounds, pocket parks, plazas, or community gardens.
- LU-6.7  Continue to construct bulb-outs in commercial areas, where feasible.
- LU-6.8  Allow the removal of 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  Continue 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  Where feasible, widen sidewalks, expand parkway strips, and add landscaped medians on City streets.
- LU-7.3  Require development projects 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 Continue to allow and encourage the planting and maintenance of private landscaping in parkways.
- LU-7.5  Promote the use of drought-tolerant and native plants throughout the City.
- LU-7.6  Encourage the use of permeable paving and reduce the use of impervious pavement.
- LU-7.7  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 Consider the scale and character of existing residential neighborhoods during the approval of new development.
- LU-8.2 Consider historic lot patterns and the surrounding building fabric during the approval of new development.
- LU-8.3 Encourage residential renovations and buildings to complement existing buildings – including setbacks, heights, materials, colors, and forms – while allowing flexibility in architectural design and innovation.
- LU-8.4 Require that impacts related to construction, traffic, noise, and air pollution be mitigated to the greatest extent feasible.
- LU-8.5  Allow certain home occupation uses in order to support small businesses and reduce vehicle trips.
- LU-8.6 Encourage design of building façades and frontages that foster resident views of the street to provide a positive sense of security and community.
- LU-8.7 Encourage design of street front elevations that include occupiable space located within close proximity to the exterior grade level.
- LU-8.8  Encourage the location of neighborhood-serving businesses and amenities within walking distance of all residential neighborhoods.
- LU-8.9 Allow use of existing commercial parking lots in residential districts to continue and, when no longer needed, be replaced with residential uses.
- LU-8.10  Continue to require landscaping and encourage permeable paving materials to reduce water runoff and the heat island effect.
- LU-8.11  The City will strive for all neighborhoods to have access to healthy foods by encouraging grocery stores and other food vendors in close proximity to all neighborhoods.

## **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 Encourage the construction of new courtyard housing, especially housing that interprets and applies 1920s and 1930s courtyard building types to new construction.
- LU-9.2 Require a high level of architectural design of all new development in support of the City's commitment to design quality and innovation.
- LU-9.3  Continue to require that development projects maximize the number of residential units in redevelopment of parcels in high-density zones.
- LU-9.4 Encourage the creation of smaller and more affordable units via methods including average unit size and minimum density requirements.
- LU-9.5 Where appropriate, 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.

## **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 Consider the building scale, form, and setbacks within the block when approving new single-family dwellings and additions to existing housing.
- LU-10.2 Design new carports and garages to be subordinate in scale to the primary dwelling, to minimize views from the street, and to not occupy the majority of the street frontage of buildings.
- LU-10.3 Continue to allow secondary units as regulated by the Zoning Ordinance.
- LU-10.4 Encourage new homes to be individually designed to integrate with the neighborhood.
- LU-10.5 Consider creating conservation overlay zones for the West Hollywood West, Norma Triangle, Laurel Park and Greenacre-Poinsettia neighborhoods.
- LU-10.6 Encourage new homes to be individually designed to integrate with the neighborhood.
- LU-10.7 Consider creating conservation overlay zones for the West Hollywood West, Norma Triangle, Laurel Park, and Greenacre-Poinsettia neighborhoods.
- LU-10.8 Where appropriate, 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 as long as the number of units is within the maximum permitted density.

## 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.*

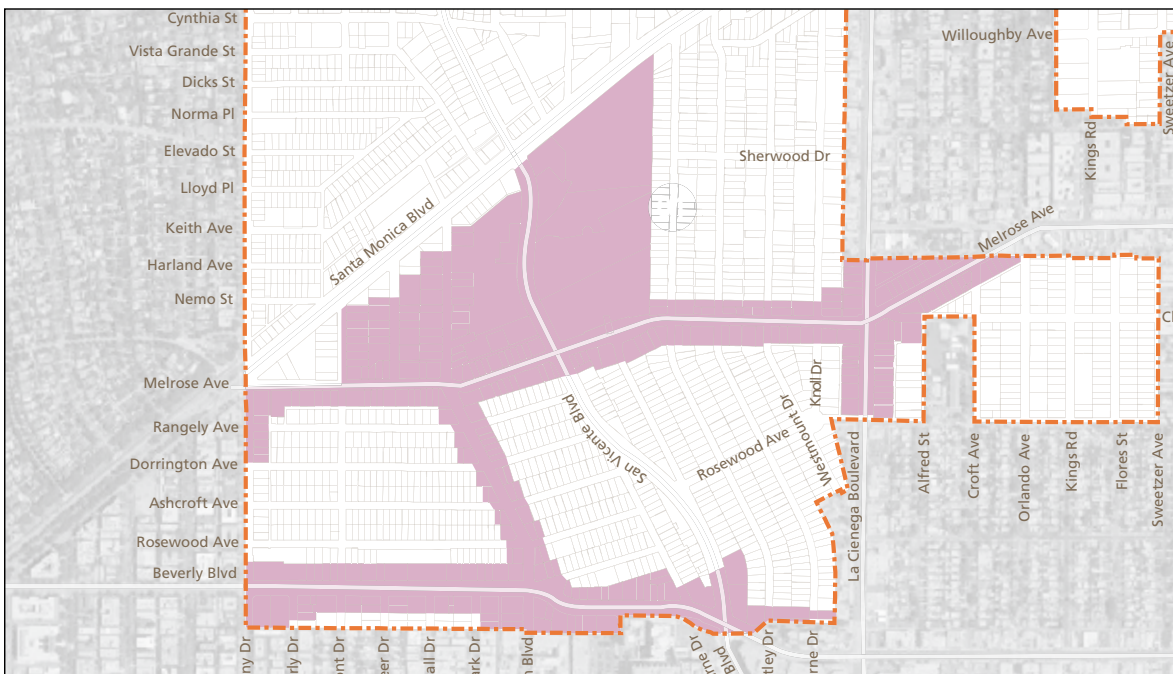
---



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

- 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.

**Figure 3-5: Melrose/Beverly 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 allow new higher intensity, mixed-use development near the intersection with Doheny and east of San Vicente to support future transit improvements.*

---

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



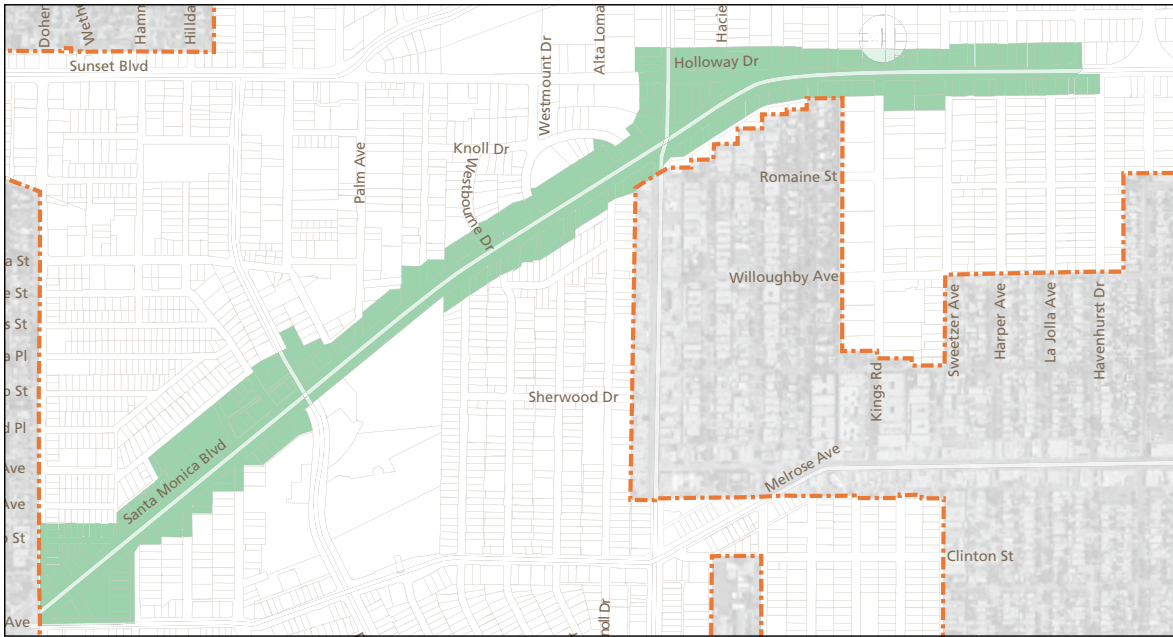



- LU-12.1  Support the location of a rail transit station near the intersection of Santa Monica Boulevard and San Vicente Boulevard.
- LU-12.2  Continue to allow and encourage a wide variety of commercial uses and services, with a mix of entertainment uses (e.g., clubs, bars, restaurants) and neighborhood-serving uses (e.g., supermarkets, cafes).
- LU-12.3 Where appropriate, encourage ground-floor retail uses in development projects.
- LU-12.4 Encourage outdoor dining in locations with sufficient pedestrian-right of-way.

Figure 3-6: Santa Monica Boulevard West



- LU-12.5  Allow residential uses on the upper floors of all buildings in Area 2.
- LU-12.6  As feasible, maintain an attractive pedestrian environment with wide 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 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 When appropriate, require that development projects adjacent to West Hollywood Park take into consideration the West Hollywood Park Master Plan and provide connectivity to the Park.
- LU-12.8 Require development projects 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  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-12.10 Consider the requirement for transit station sites to include 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.

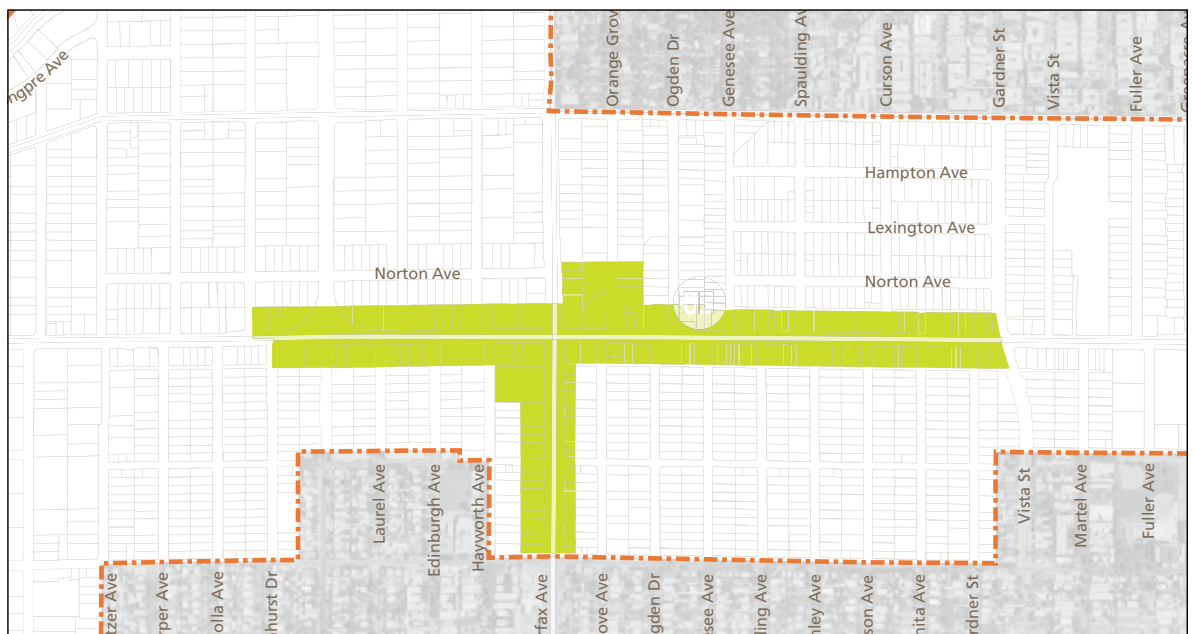
## Goal LU-13: Support a vibrant, high-density transit-oriented commercial district centered around the intersection of Santa Monica Boulevard and Fairfax Avenue.


*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, potential future transit enhancements, 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  Support the location of a transit station near the intersection of Santa Monica Boulevard and Fairfax Avenue.
- LU-13.2  Encourage mixed-use activity in all new buildings.
- LU-13.3 Encourage ground-floor retail and restaurant uses in all new development. To the greatest extent feasible, the ground-floor uses should cater to the needs of West Hollywood residents.
- LU-13.4 Allow neighborhood commercial and retail uses in mixed-use buildings on parcels fronting Fairfax Avenue south of Santa Monica Boulevard.
- LU-13.5 Allow new multi-family housing on Fairfax Avenue south of Santa Monica Boulevard.

Figure 3-7: Santa Monica/Fairfax Transit District





- LU-13.6 Require that development projects incorporate combinations of setbacks, scale transitions, and buffers, as appropriate, in relation to adjacent residential development.
- LU-13.7  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-13.8  As feasible, enhance pedestrian activity along Santa Monica Boulevard 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 potential future transit enhancements. 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.*

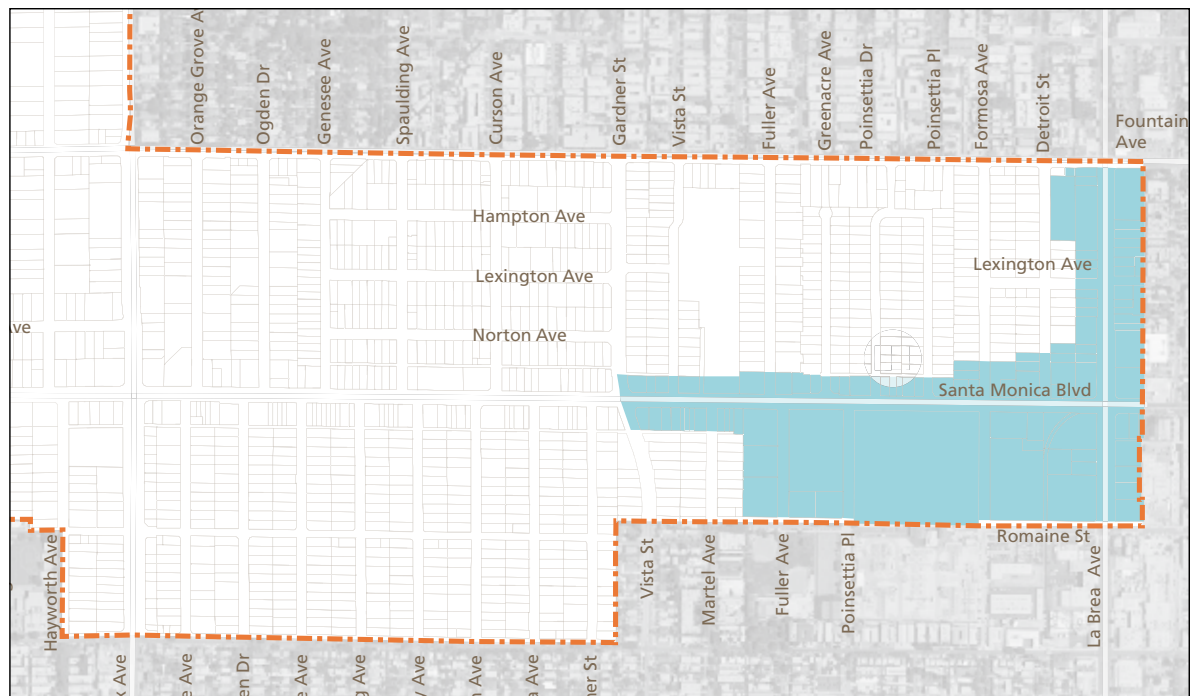
---

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


- LU-14.1  Support the location of a transit station near the intersection of Santa Monica Boulevard and La Brea Avenue.
- LU-14.2 Allow a wide variety of retail, entertainment, office and residential uses throughout this commercial sub-area.
- LU-14.3  Encourage ground-floor commercial and restaurant uses 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. Primarily neighborhood-serving uses are encouraged on the north side of Santa Monica Boulevard.
  - c. Primarily regional-serving retail should be encouraged along La Brea Avenue and on the south side of Santa Monica Boulevard.
- LU-14.4 Encourage an increase in the amount and diversity of multi-family residential uses in this area.
- LU-14.5 Continue to enhance the La Brea/Santa Monica intersection as a major gateway to West Hollywood through building architecture, streetscape design, and signage.
- LU-14.6 Encourage the design of new buildings that emphasize this area as a unique point along the Santa Monica Boulevard corridor and within the City.
- LU-14.7  Seek to create a park-ounce district for the area that allows for centralized, shared parking facilities and that enables visitors to park once and then walk to their destinations.
- LU-14.8  Enhance pedestrian activity along Santa Monica Boulevard through the following building and public realm activities:
- a. Improve the streetscape with tree plantings, landscaping and public amenities such as benches.

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



- 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  Consider the requirement for transit station sites to include 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-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.*

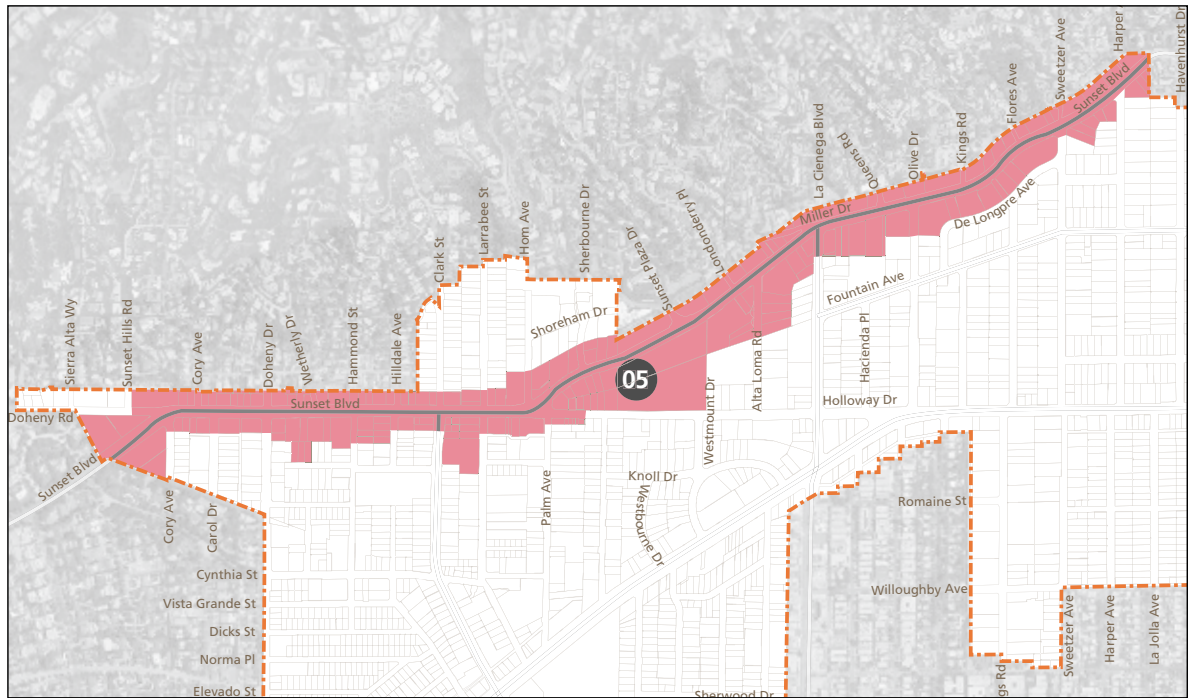
---

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

- LU-15.1  Continue to promote 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 Allow residential uses on Sunset Boulevard in mixed-use buildings pursuant to the Sunset Specific Plan.
- LU-15.3 Maintain the identity of Sunset Boulevard as an eclectic urban environment with varied building heights and architectural styles.
- LU-15.4  Require high density development identified in the Sunset Specific Plan to support the economic development goals of the City.
- LU-15.5 As feasible, locate parking behind buildings or in structures hidden from public view so as not to detract from the pedestrian experience.
- LU-15.6  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-15.7 Maintain the Sunset Specific Plan and update as appropriate.

**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 Consider aesthetics, size, location, lighting, and siting in the evaluation of offsite signage.
- LU-16.2 Design and locate offsite signage 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 Consider impacts to surrounding neighborhoods when evaluating off-site signage.
- LU-16.4 Design offsite signage in new developments in concert with the architectural lighting, landscape, and public art program of the development.
- LU-16.5 As appropriate, allow new offsite signage in strategic locations and where there is economic and urban design value.
- LU-16.6 Require applicants for new offsite signage located outside the Sunset Strip and outside the Eastside Redevelopment Area to remove equivalent amounts of existing offsite advertising either on-site, or at another location in the City.
- LU-16.7 As appropriate, consider both the direct economic value of the project and the indirect economic value of the project to the economy as a whole when evaluating the approval of offsite signage as part of a new development project.
- LU-16.8 Require new development to be designed to function economically whether or not offsite signage is placed on the building.
- LU-16.9 Carefully integrate offsite signage into new development so that the building and not the sign is the primary use of the land.
- LU-16.10 Require an offsetting public benefit when a new development includes an offsite sign.

## **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 Prohibit the use of roof signs, pole signs, and flashing and animated signs, except as part of a Creative Sign Program.
- LU-17.2 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 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 Encourage signage that is designed for pedestrians, especially where there is discretionary authority such as Creative Signs and Comprehensive Sign Programs.
- LU-17.5 As appropriate, allow for creativity and flexibility in the design, size, and placement of temporary signs such as construction and new business signs.
- LU-17.6 Encourage the retention of landmark signs with cultural or historic value.
- LU-17.7 Continue to limit 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 Prohibit all offsite advertising in residential neighborhoods.
- LU-17.9 Allow real estate directional signs on private, residentially zoned property.
- LU-17.10 Require 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 Strategically employ public signs as part the City's overall program of features in the public right of way and public places.

This page intentionally left blank.