



- 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.

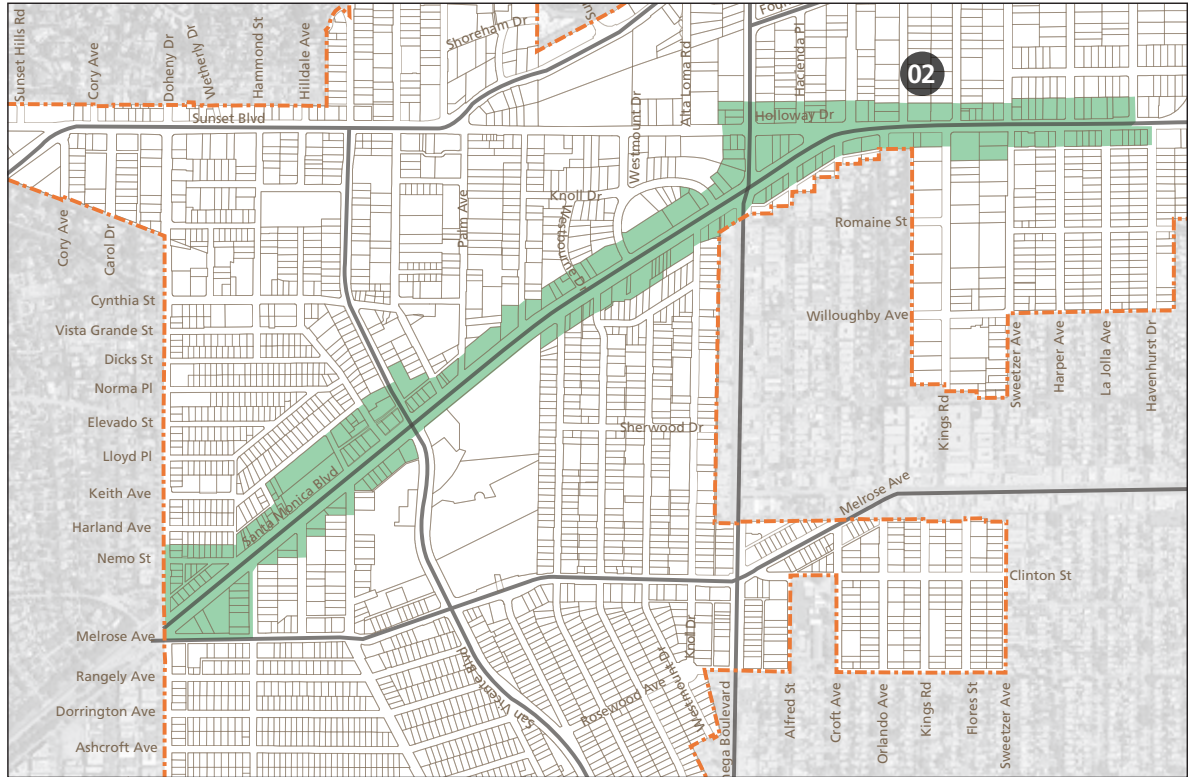
## **Goal LU-12: Enhance Santa Monica Boulevard West as a destination for nightlife and entertainment, a focus of the LGBT community, and a center for neighborhood-serving retail and restaurants.**





*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 incentivize new higher intensity, mixed-use residential development in three nodes in this sub-area. These nodes are near the intersection with Doheny Drive, along Santa Monica Boulevard east of San Vicente Boulevard and near the intersection of Santa Monica Boulevard and La Cienega Boulevard. Land use policies shall not permit residential development on certain parcels on Santa Monica Boulevard, and certain parcels adjacent to those fronting on Santa Monica Boulevard, generally between Almont Drive and Larrabee Street, where such uses may be incompatible with existing entertainment uses.*

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**The policies in LU-12 apply to Area 2 shown in Figure 3-7.**

Figure 3-7: Santa Monica Boulevard West




- 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.
- LU-12.5  Allow residential uses on the upper floors of all buildings in Area 2, except on certain parcels on Santa Monica Boulevard, and certain parcels adjacent to those fronting on Santa Monica Boulevard, generally between Almont Drive and Larrabee Street, where such uses may be incompatible with existing entertainment uses. Parcels where residential uses are prohibited are shown in Figure 3-5.
- LU-12.6 Focus and encourage new mixed-use developments in the Mixed-Use Incentive Overlay Zone on parcels near the intersection with Doheny Drive, along Santa Monica Boulevard east of San Vicente Boulevard and near the intersection of Santa Monica Boulevard and La Cienega Boulevard.
- LU-12.7  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-12.8 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-12.9 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-12.10  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-12.11 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.*

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#### **The policies in LU-13 apply to Area 3 shown in Figure 3-8.**

LU-13.1  Support the location of a transit station near the intersection of Santa Monica Boulevard and Fairfax Avenue.

LU-13.2  Allow residential uses on the upper floors of all buildings in Area 3.

LU-13.3 Focus and encourage new mixed-use developments to locate in the Mixed-Use Incentive Overlay Zone. These parcels are located near the intersections of Santa

Monica Boulevard with Crescent Heights Boulevard, Fairfax Avenue, and Gardner Street, and on the west side of Fairfax Avenue south of Santa Monica Boulevard.



- LU-13.4 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-13.5 Allow neighborhood commercial and retail uses in mixed-use buildings on parcels fronting Fairfax Avenue south of Santa Monica Boulevard.
- LU-13.6 Allow new multi-family housing on Fairfax Avenue south of Santa Monica Boulevard.
- LU-13.7 Require that development projects incorporate combinations of setbacks, scale transitions, and buffers, as appropriate, in relation to adjacent residential development.
- LU-13.8  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-13.9  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.

Figure 3-8: Santa Monica/Fairfax Transit District



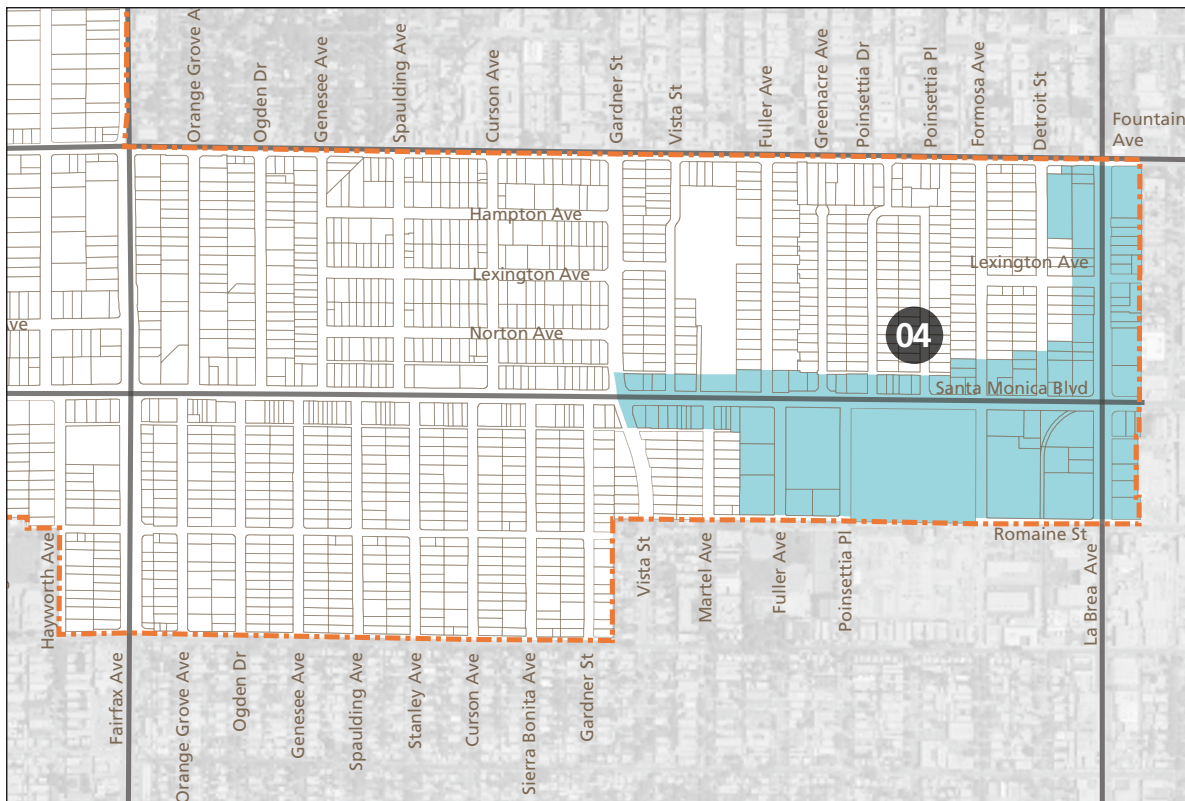
- c. Support pedestrian activity and business vitality – and the overall experience of the streetscape – through active and transparent ground floor frontages with main entries that face the street.
- d. Encourage projects to incorporate landscape elements into the design of building frontages or courtyards 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 3-9.**

Figure 3-9: Santa Monica/La Brea Transit District



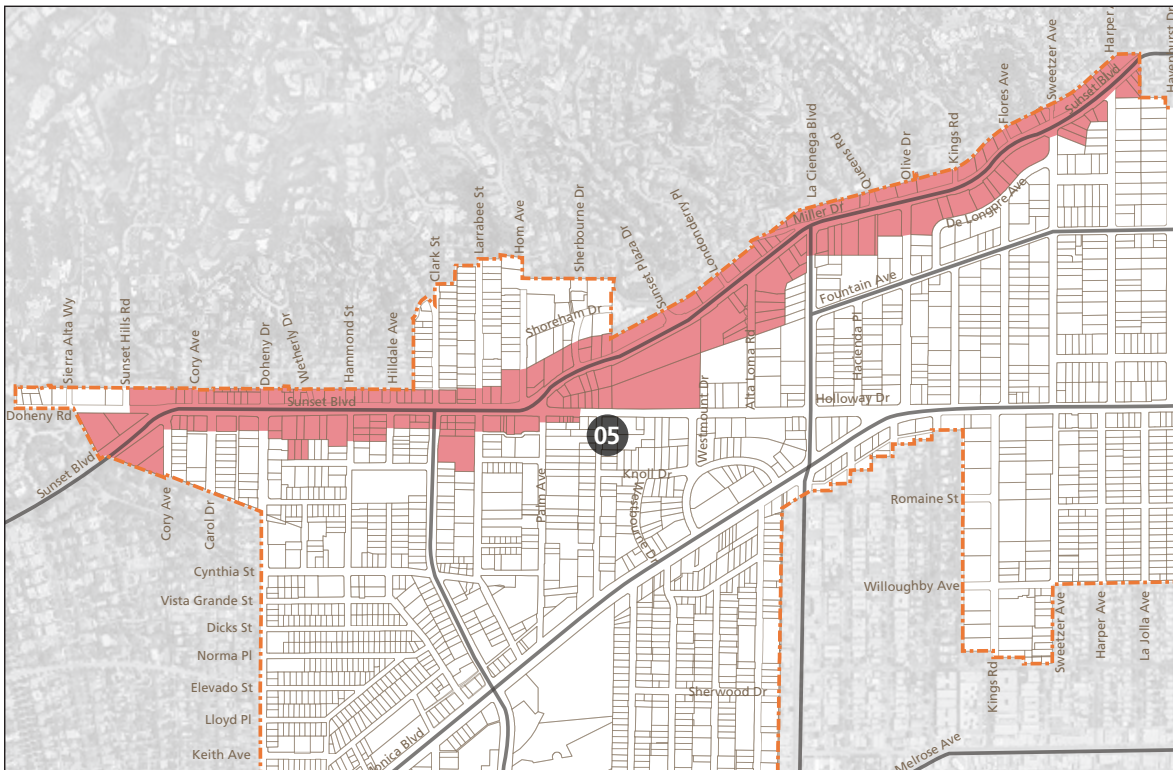
- LU-14.1  Support the location of a transit station near the intersection of Santa Monica Boulevard and La Brea Avenue.
- LU-14.2 Allow a wide variety of retail, entertainment, office and residential uses throughout this commercial sub-area.
- LU-14.3  Encourage ground-floor commercial and restaurant 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-once 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.
  - 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.
- LU-14.10 Encourage new mixed-use development in Area 4.
- LU-14.11  Apply the Mixed-Use Incentive Overlay Zone to all parcels in area 4, with the exception of parcels designated with the Movietown Specific Plan designation.




## 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 3-10.**

Figure 3-10: Sunset Boulevard



- 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.

# 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 on the Sunset Strip and in the Eastside Redevelopment Area where there is a public benefit, or in other areas where it is replacing an existing sign.
- LU-16.6 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-16.7 Require new development to be designed to function economically whether or not offsite signage is placed on the building.
- LU-16.8 Carefully integrate offsite signage into new development so that the building and not the sign is the primary use of the land.
- LU-16.9 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.

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