

Introduction & Context

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engage.weho.org/ZIP



Introduction

West Hollywood is at an important crossroads - while citywide housing options have trended towards more expensive housing options in recent years, changes to citywide development policies can steer future development towards more affordable, accessible, and sustainable forms of development.

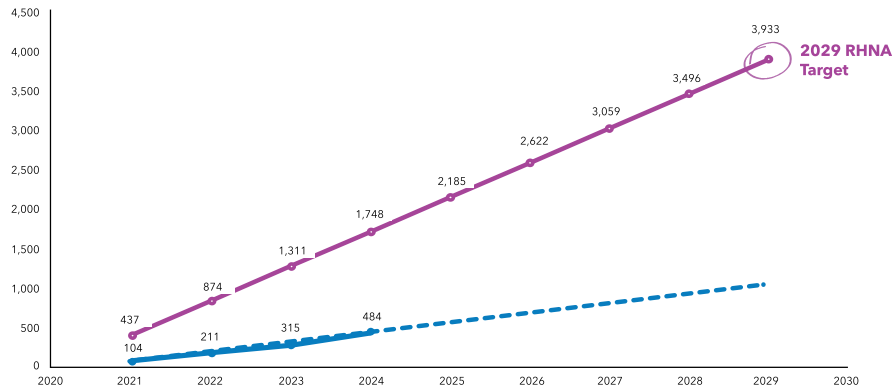
The **Zoning Improvement Program (ZIP)** is taking a comprehensive look at existing zoning policies and recommending changes to spur new housing development that enhances existing neighborhoods and aligns with citywide goals.

Project Context

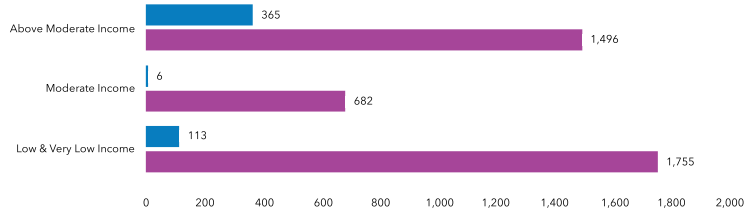
- **Housing Element Process.** In 2023, the city completed its plan to meet state-mandated goals for overall housing production and development of affordable housing units.
- **RHNA Targets.** West Hollywood needs to permit 3,449 units over the next five years to meet the state-mandated Regional Housing Needs Allocation (RHNA) target. This includes the development of units that are affordable to low- and moderate-income households. So far, permits for low- and moderate-income units have lagged behind RHNA targets.

Key: Permitted Units 2029 Projected Units (Following Historic Trends) RHNA Target

Progress Towards RHNA Target - Total Permitted Units

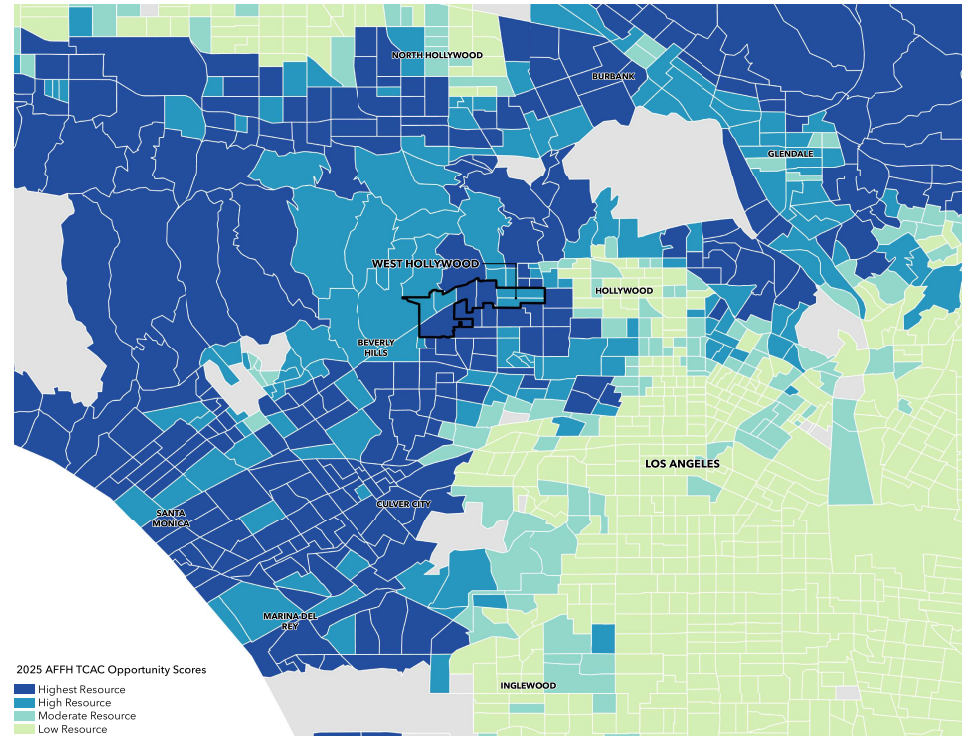


Progress Towards RHNA Target - Permitted Units by Income Group



Regional Context

- **Regional Context.** Recent state legislation has sought to affirmatively further fair housing (AFFH) through encouraging affordable housing development in neighborhoods with more resources and opportunities.
- **Opportunity Scores.** As demonstrated by a state-published map which is used to prioritize state fundings resources for housing development, neighborhoods throughout West Hollywood offer a high level of opportunity and access to community resources and are therefore considered high priority areas for affordable housing.



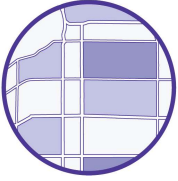
Project Goals & Process

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Project Goals

ZIP has established five major goals to guide the process of developing zoning recommendations. These goals reflect a holistic approach - encouraging sustainable growth that benefits the community.



Equity. Expand access to diverse housing types in all neighborhoods and mitigate displacement risk for those most vulnerable, relying on equity measures to inform the approach.



Production. Increase housing supply through a targeted equity-driven strategy that aligns with local housing needs.



Affordability & Accessibility. Encourage the delivery of affordable and diverse housing choices, meeting residents' needs based on the fair distribution of housing types at every affordability level.

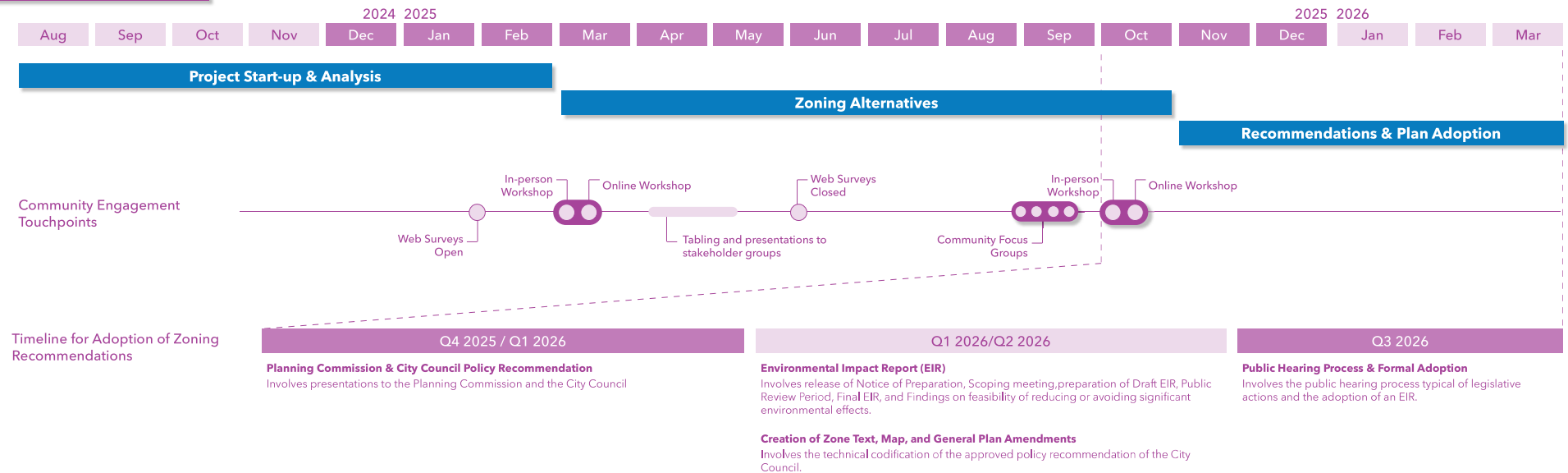


Strengthening Neighborhoods. Preserve naturally occurring affordable housing and encourage contextual approaches to development that integrate with existing historical sites and neighborhood identity.



Environmental Stewardship. Adopt land use approaches that minimize environmental impacts by leveraging the City's transit and pedestrian infrastructure and concentrating housing near neighborhood and regional amenities.

Process & Timeline

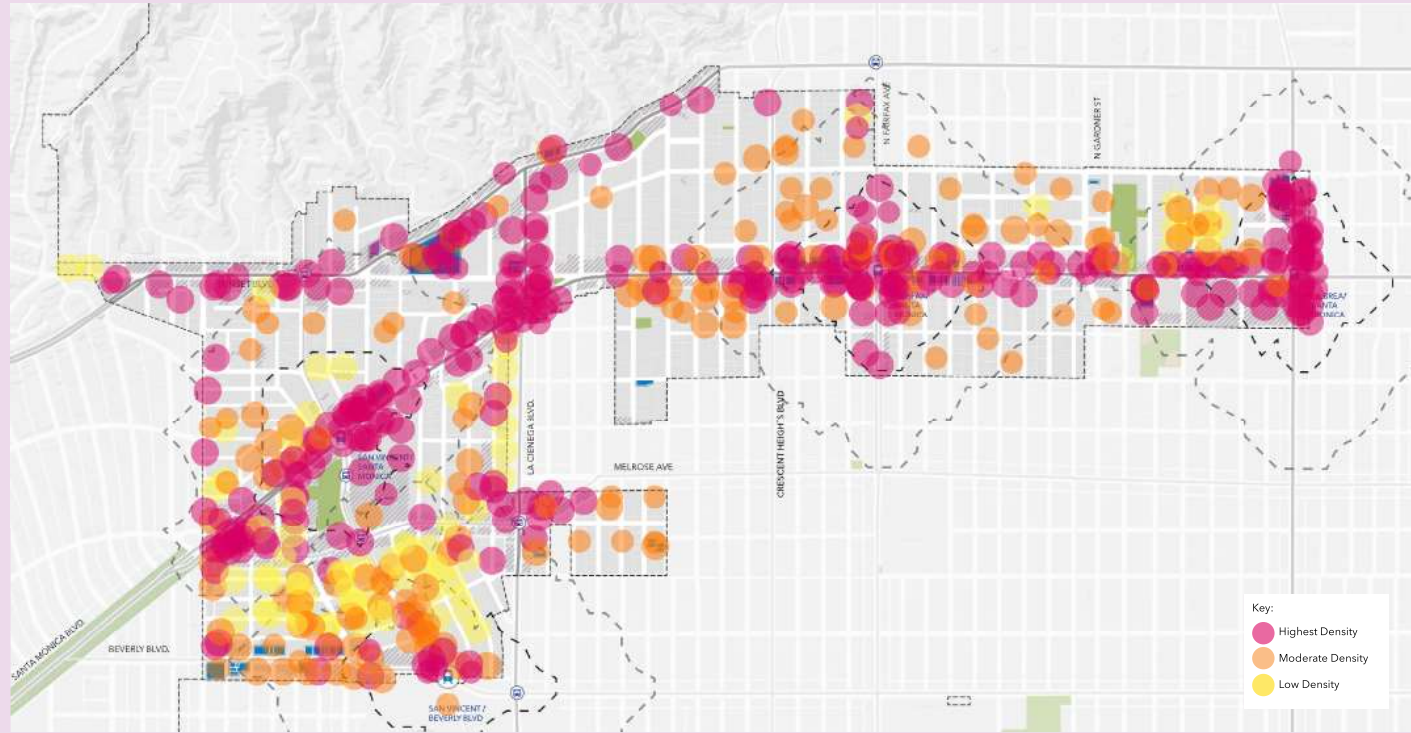


What we've learned and heard so far

Phase I Community Engagement

Initial feedback on areas to prioritize housing was collected during community workshops held in March of 2025, meetings with smaller stakeholder groups, and through online surveys on the Engage WeHo site. The topics below summarize emerging themes from these conversations.

- ▶ **Prioritize density along commercial corridors and near major transit stations.**
- ▶ **Integrate increases in residential densities through a sensitive approach.**
- ▶ **Prioritize affordability and minimize displacement risk.**

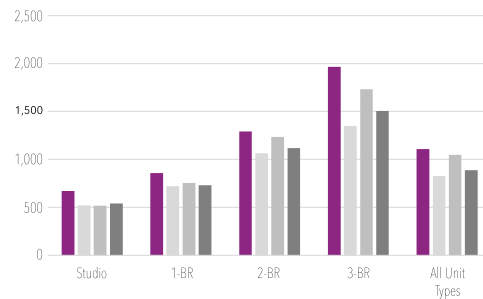


Regional Benchmarking & Affordability Challenges

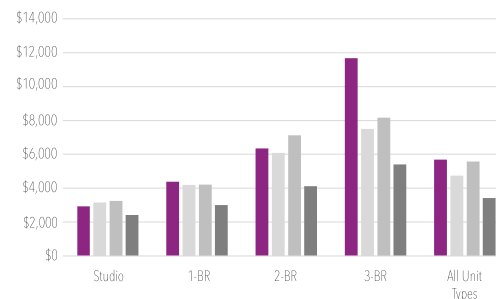
A comparison of market conditions in West Hollywood to nearby jurisdictions and sub-markets demonstrates the extent of affordability challenges within the city.

- ▶ WeHo features the **largest average unit sizes** of the four geographies, reflecting a trend towards larger "luxury" units.
- ▶ WeHo features the **highest asking rents** of the four geographies.
- ▶ WeHo features the **lowest vacancy rates** of the four geographies, particularly among smaller unit sizes.

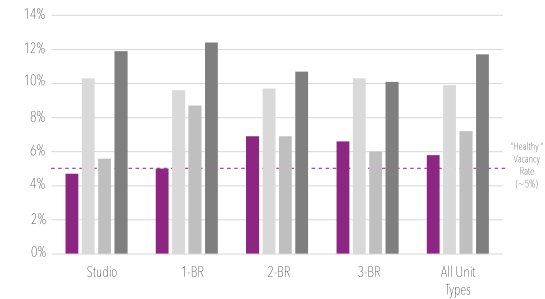
Average Unit Size (sf) by Bedroom Count



Average Asking Rent by Bedroom Count, Q3 2025



Vacancy Rate by Bedroom Count



Key:

West Hollywood (dark purple), Santa Monica (light grey), West Los Angeles (West LA, Brentwood, and Sawtelle) (medium grey), City of Los Angeles (all neighborhoods) (dark grey)

Source: New construction projects built since 2015 as tracked by CoStar.

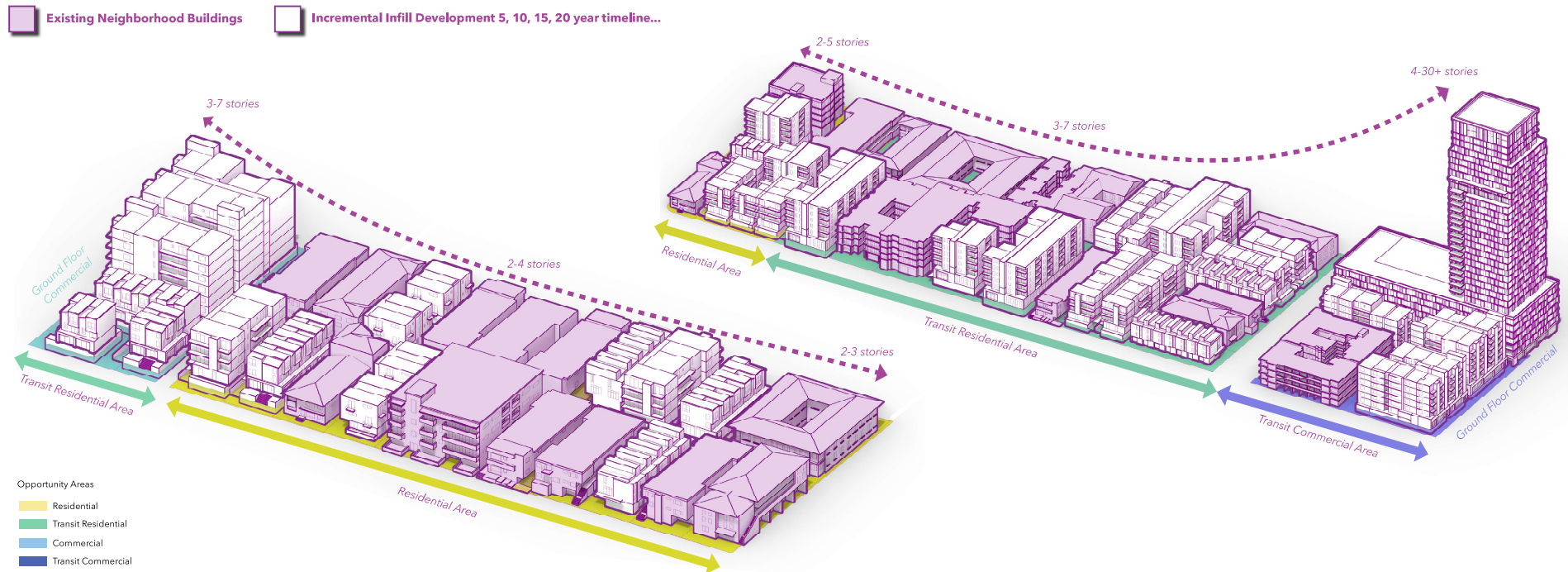
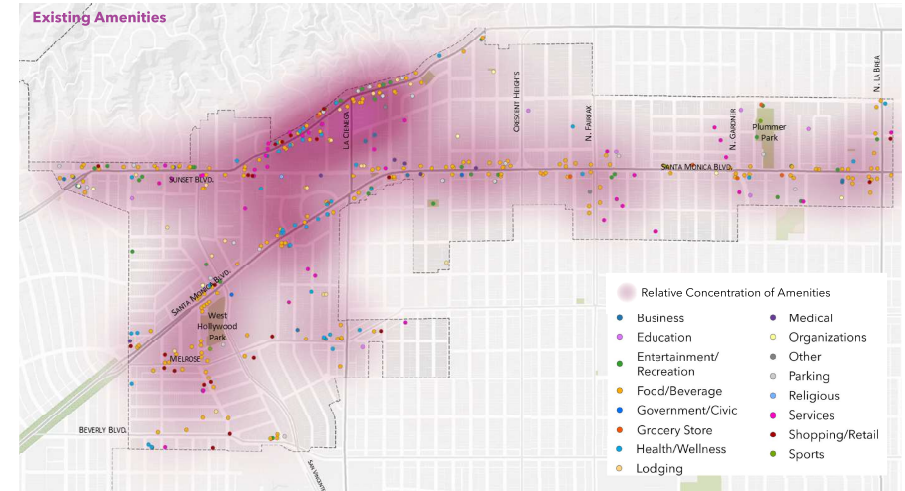
Enhancing WeHo's Commercial Districts

Establish a gradient of density in proximity to transit and community amenities.

Zoning changes implemented through ZIP can support the development of more walkable neighborhoods throughout the city by encouraging housing development in locations close to transit and amenities.

Policy Opportunities:

- **Local Transit-Oriented Development (TOD) Incentive Program.** A TOD incentive program has the potential to encourage increased residential density by allowing for additional units or height within designated areas close to transit. If financially feasible, the policy could also incorporate additional community benefit requirements for projects accessing additional density through the program.



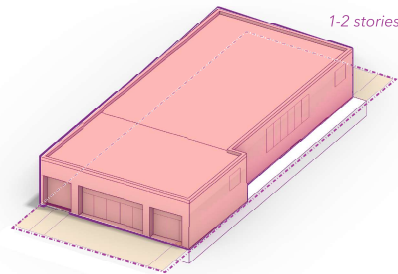
Enhancing WeHo's Commercial Districts

Encourage up-cycling of existing, lower density commercial sites.

Existing zoning caps development at 4-5 stories along most commercial corridors. Changes to dimensional zoning requirements can unlock housing development opportunities on underutilized sites that have the potential to deliver new housing units without displacing existing homes.

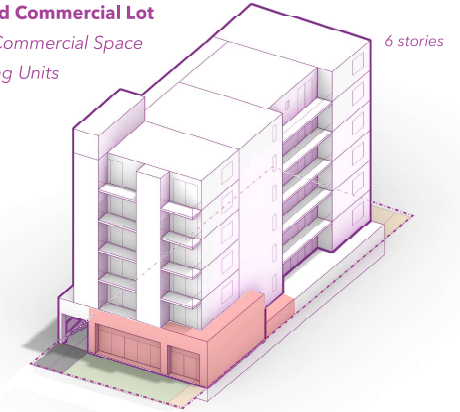
Underutilized Commercial Lot

4,500 sf Commercial Space
0 Housing Units

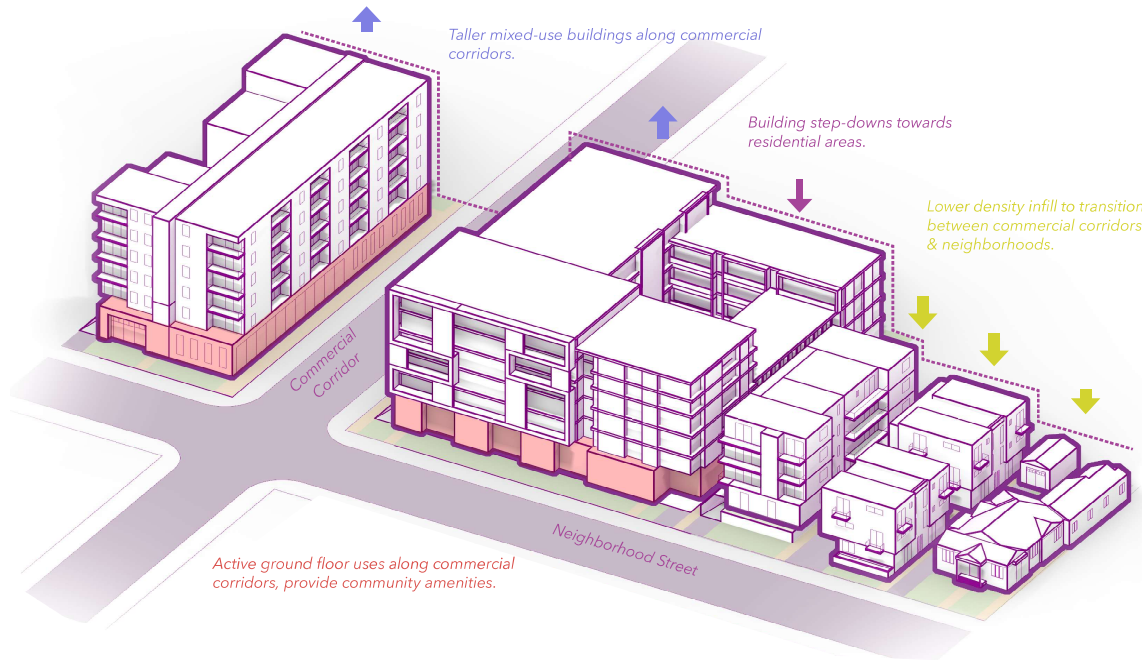


Up-cycled Commercial Lot

2,000 sf Commercial Space
20 Housing Units



Transition building heights between residential and commercial areas.



Policy Opportunities:

- ▶ Allow for increased heights to incentivize redevelopment of underutilized commercial parcels.
- ▶ Consider requirements maintain and support active uses along the street to keep WeHo's commercial corridors vibrant.

Incentives & Community Benefits

What is an incentive program?

An incentive program provides reductions in zoning requirements for a given project - such as allowing for additional units or building height - in exchange for providing community benefits.

The **State Density Bonus Law** is a statewide incentive program that encourages developer to build affordable housing on site in exchange for allowing for addition units and reductions in zoning requirements. An analysis of recently entitled buildings found that roughly 39 percent of eligible projects utilized the State Density Bonus.

The development of a **local transit-oriented development incentive program** could allow for further increases to residential densities and building heights in areas near transit, in exchange for additional community benefits.

Are there other community benefits not listed below that should be considered? Share your ideas here.

In addition to affordable housing, what community benefits would you like to see within a potential transit-oriented development incentive program?

Place dots in the boxes below to indicate your preference.

Units for Seniors	Space for Childcare Facilities	Affordable Commercial Spaces	Sustainable Construction (e.g. LEED or Passive House certifications)	Tree-planting & Stormwater Management (e.g. bioswales, green roofs)
Units with Universal Design	Spaces for Nonprofit Community-Based Organizations	Community Events & Programming	Transit Investments (e.g. bus stops, bike racks)	Publicly-accessible Open Space

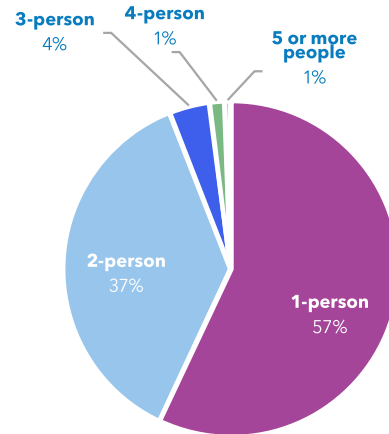


Opportunities in Residential Neighborhoods

Discourage oversized luxury development and align unit sizes with community demographics.

While average household sizes remain small, recent development has trended towards larger unit sizes. This likely due both to market conditions that have encouraged developers to build larger, high-end luxury units, as well as maximum density requirements can steer developers toward larger unit sizes. Policy changes have the potential to better align unit sizes with household sizes.

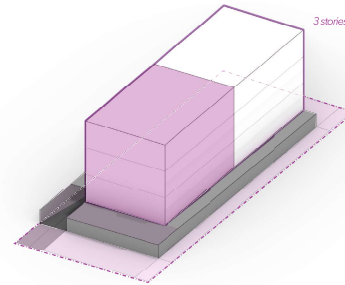
Distribution of Household Sizes



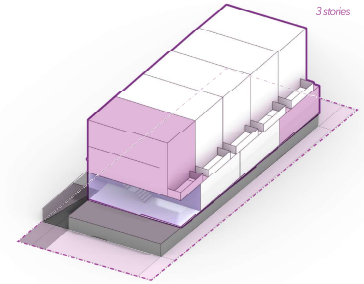
Source: 2023 American Community Survey 5-Year Estimates)

Policy Opportunities:

- Increase residential densities across all residential zones to encourage the right-sizing of housing units.
- Associate dimensional standards (e.g. height, setbacks) with minimum densities to encourage developers to build more units and smaller units, rather than limiting development to just a few large units.



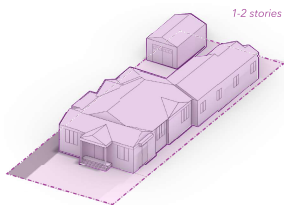
Luxury Units 3,000 sf +
2 Units
Monthly Rent \$11,000+*



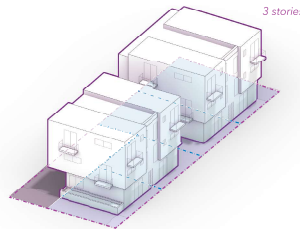
Mixed Unit Sizes 450-1,000 sf
5+ Units
Monthly Rent \$2,900 - \$6,300*

*Note - Rents reflect anticipated rents for newly constructed housing in West Hollywood, based on market analysis conducted as part of the ZIP Program.

Expand access to homeownership.



1 Large Lot
1 Large Single-Family Dwelling + 1 ADU

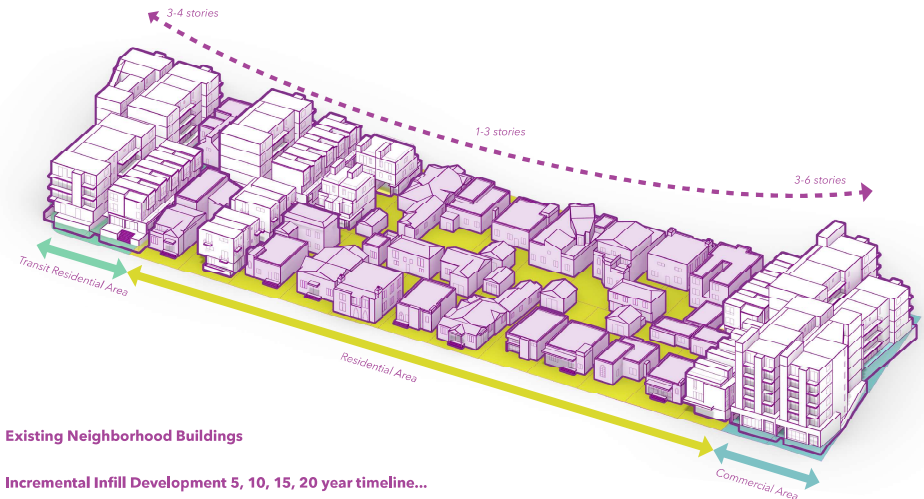


4 Small Lots
4 Smaller Single-Family Dwellings

Policy Opportunities:

- Introduce a small lot subdivision ordinance to facilitate the subdivision of residential lots to allow for the development of small attached- and detached- homes, such as rowhouses or clustered homes. Small lot subdivisions are typically more cost effective than condominiums in that they allow for fee-simple ownership of units and do not require payments to a home-owners association.

Encourage increased density in neighborhoods closest to amenities and transit.



Existing Neighborhood Buildings



Incremental Infill Development 5, 10, 15, 20 year timeline...

Objective Design Standards

What is ODS?

Objective Design Standards (ODS) are clear, measurable guidelines that give the community, developers, and decision makers more certainty regarding what future development will look like. Unlike subjective design reviews, ODS make the entitlement process more predictable and transparent.

As West Hollywood adopts new ministerial (streamlined) review processes, as mandated by recent state legislation, ODS will ensure that new projects are compatible with the surrounding neighborhood context, enhance the public realm, and provide a high standard of living for residents.



Which aspect of the Objective Design Standards is most important for your neighborhood?

VOLUME & HEIGHT

RELATIONSHIP BETWEEN THE BUILDING & THE STREET

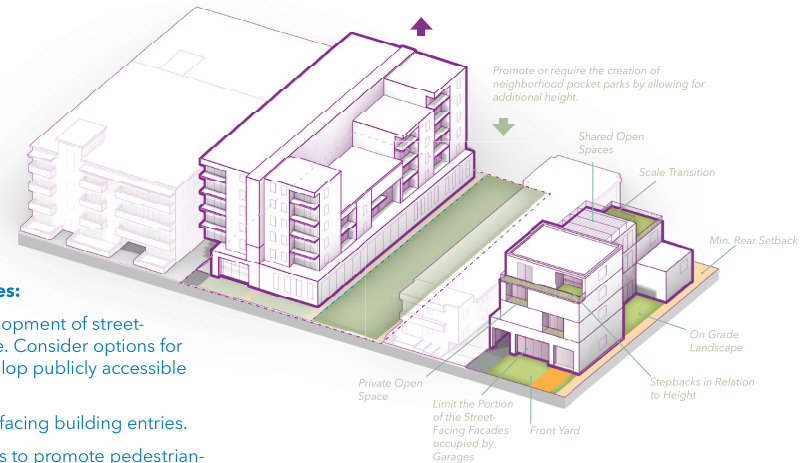
OPEN SPACE

DESIGN, STYLE & MATERIALS

PRIVACY

TRANSITIONS OF HEIGHT & SCALE BETWEEN LOTS

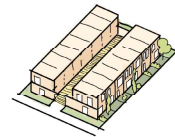
Preserve and enhance the public realm within neighborhoods.



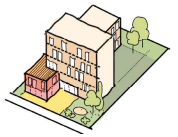
Policy Opportunities:

- Support the development of street-facing open space. Consider options for incentives to develop publicly accessible open space.
- Encourage street-facing building entries.
- Minimize curb cuts to promote pedestrian-friendly streets.

When thinking about future development in your neighborhood, which type of building would you prefer to see more of?

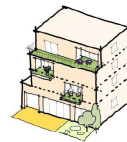


Lower buildings & less open space...

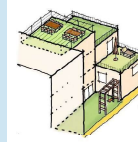


Taller buildings & more open space...

In your home and neighborhood, what type of outdoor space do you value most?



Private balconies and patios...



Smaller, distributed shared open spaces...



A larger, centralized open space...

*Could include open space that is accessible to the public

Opportunity Areas

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Opportunity Areas Approach

Access to transit and community amenities along commercial corridors are important considerations when determining locations for new housing development. Prioritizing density in areas with access to transit and amenities supports the development of more walkable, sustainable communities where residents can easily meet many of their daily needs within their neighborhoods.

Housing also plays an important role in supporting local commercial districts - more residents in a neighborhood can lead to increase traffic to local businesses and even spur demand that encourages new businesses to move in.

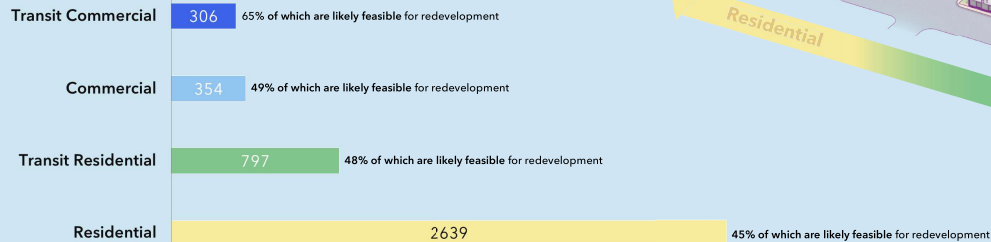
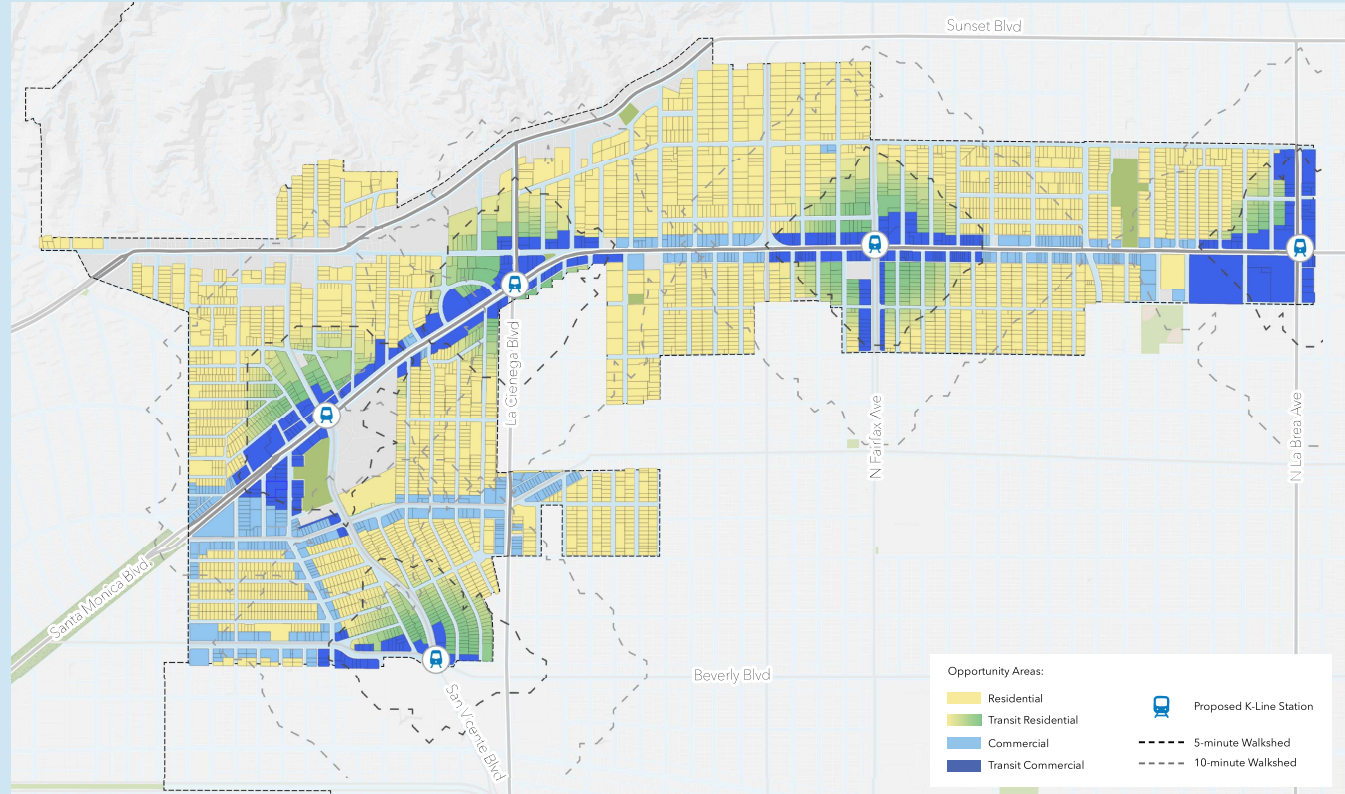
Through the lens of transit and amenities, ZIP has defined "opportunity areas" that characterize parcels according to their land use (commercial vs. residential) and whether they're located within a five minute walk of a major transit stations and proposed future K-line stations.

Opportunity Sites Analysis

ZIP developed a metric to evaluate the potential for redevelopment on parcels throughout the city.

- Properties with **historic designations** are less likely to redevelop
- Properties with **multiple owners** are less likely to redevelop
- **Year when existing structures were built** (older buildings = more likely to redevelop)
- **Value of structures on the site relative to the land value** (lower value structures = more likely to develop)
- **Ratio of existing GSF relative to the maximum GSF allowed by zoning.** Large "delta" between existing GSF and maximum allowed GSF increases the likelihood of development

Zoning changes have the potential to catalyze investment in these sites to deliver new housing and community amenities.



Number of Parcels by Opportunity Area

