



Zoning Improvement Program for Housing

Planning Commission Meeting | July 16, 2026

Agenda

01 Why ZIP is Being Prepared

02 Policy Matrix

03 How to Plan for Growth

04 How to Support Vulnerable
Households

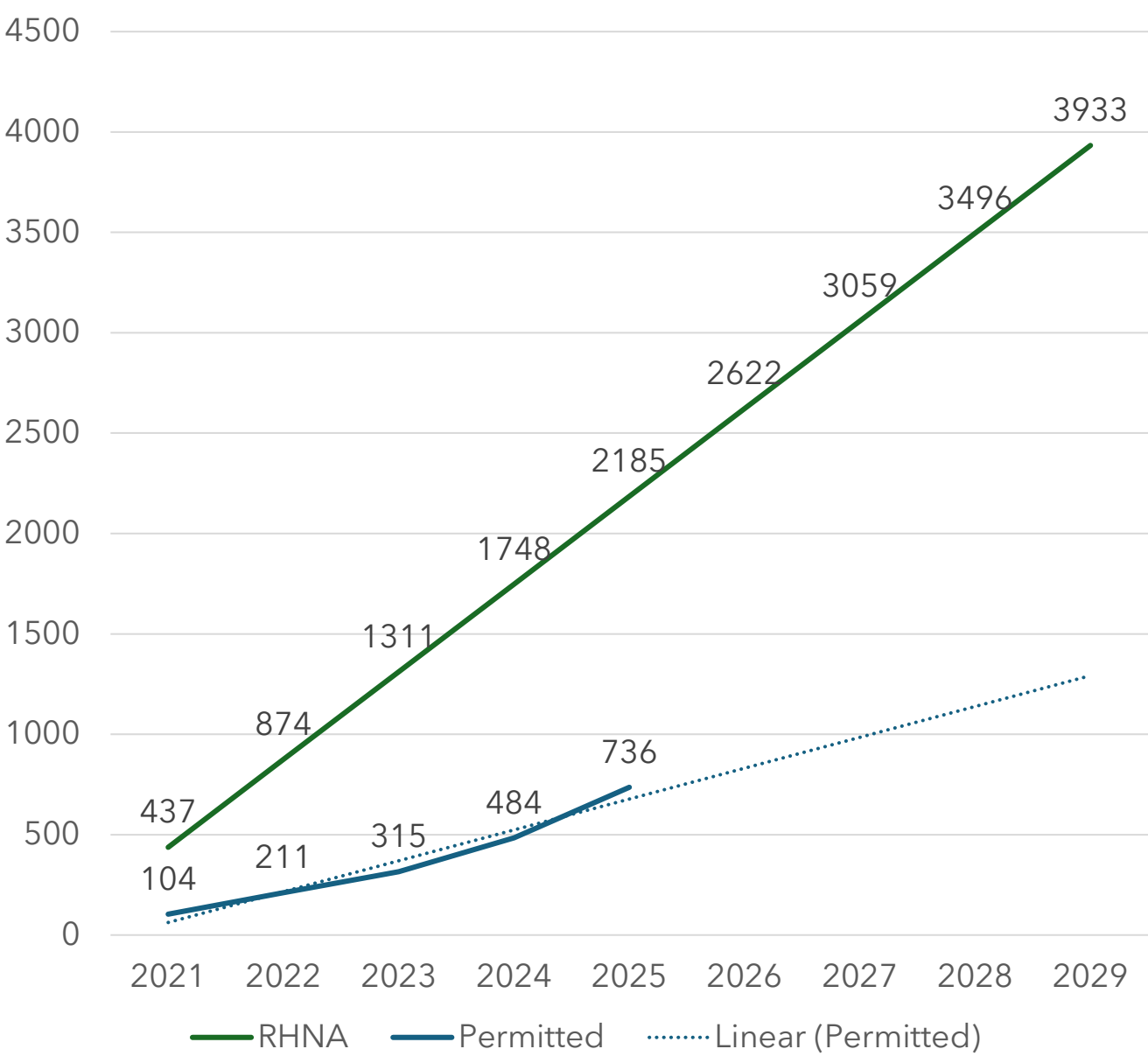
05 How to Promote Unit Diversity

06 How to Align Zoning Tools
with State Law

07 Feedback to Council

Why is ZIP being prepared?

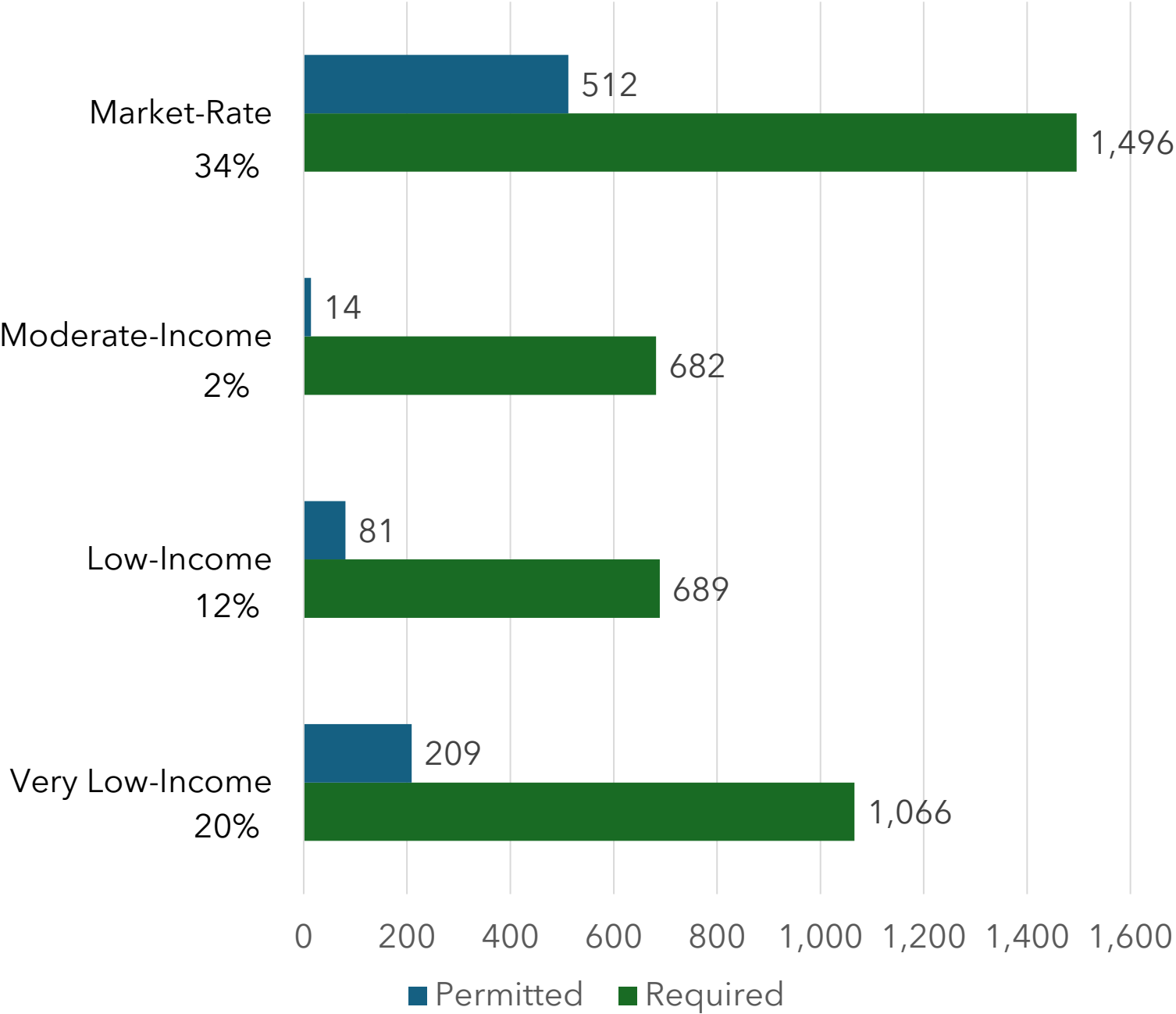
RHNA Required, Progress, & Forecast



- Implement adopted Housing Element programs and RHNA monitoring obligations
- Modernize zoning so capacity can translate into feasible housing outcomes
- Coordinate local zoning with SDBL, the IHO, SB 79, and objective-standard requirements
- Respond to prior Council directives through one coordinated work program

ZIP HE Objectives

- Reduce zoning-related hurdles to new housing development
- Evaluate base and incentive-based zoning in relation to SDBL and the City’s IHO
- Create a TOD program
- Update objective design and development standards



Progress by Income Category

Policy Matrix

Advisory Feedback Requested

How to Plan for Growth?	Growth Geography	• Where should Council focus additional housing capacity? • Should any areas be excluded from growth? • Should residential prohibitions in the “commercial-only” overlay and Commercial Neighborhood 2 zone be removed?
	Capacity Calibration	• Which dimensional standards should be maintained or modified? • Are there any design or infrastructure issues that should be flagged for City Council?
How to Support Vulnerable Households?	Anti-Displacement Strategies	• Which preservation, replacement, tenant-support, and/or funding tools should be prioritized as zoning is increased?
How to Promote Unit Diversity?	Housing Diversity Outcomes	• Should the City use tools to support the creation of smaller units, such as minimum densities or maximum average unit sizes?
How to Align Zoning Tools with State Law?	Local Bonus, Community Benefits & SB 79	• Should the City prepare a local bonus overlay and/or Transit-Oriented Development Alternative Plan (TODAP)? • If a local bonus overlay is supported, should it be limited to TOD areas and to areas where existing bonus overlays are currently located? Which community benefits should be prioritized?

What is being requested tonight

Confirm whether the policy choices are framed clearly

Flag design, displacement, infrastructure, and implementation issues for Council

Identify which growth geographies and guardrails should move forward

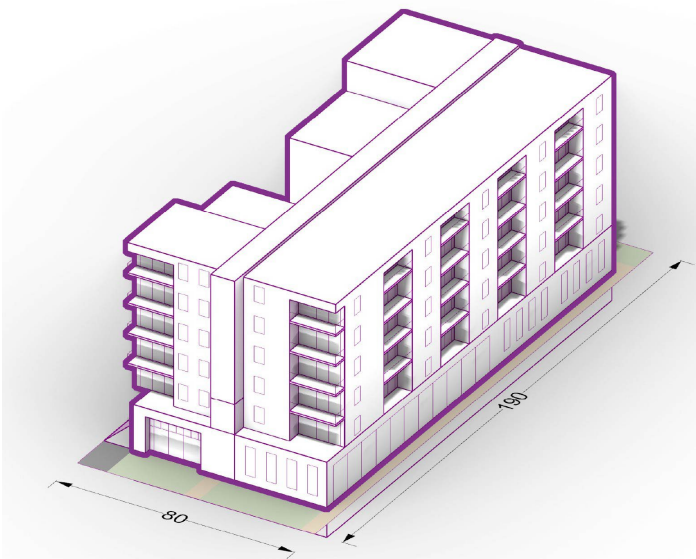
Help staff prepare the City Council policy-direction item

What is not being decided tonight
Zoning map amendment, Zone Text Amendment, General Plan Amendment, project approval, final SB 79 implementation approach, or CEQA determination.

How to use the technical analysis

Test fits

- Used to illustrate plausible building forms and zoning envelopes.
- They are not individual development proposals.



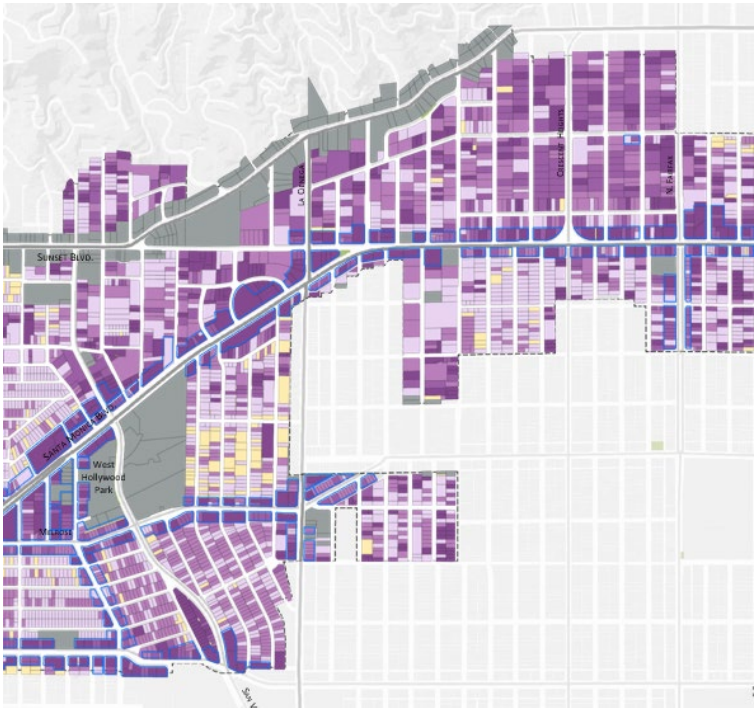
Pro formas

- Test whether base, SDBL, and local bonus scenarios are likely to be financially feasible.
- They do not guarantee development.

Test Fit	2	3A
GSF	11,106	20,410
GSF Residential	11,106	20,410
NSF Residential	9,440	17,349
Ground-Floor Retail		
Floors	3	6
Units	11	19
Inclusionary Units	1	3
Avg. Unit Size	850	913
Parking Spaces	12	20
Parking Type	Subterra...	Subterra...
Resi Parking Ratio	1.08	1.05
du/acre	74	127
ROC	12.22%	18.90%

Capacity analysis

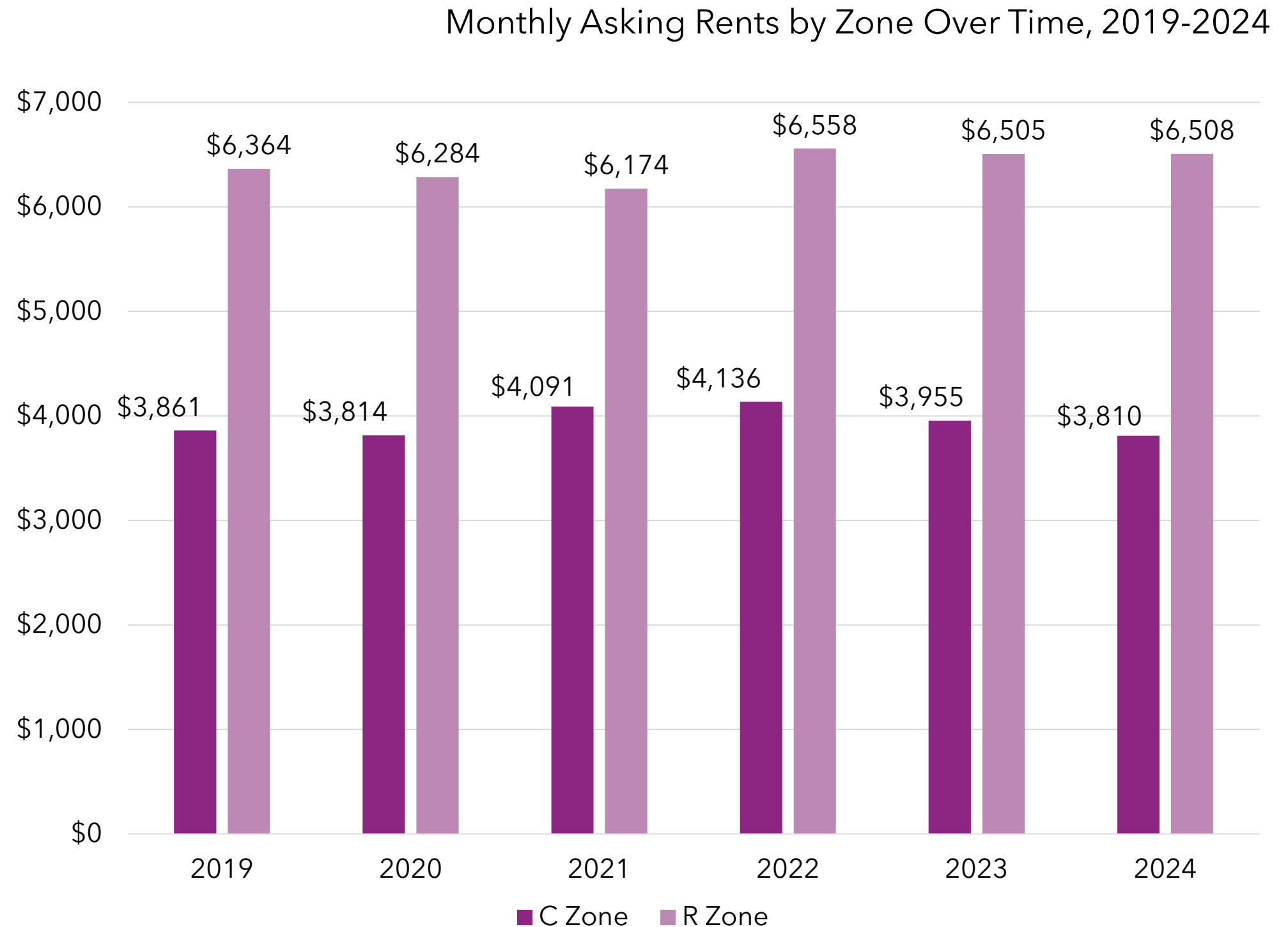
- Compares policy scenarios.
- Full buildout is an upper-bound model; feasible capacity is a filtered comparison tool, not a forecast.



How to Plan for Growth: Growth Geographies & Capacity Calibration

Why we plan for growth

Current market rates, production trends, and the current 4.5% vacancy rate demonstrate why zoning needs to be recalibrated.



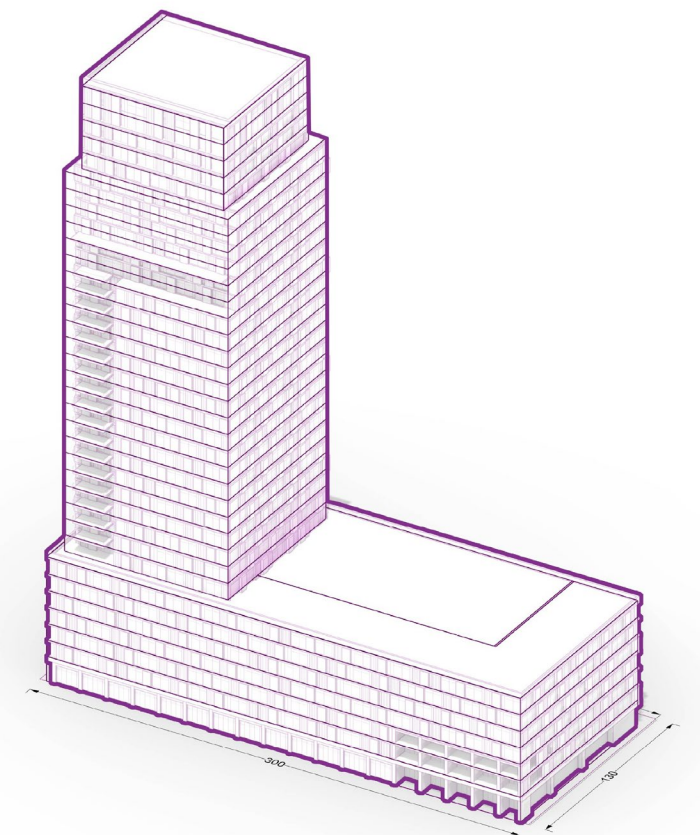
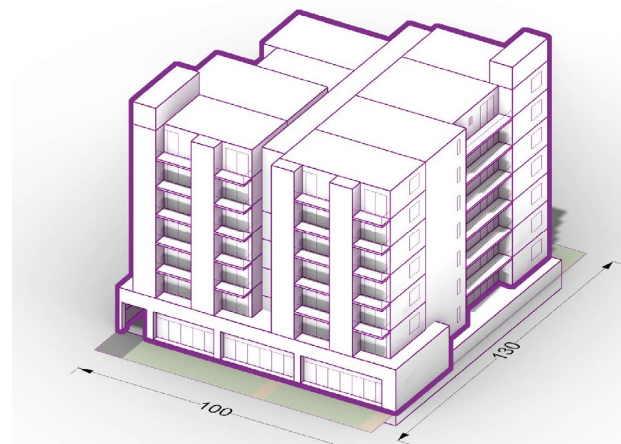
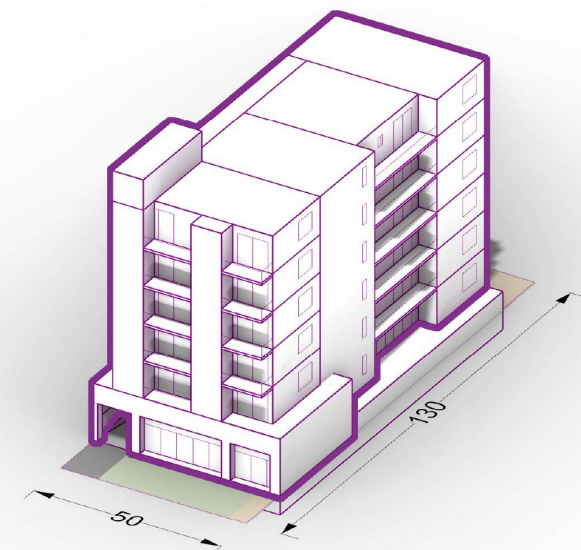
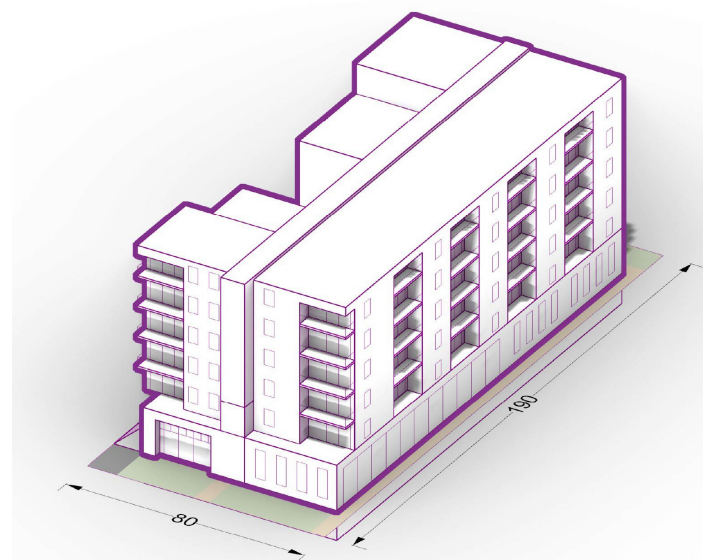
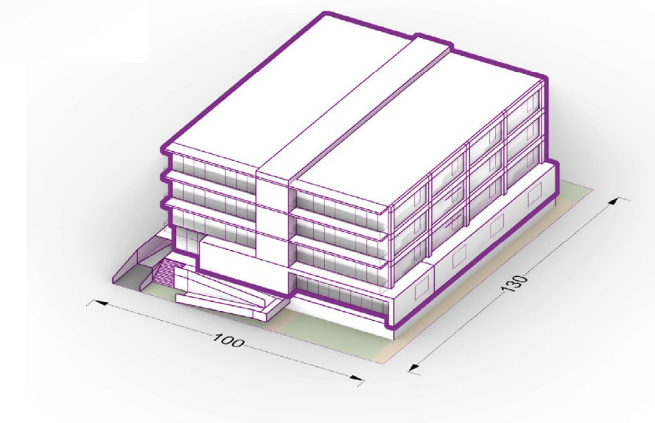
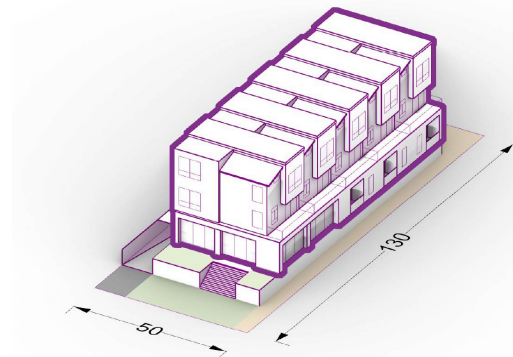
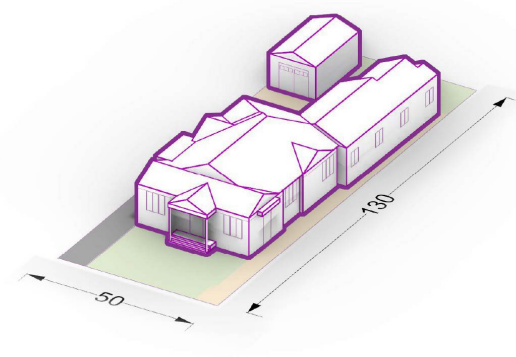
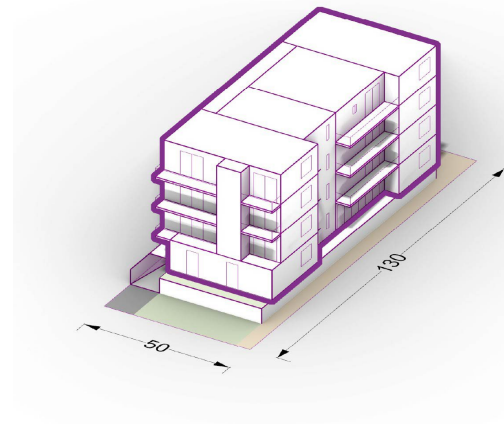
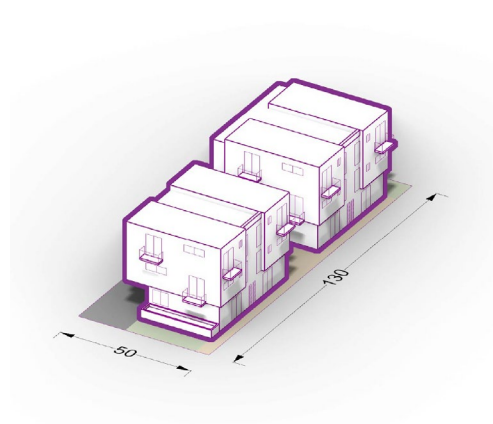
How we can plan: Growth Geographies

Geography	Intent
Commercial	Place housing potential near transit, services, and employment centers.
R3/R4	Calibrate interior dense neighborhoods to dissuade "luxury" redevelopment but facilitate greater infill of diverse units.
R1/R2	Promote diverse and missing-middle opportunities while responding to community concerns.
Possible Exclusions (i.e., VHFHSZ)	Potentially exclude sensitive areas from additional housing capacity.

How we can plan: Envisioning Housing Outcomes

- Existing lot typologies
- Existing neighborhood forms
- Common building types
- Financial feasibility
- Compatibility with proposed design standards

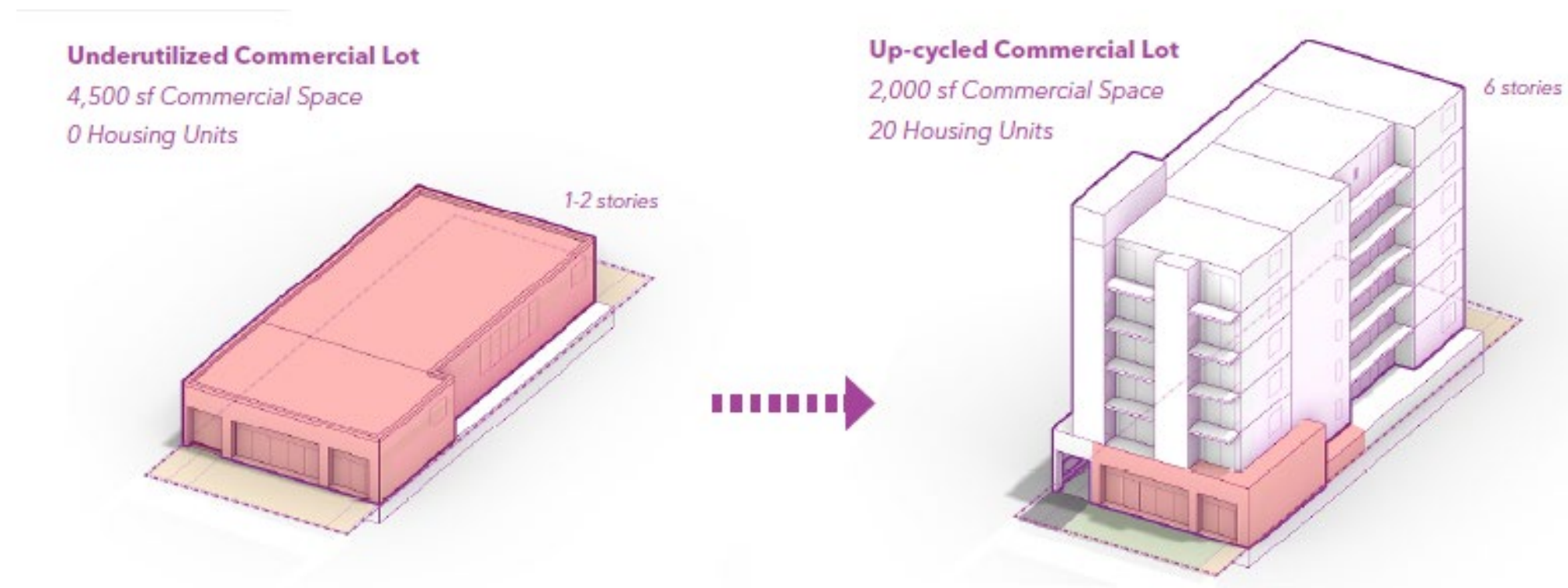
Test fits are used for policy calibration, but do not represent the policy decision.



Commercial: Mixed-Use Residential

Strategies

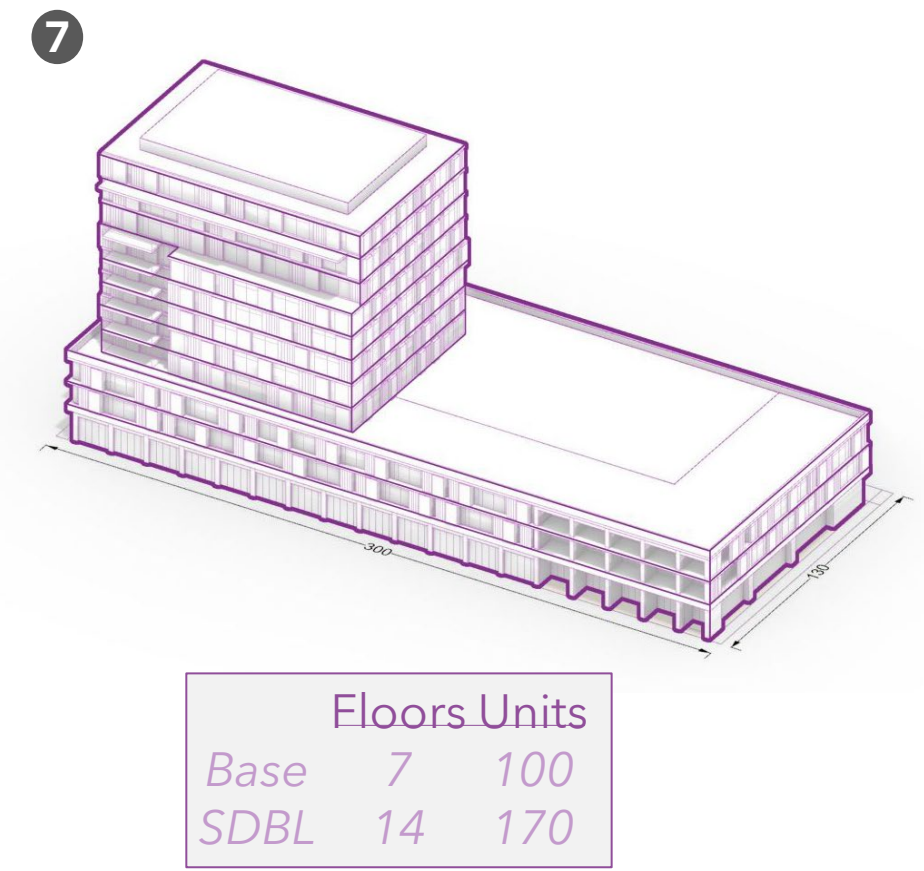
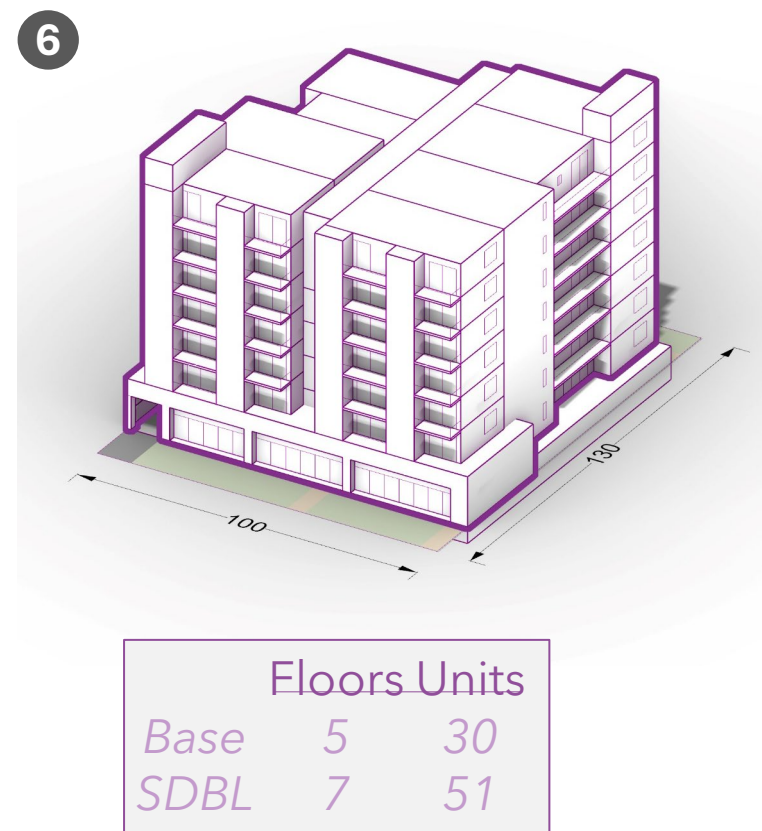
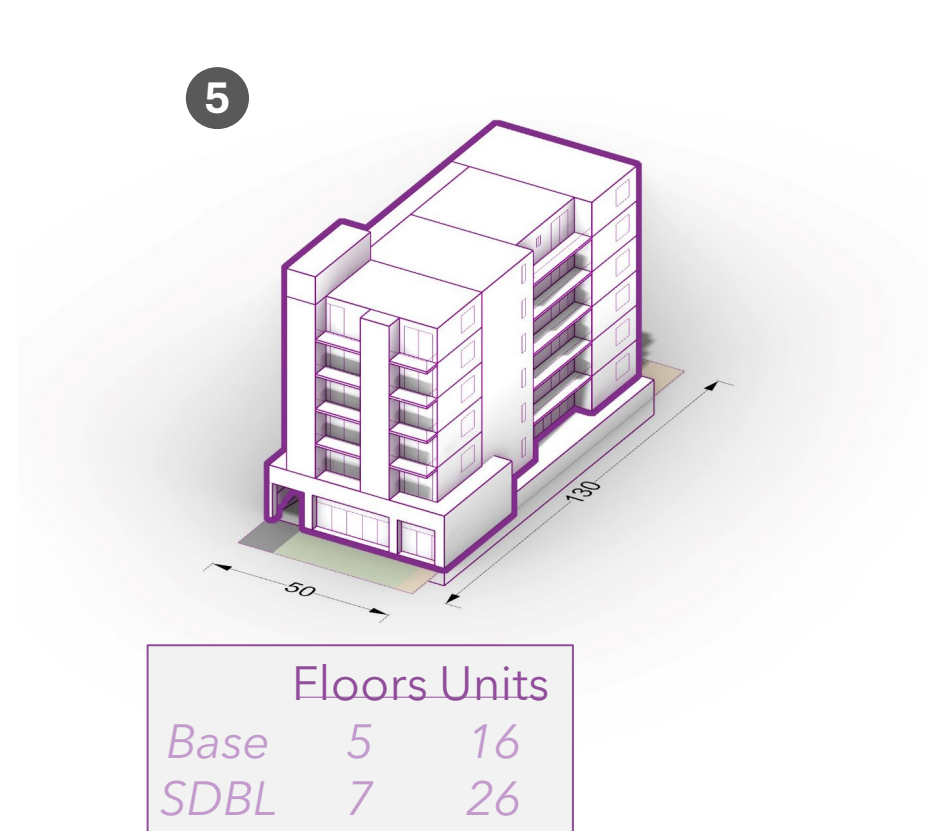
- Upcycle underutilized commercial sites
- Remove residential prohibitions
- Permit forms up to towers



Policy Takeaway: Commercial corridors are a primary capacity strategy because they align with transit, services, jobs, and community input.

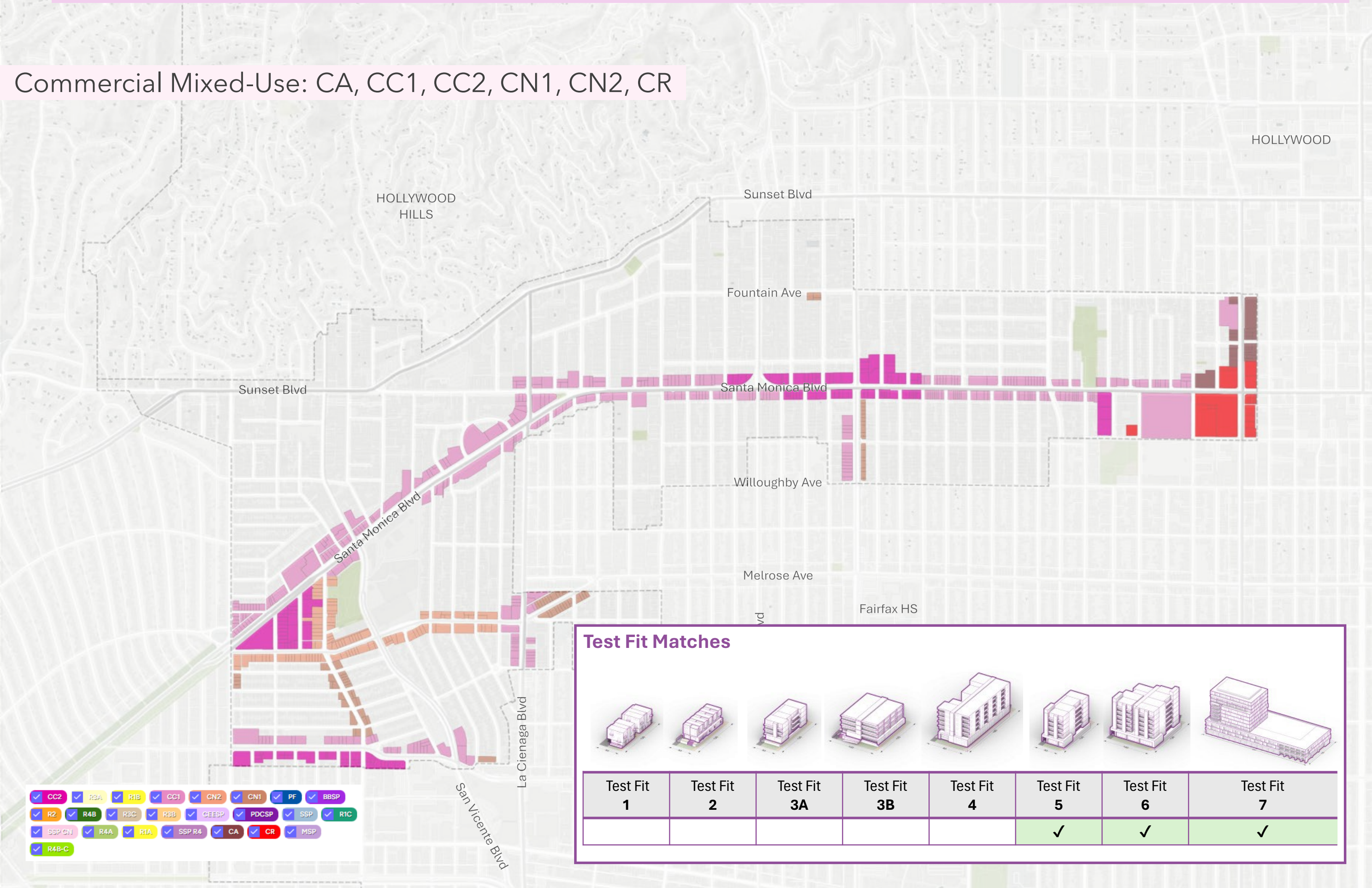
Commercial Mixed-Use: CA, CC1, CC2, CN1, CN2, CR

- Promotes an activated ground floor for commercial uses
- Mirrors recent redevelopments of commercial sites
- Responds to multiple sizes of commercial lots and lot consolidation
- Supports transitional urban form



* Test fit envelope aligns with State Density Bonus Law (SDBL) program to reflect the close relationship between state and local housing policy.

Commercial Mixed-Use: CA, CC1, CC2, CN1, CN2, CR



Test Fit Matches

							
Test Fit 1	Test Fit 2	Test Fit 3A	Test Fit 3B	Test Fit 4	Test Fit 5	Test Fit 6	Test Fit 7
					✓	✓	✓

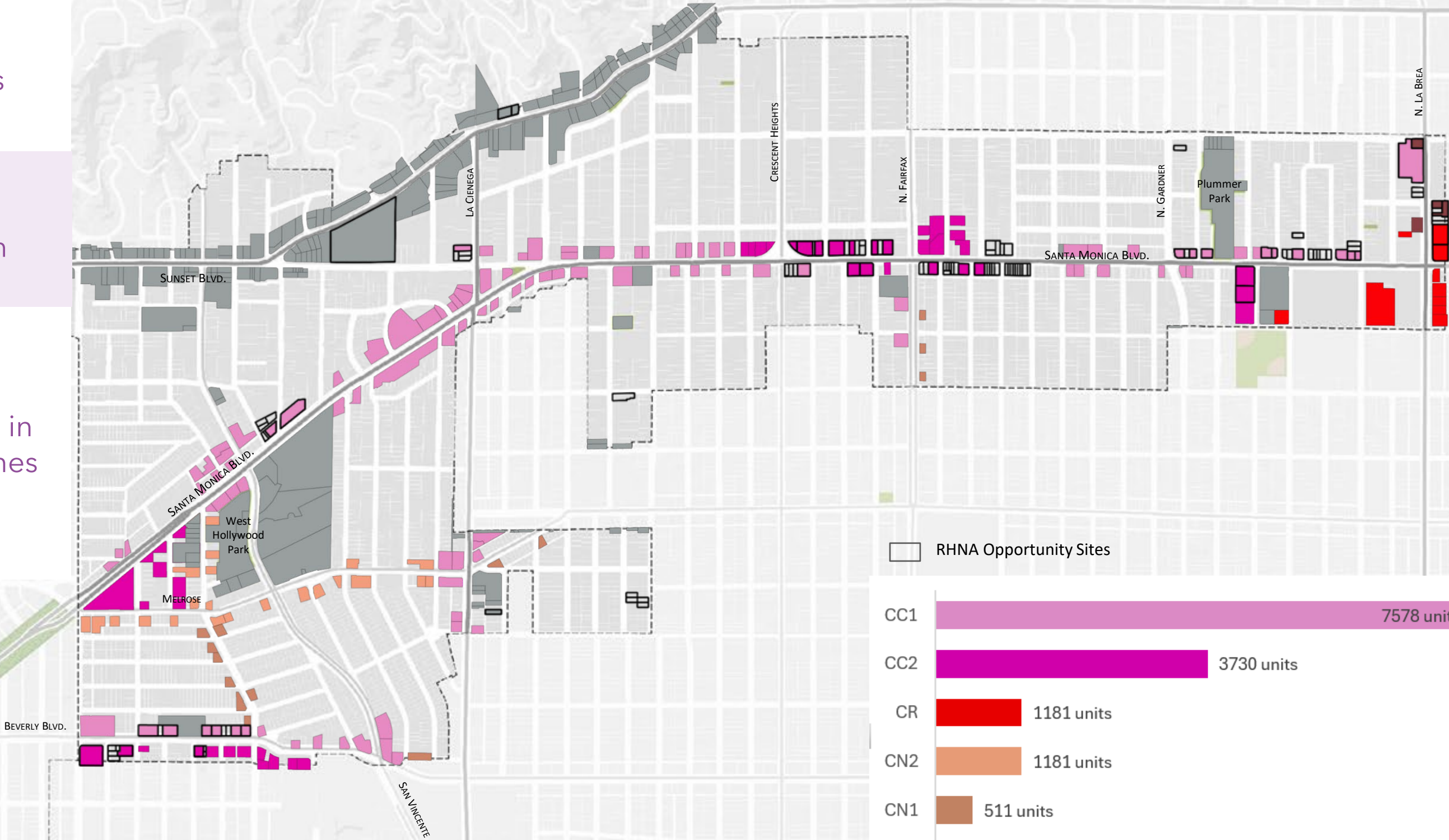
Commercial Mixed-Use: CA, CC1, CC2, CN1, CN2, CR

903
Existing Units

32%
Feasible Parcels

14,329
Additional
Unit Capacity on
Feasible Parcels

66%
Total New Units in
Commercial Zones



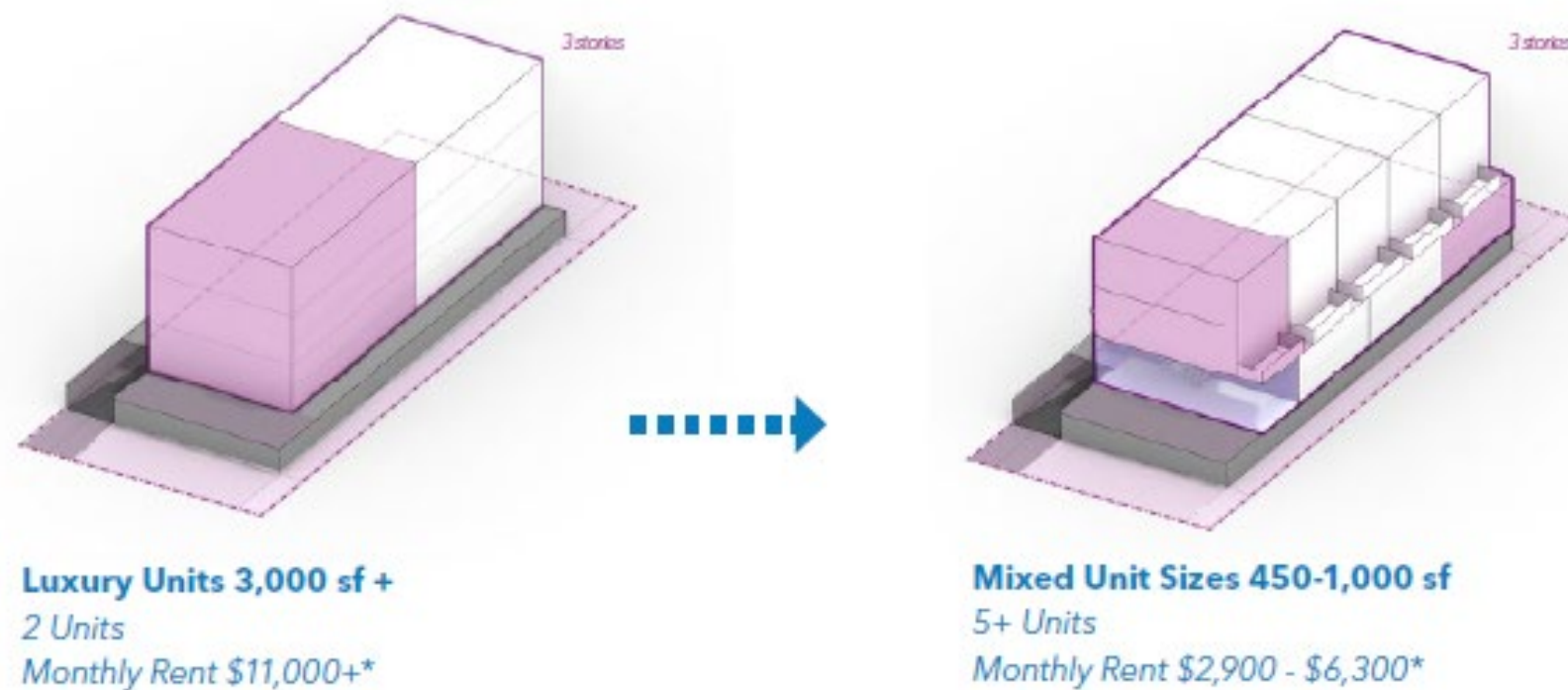
RHNA Opportunity Sites

CC1	7578 units
CC2	3730 units
CR	1181 units
CN2	1181 units
CN1	511 units
CA	206 units

R3 and R4: Medium and High-Density Residential

Strategies

- Maintain similar building envelopes and increase density to “right-size” units
- Flexible open space & other site planning elements

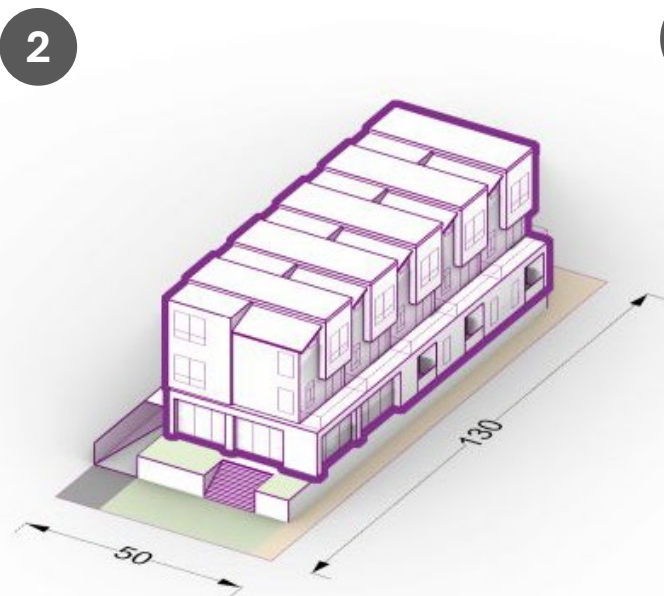


*Note - Rents reflect anticipated rents for newly constructed housing in West Hollywood, based on market analysis conducted as part of the ZIP Program.

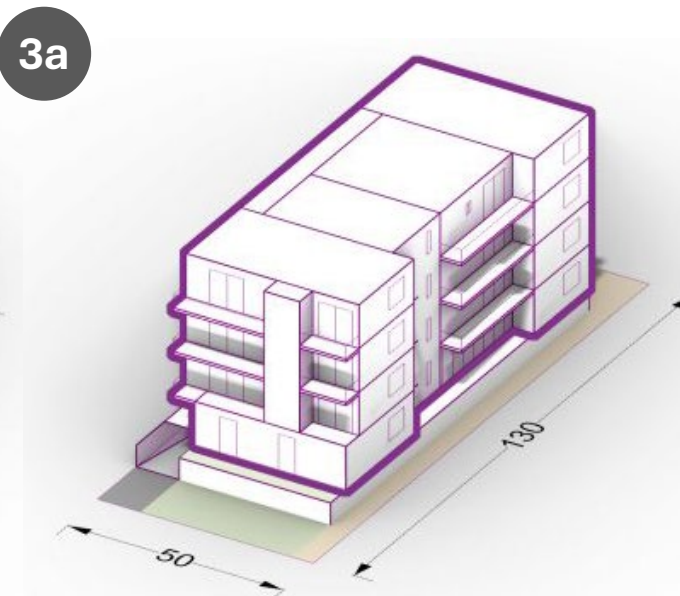
Policy Takeaway: R3 and R4 neighborhoods can provide infill capacity, but standards are calibrated to account for rent-stabilized and naturally affordable households.

Medium and High Density: R3, R4

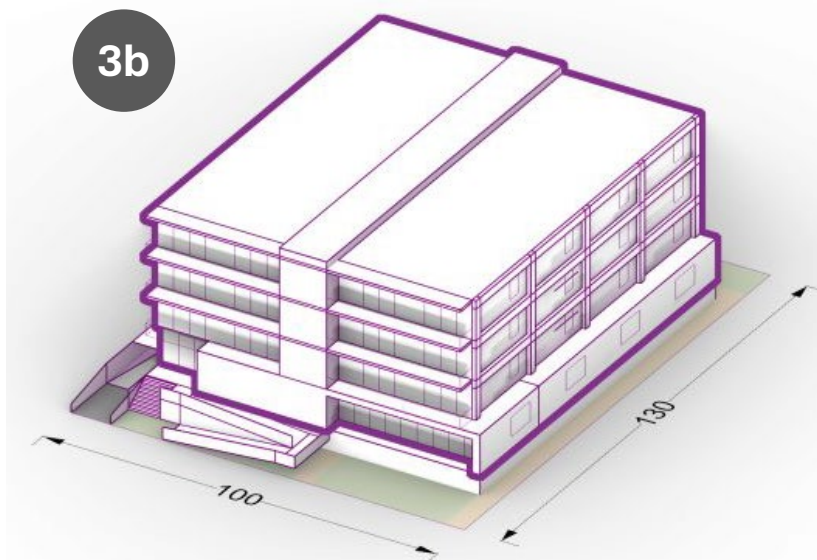
- Maintains relatively similar building envelopes as current zoning
- Increased but flexible open space requirements
- Privacy concerns are addressed
- Supports smaller unit creation



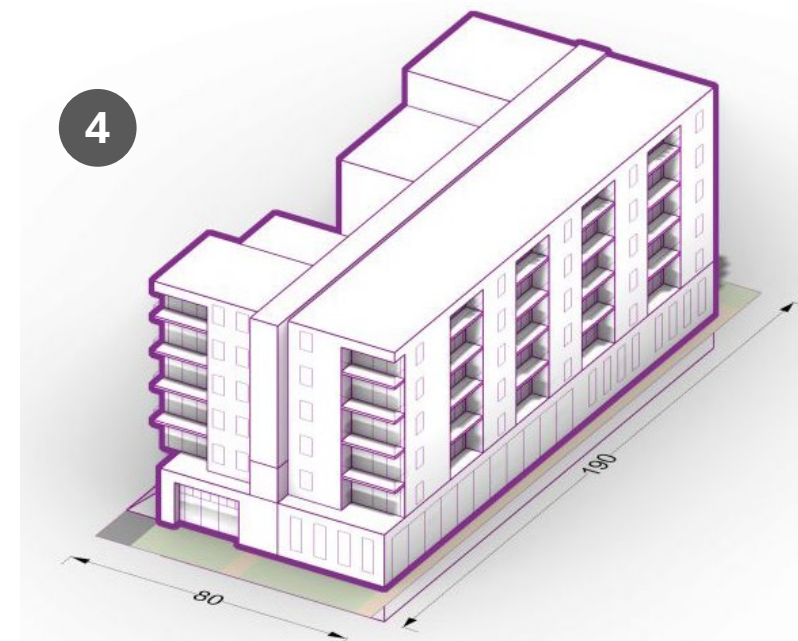
	Floors Units	
Base	2	8
SDBL	3	11



	Floors Units	
Base	3	11
SDBL	6	19



	Floors Units	
Base	3	22
SDBL	5	38

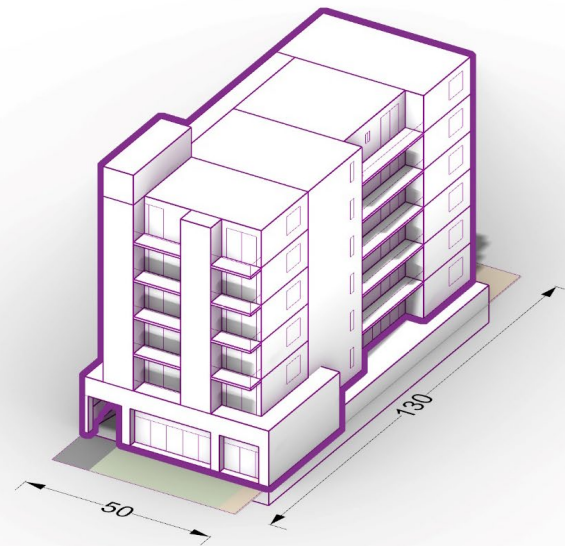


	Floors Units	
Base	4	35
SDBL	6	60

Medium and High Density with Commercial: R3C-C, R4B-C

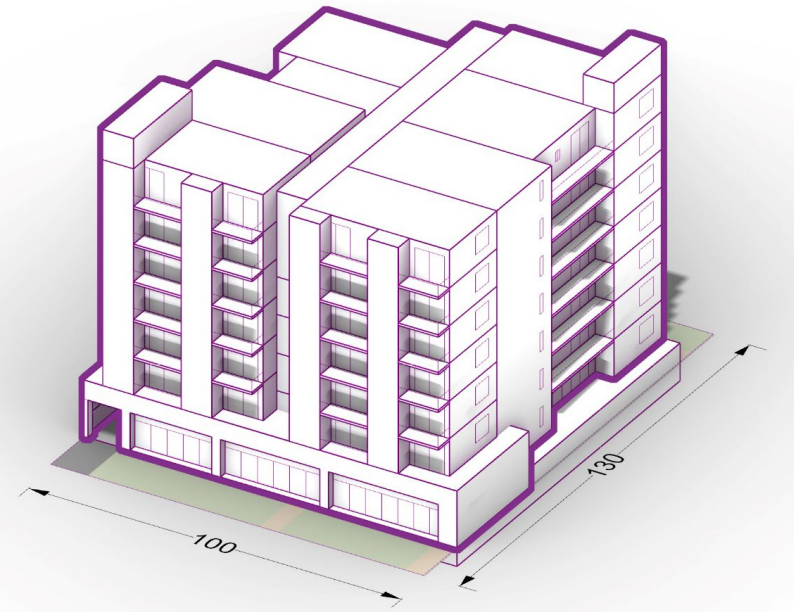
- Supports neighborhood commercial uses
- Increased but flexible open space requirements
- Transitional urban form
- Supports smaller unit creation

5



	Floors	Units
Base	5	16
SDBL	7	26

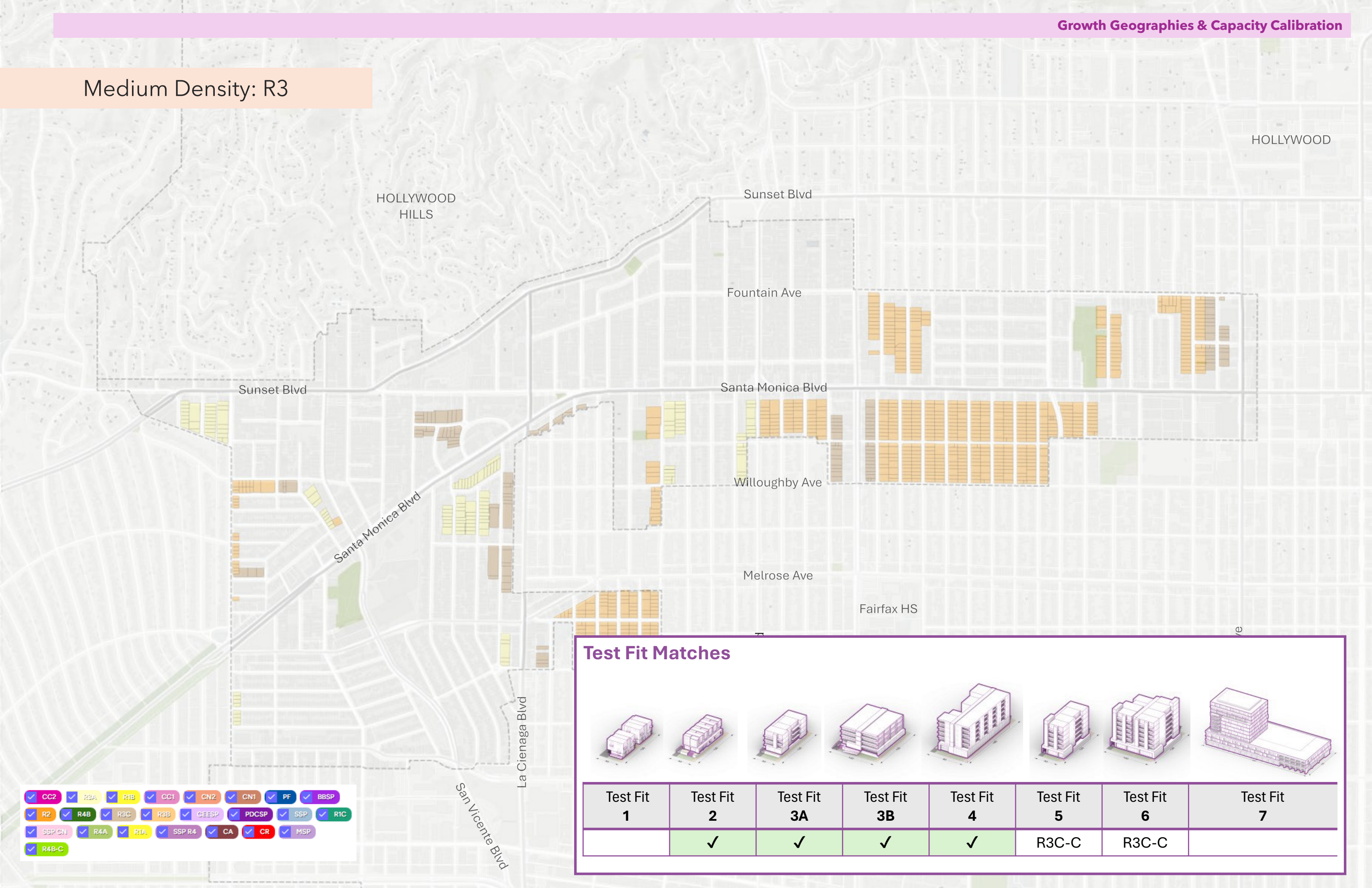
6



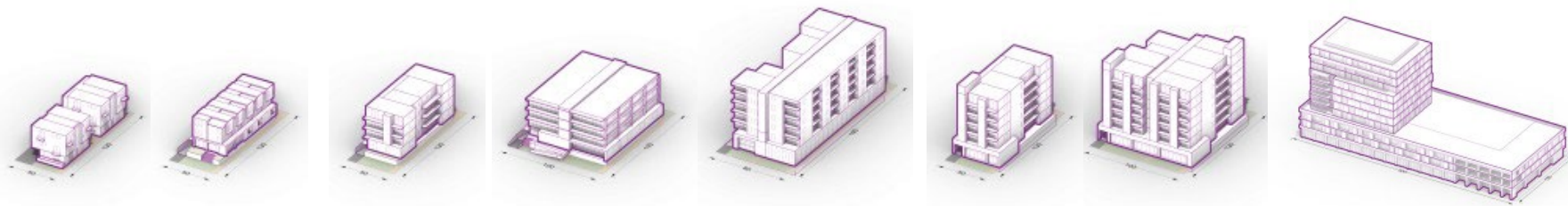
	Floors	Units
Base	5	30
SDBL	7	51

* Test fit envelope aligns with State Density Bonus Law (SDBL) program to reflect the close relationship between state and local housing policy.

Medium Density: R3



Test Fit Matches



Test Fit 1	Test Fit 2	Test Fit 3A	Test Fit 3B	Test Fit 4	Test Fit 5	Test Fit 6	Test Fit 7
	✓	✓	✓	✓	R3C-C	R3C-C	

✓ CC2

✓ R2A

✓ R1B

✓ CC1

✓ CN2

✓ CN1

✓ PF

✓ BBSP

✓ R2

✓ R4B

✓ R3C

✓ R3B

✓ CEESP

✓ PDCSP

✓ SSP

✓ R1C

✓ SSP C11

✓ R4A

✓ R1A

✓ SSP R4

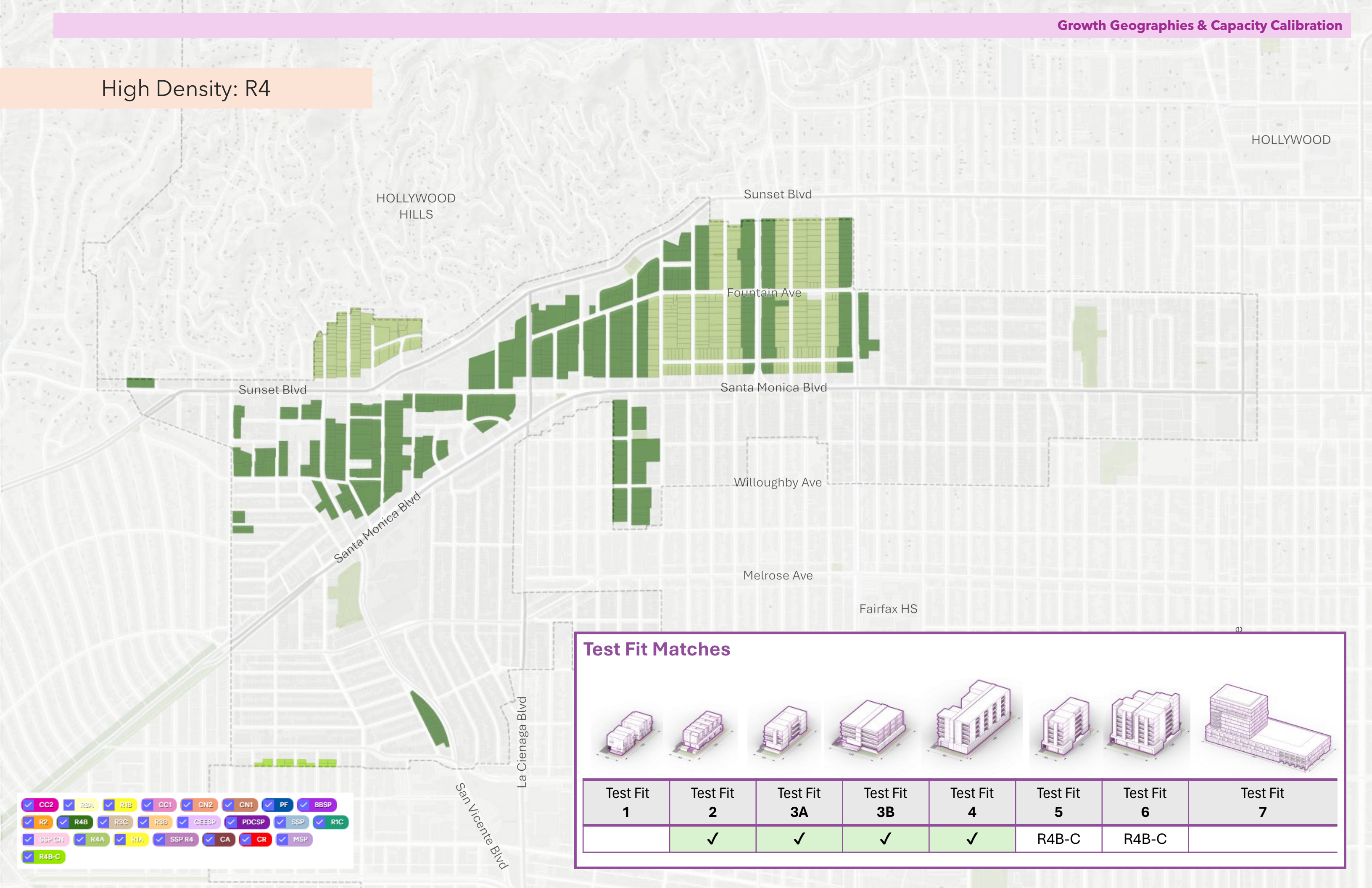
✓ CA

✓ CR

✓ MSP

✓ R4B-C

High Density: R4



Test Fit Matches

Test Fit 1	Test Fit 2	Test Fit 3A	Test Fit 3B	Test Fit 4	Test Fit 5	Test Fit 6	Test Fit 7
	✓	✓	✓	✓	R4B-C	R4B-C	

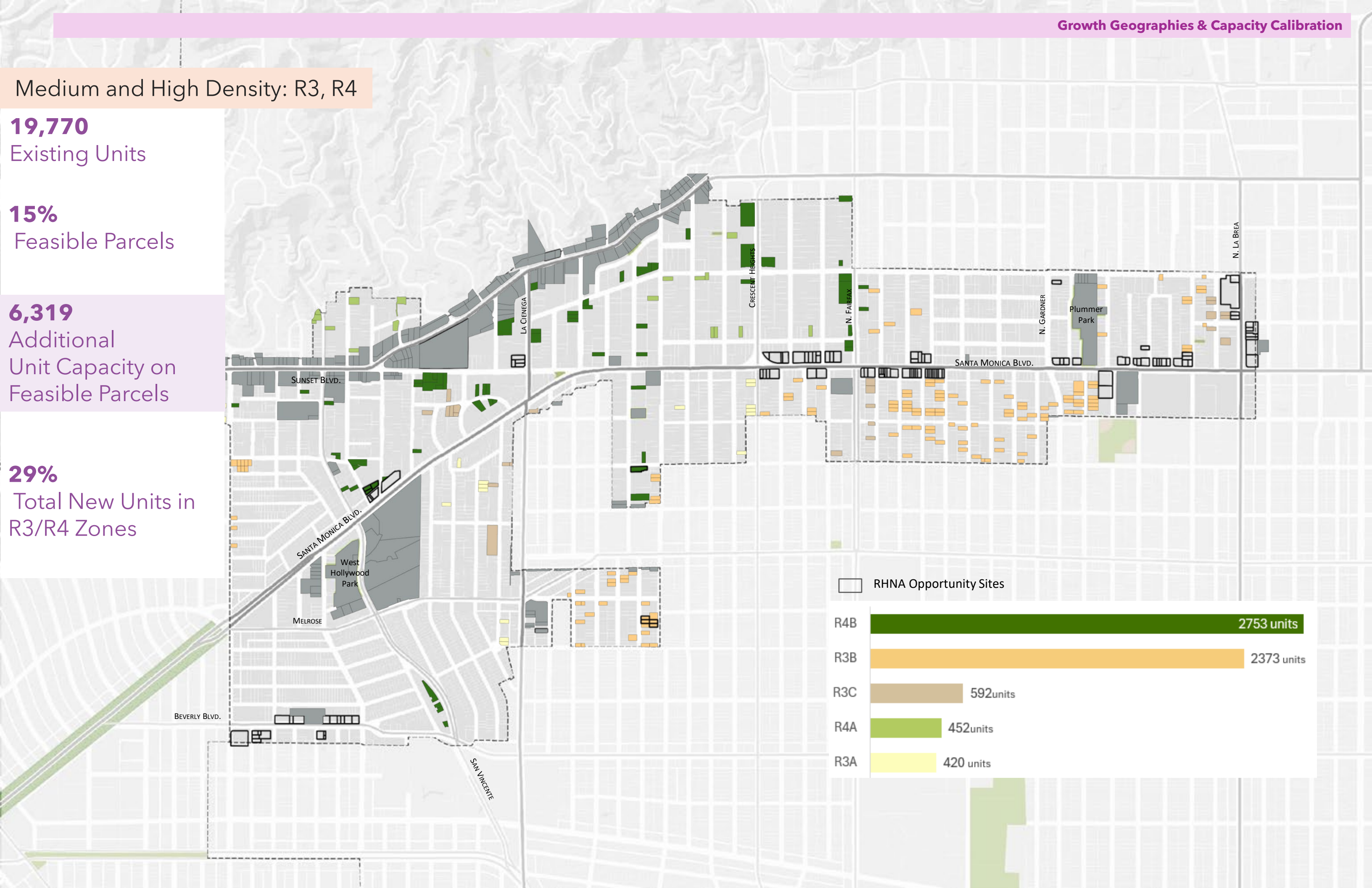
Medium and High Density: R3, R4

19,770
Existing Units

15%
Feasible Parcels

6,319
Additional
Unit Capacity on
Feasible Parcels

29%
Total New Units in
R3/R4 Zones



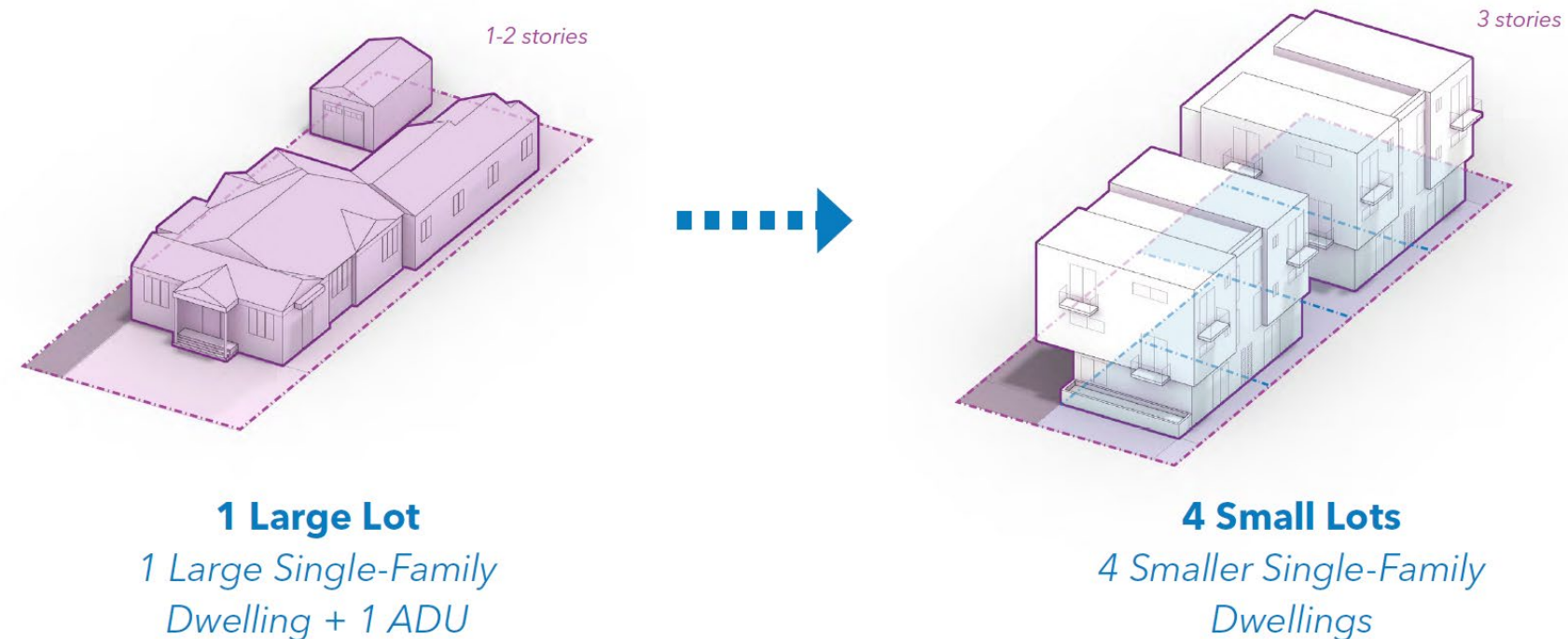
R1 and R2: Low Density Residential

Potential approach	What it would mean	Guardrail / tradeoff
No/minimal change	Retain current approach except state-law compliance and objective-standard cleanup.	Least neighborhood change; less support for missing-middle or ownership options.
R2 or large-lot only	Focus limited options where physical capacity and transitions are more workable.	Requires clear lot-size, height, open-space, and transition standards.
Transit-proximate only	Tie limited change to future station areas or major transit access.	Needs SB 79/TOD mapping, legal review, and careful public communication.
Missing middle opportunities throughout	Apply gradual dimensional and density change to all parcels.	Most aligned with permissions under state law but requires changes to Design Districts.
Local bonus only if directed	Does not assume a bonus in R1/R2 unless Council asks for that analysis.	Avoids overstatement; may limit value-capture opportunities.

R1 and R2: Low Density Residential

Strategies

- Transitional increases in capacity to create missing middle and ownership opportunities
- Intentional alternative to current permissions under the Starter Home Revitalization Act (SB 684/1123)
- Any proposed changes to base zoning will require modifications to applicable Design Districts

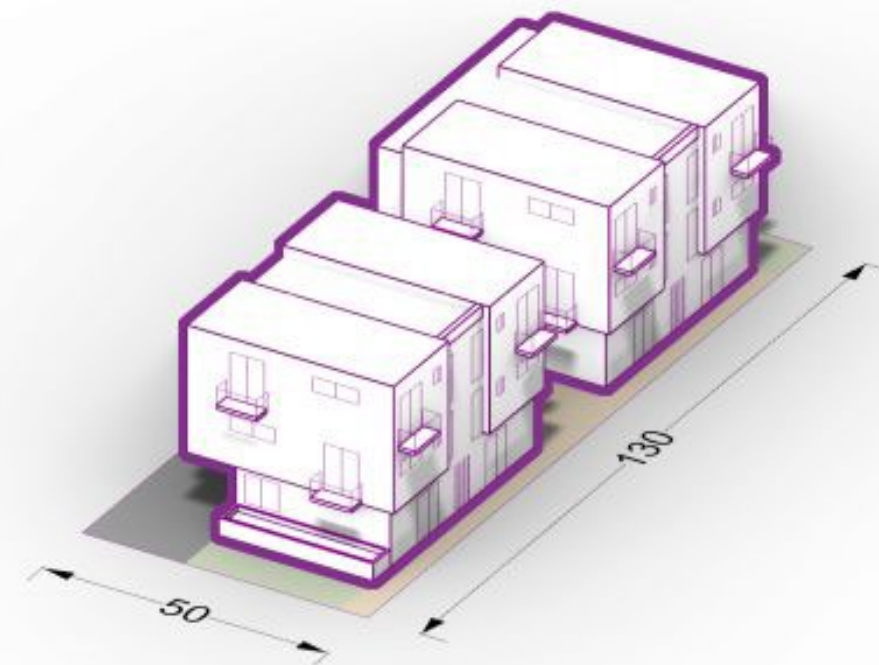


Policy Takeaway: R1B and R2 are currently low-density multi-family zones subject to SB 684. Objective standards and calibrated test fits are local solutions to address legislative and community concerns.

Low Density: R1

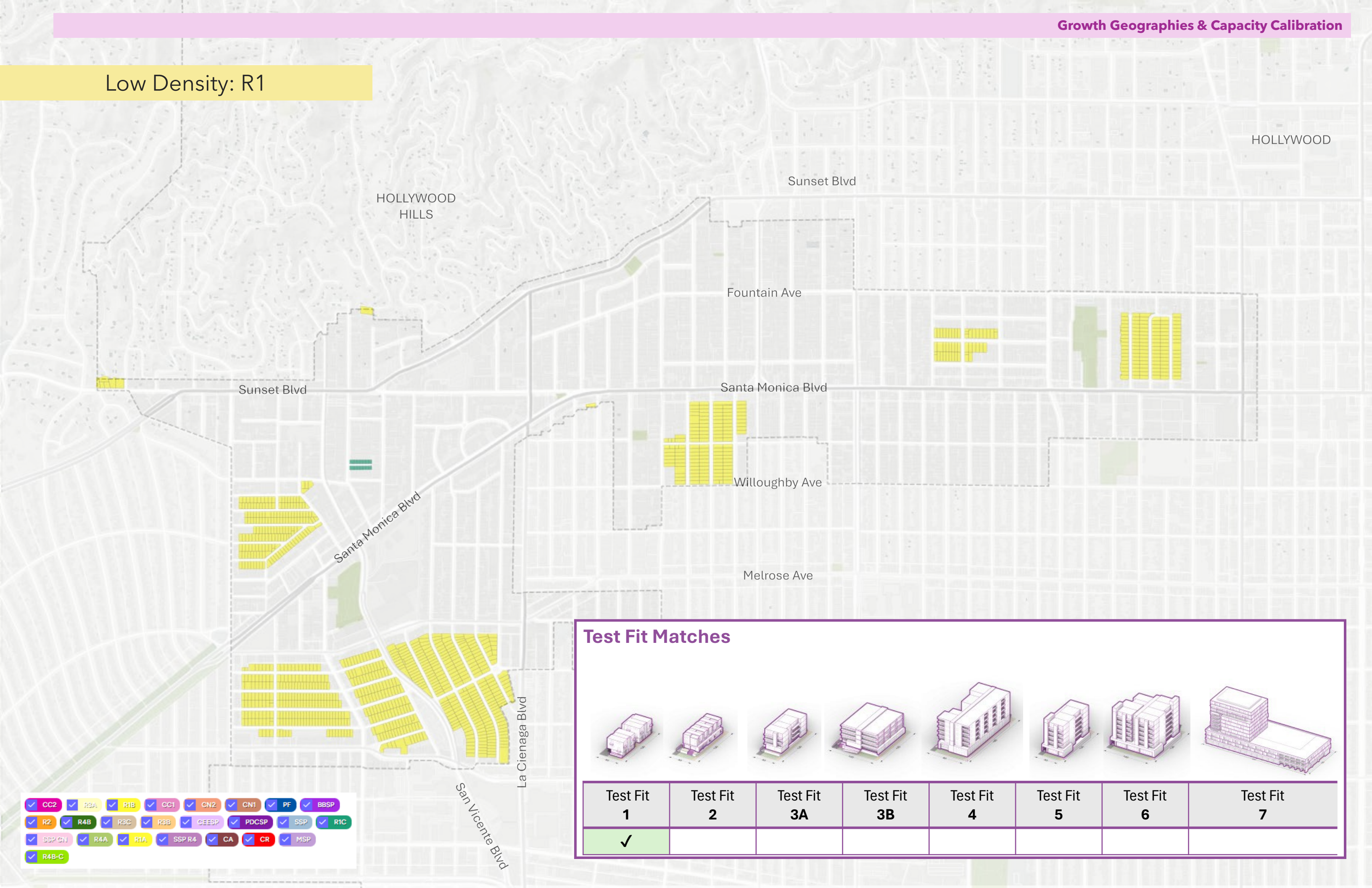
- Achieves compatibility with SB 684 for R1B zone
- Test Fit 1 cannot use SDBL with a base less than 4 units on a typical lot
- Creates opportunities for fee-simple lots
- Open space requirements are modernized to support private open space
- Privacy concerns are addressed through setback, massing, entryway, and window placement requirements
- Requires updates to WHWNOD and NTNOD

1



	Floors Units	
<i>Base</i>	3	4
<i>SDBL</i>	3	4

Low Density: R1



Test Fit Matches

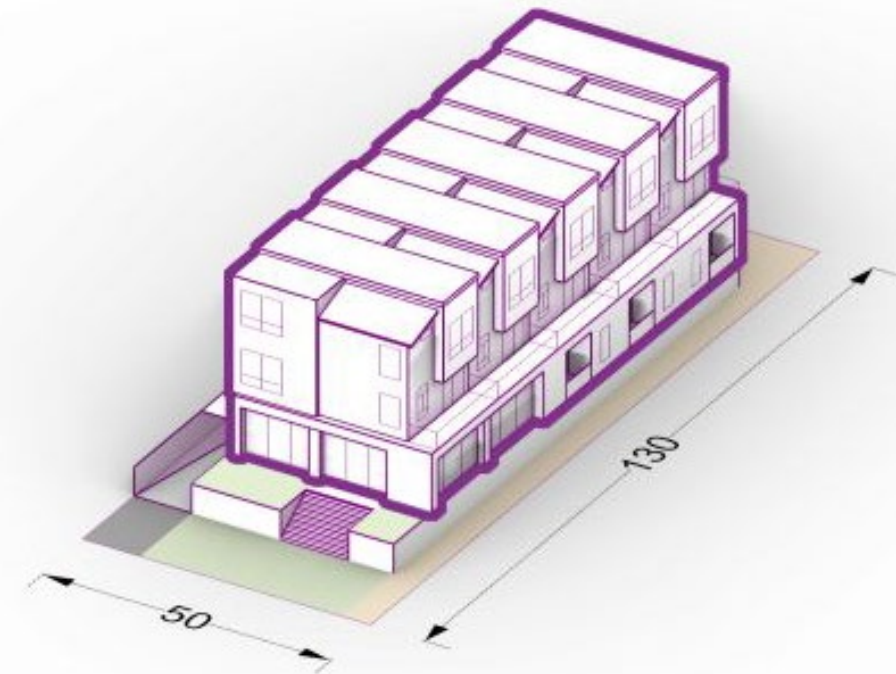


Test Fit 1	Test Fit 2	Test Fit 3A	Test Fit 3B	Test Fit 4	Test Fit 5	Test Fit 6	Test Fit 7
✓							

Low Density: R2

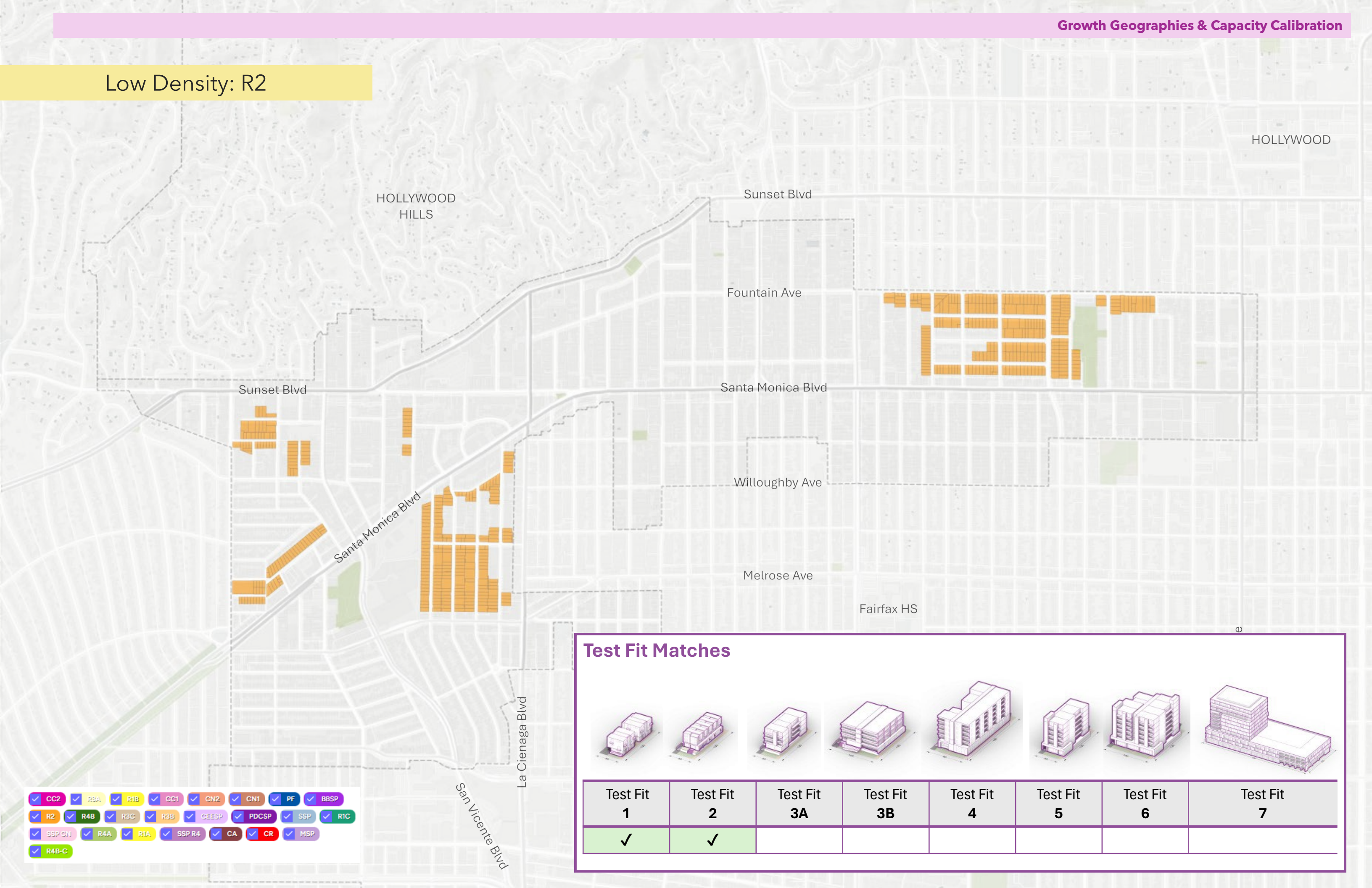
- Achieves compatibility with SB 684
- Creates opportunities for fee-simple lots
- Open space requirements are modernized to support private open space
- Privacy concerns are addressed through setback, massing, entryway, and window placement requirements

2



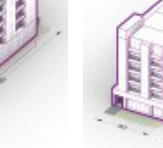
	Floors Units	
Base	2	8
SDBL	3	11

Low Density: R2



- ✓ CC2
- ✓ R2A
- ✓ R1B
- ✓ CC1
- ✓ CN2
- ✓ CN1
- ✓ PF
- ✓ BBSP
- ✓ R2
- ✓ R4B
- ✓ R3C
- ✓ R3B
- ✓ CEESP
- ✓ PDCSP
- ✓ SSP
- ✓ R1C
- ✓ SSP CN
- ✓ R4A
- ✓ R1A
- ✓ SSP R4
- ✓ CA
- ✓ CR
- ✓ MSP
- ✓ R4B-C

Test Fit Matches

							
Test Fit 1	Test Fit 2	Test Fit 3A	Test Fit 3B	Test Fit 4	Test Fit 5	Test Fit 6	Test Fit 7
✓	✓						

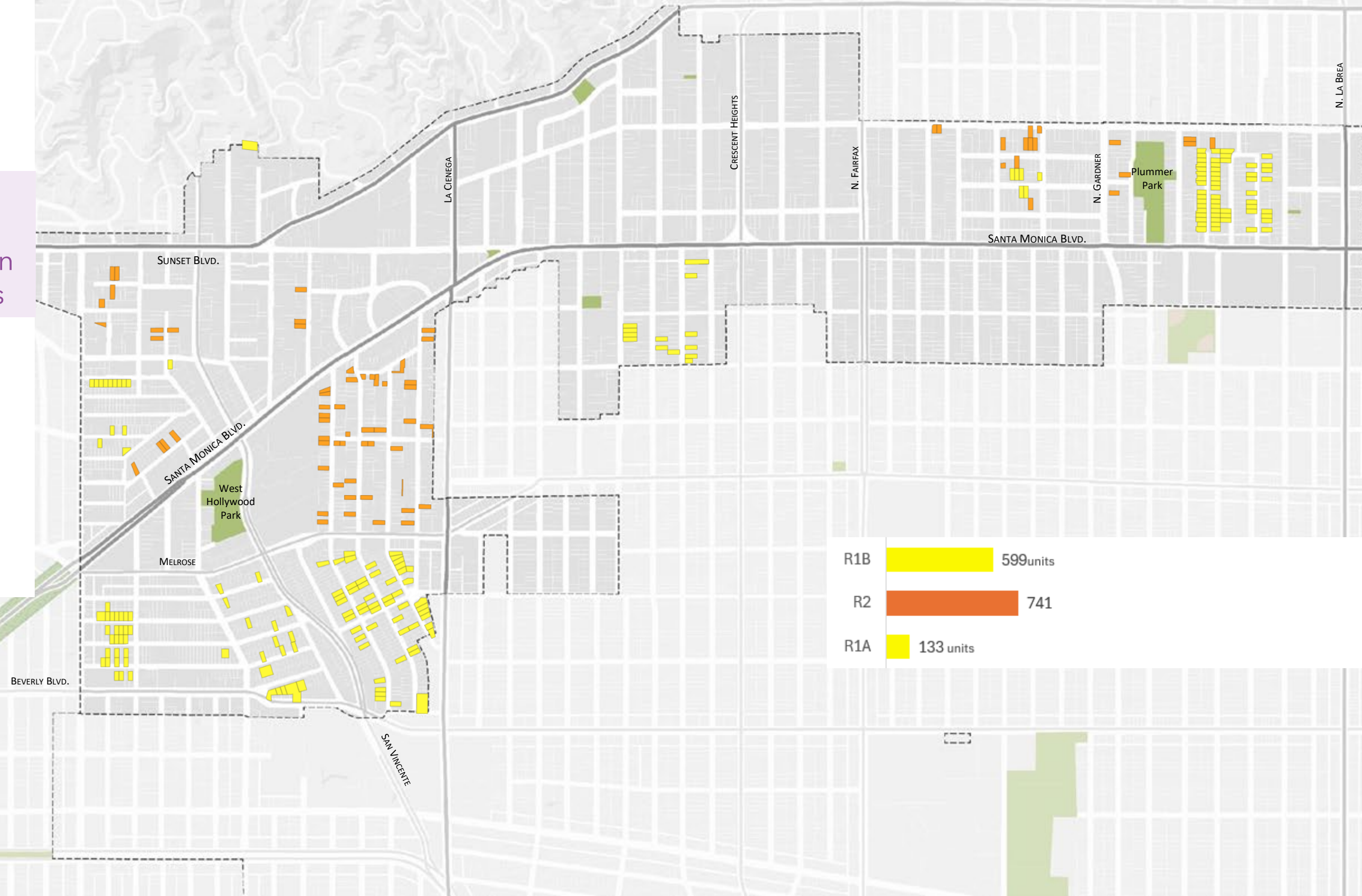
Low Density: R1, R2

4,628
Existing Units

16%
Feasible
Parcels

1,219
Additional
Unit Capacity on
Feasible Parcels

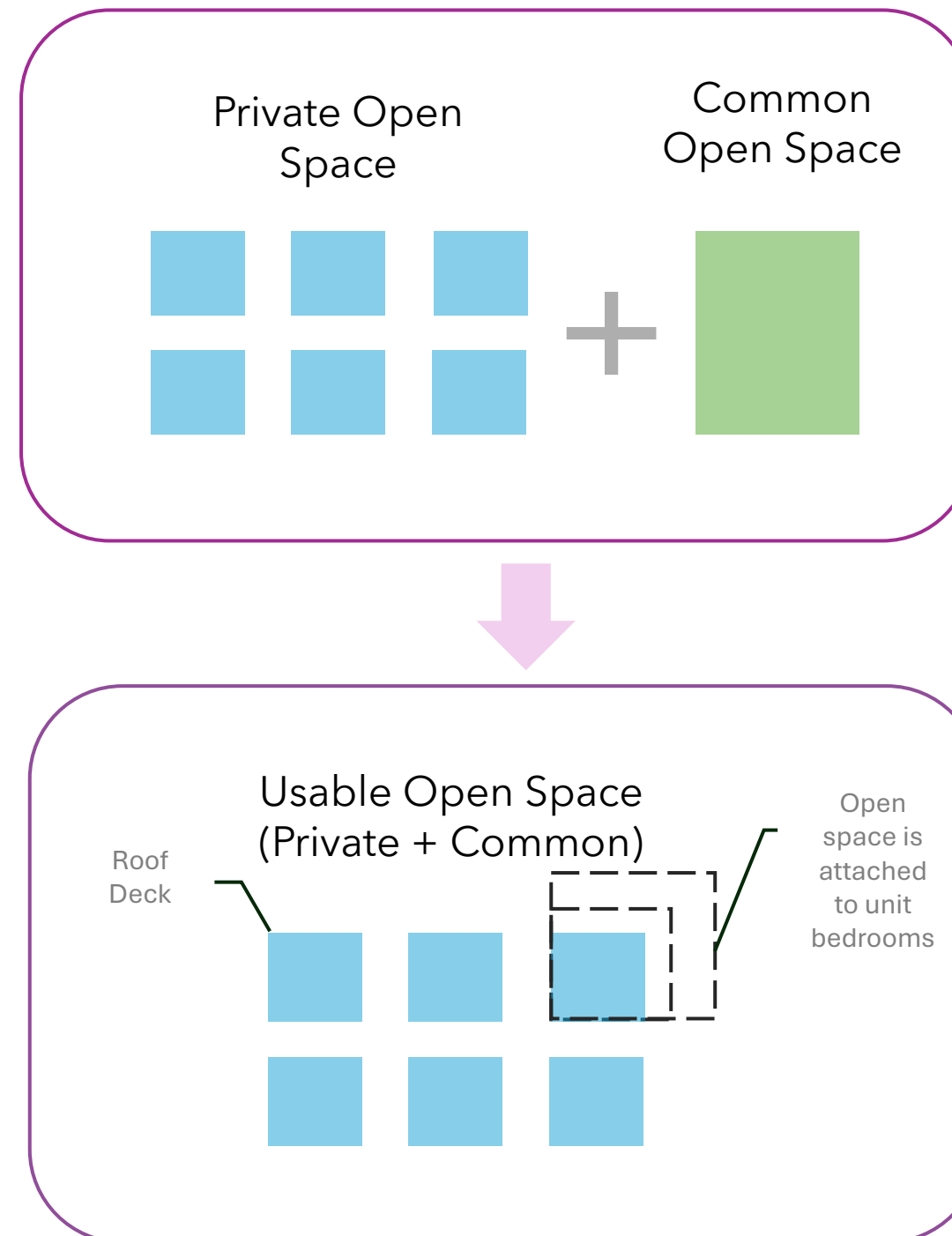
6%
Total New Units
in R1/R2 Zones



How we can plan: design & development standards

Criteria for Change

- Local solutions responding to state allowances
- Inconsistent or incompatible standards
- Standards identified as barriers
- Subjective language
- Standards to respond to new growth

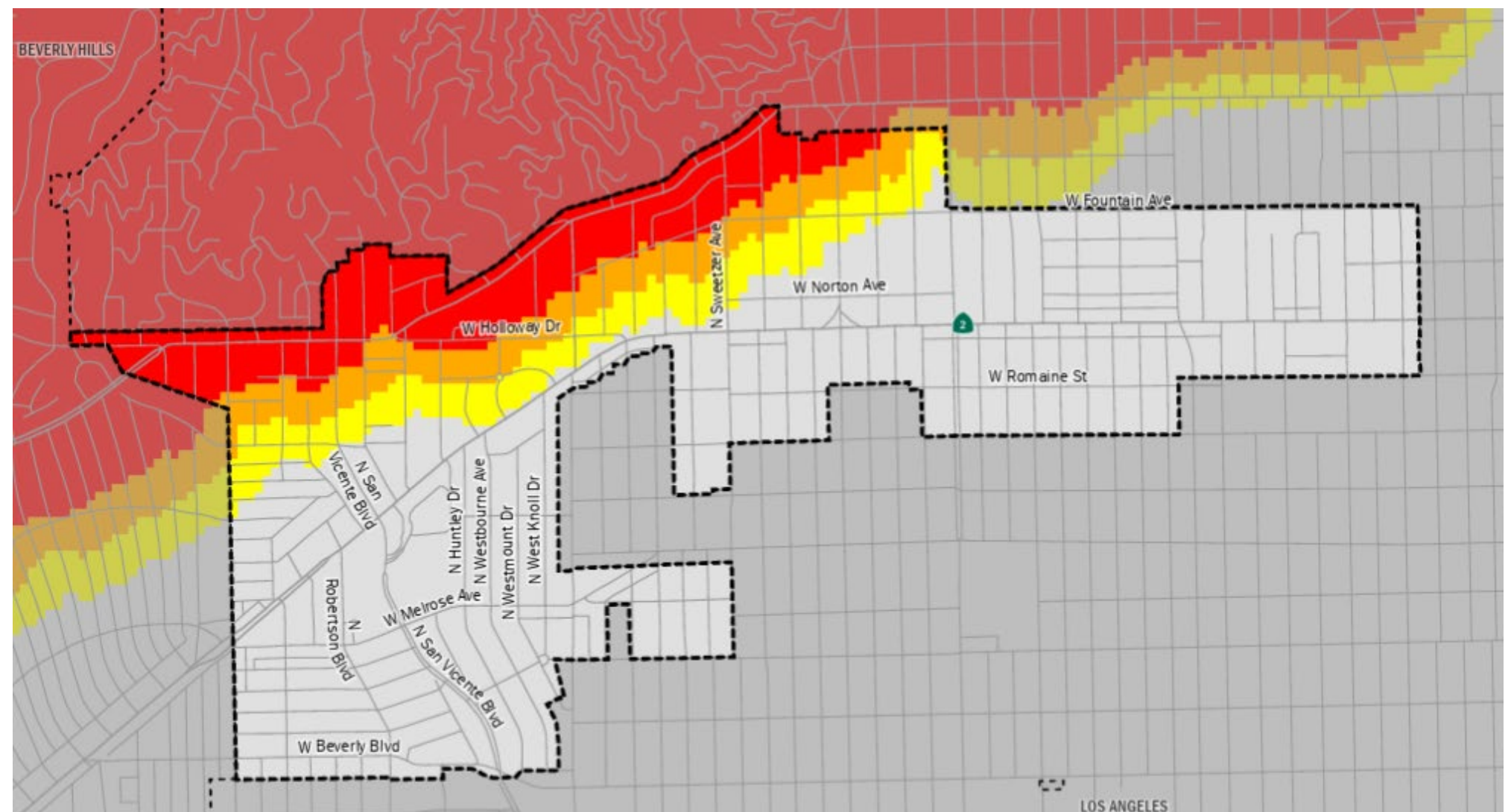


How should we plan?

Should the Very High Fire Hazard Severity Zone be excluded from housing growth?

Are there any other areas to consider for exclusion?

West Hollywood Local Responsibility Area Fire Hazard Severity Zones



Fire Hazard Severity Zones (FHSZ) in Local Responsibility Area (LRA), as Identified by the State Fire Marshal

Very High High Moderate

How should we plan?

Geography	Existing Units	Feasible New Units Through ZIP
Commercial	903	14,329
R3/R4	19,770	6,319
R1/R2	4,628	1,219

- Which geography or hybrid should be carried forward?
- Should residential prohibitions in the “commercial-only” overlay and Commercial Neighborhood 2 zone be removed?
- What corridor scale and transition approach should Council consider?
- Which dimensional standards should be maintained or modified?
- Are there any design or infrastructure issues that should be flagged for the City Council?

How to Support Vulnerable Households: Anti-Displacement Strategies

Anti-displacement is a policy lens across ZIP

Growth geography

Where capacity is located affects displacement risk.

Capacity calibration

Height, density, open space, and bonus rules can change development pressure.

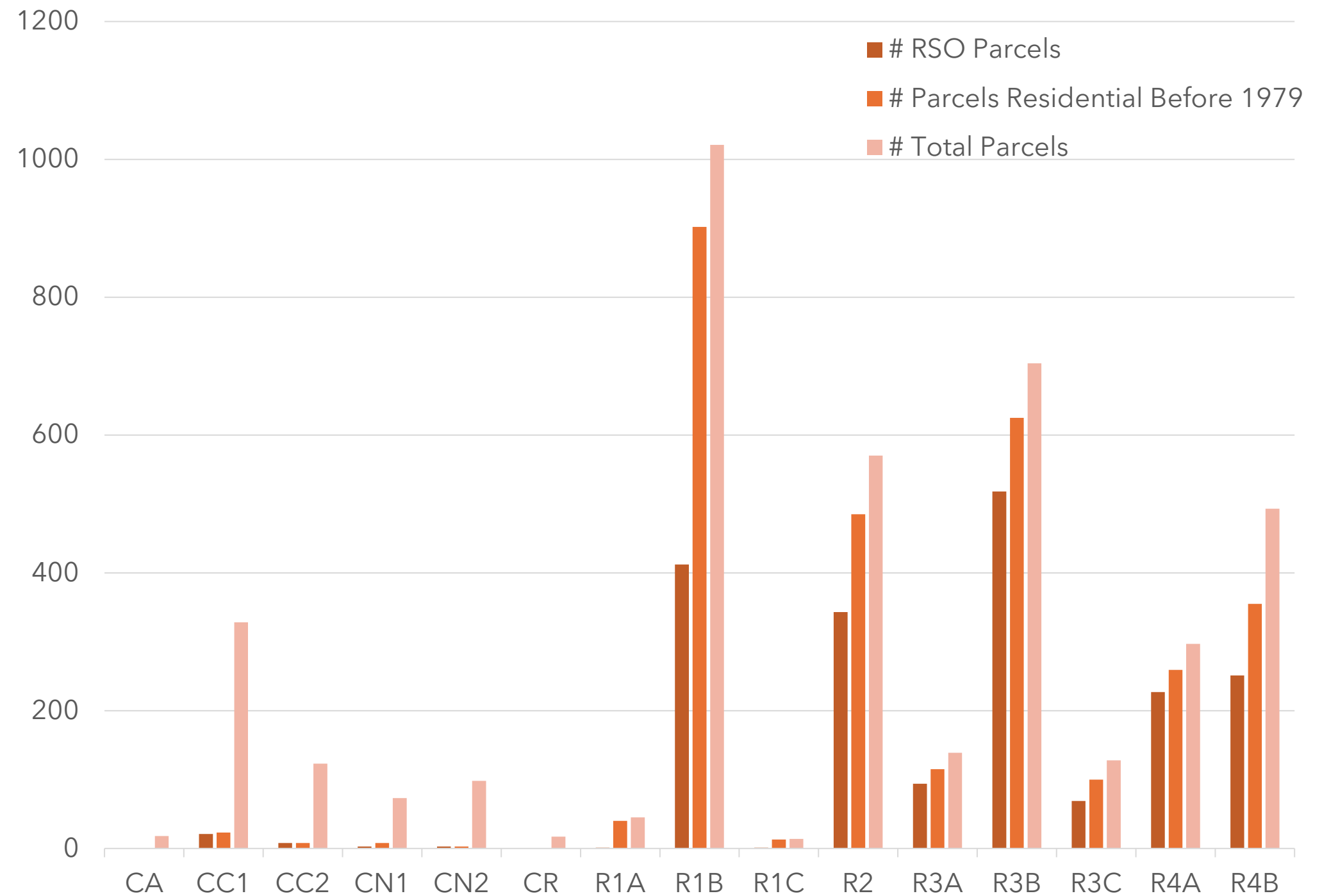
Implementation tools

Replacement, return, acquisition, tenant support, and funding determine whether added capacity is paired with preservation.

Where rent-stabilized households are

56% of all residential parcels have a known RSO unit on them

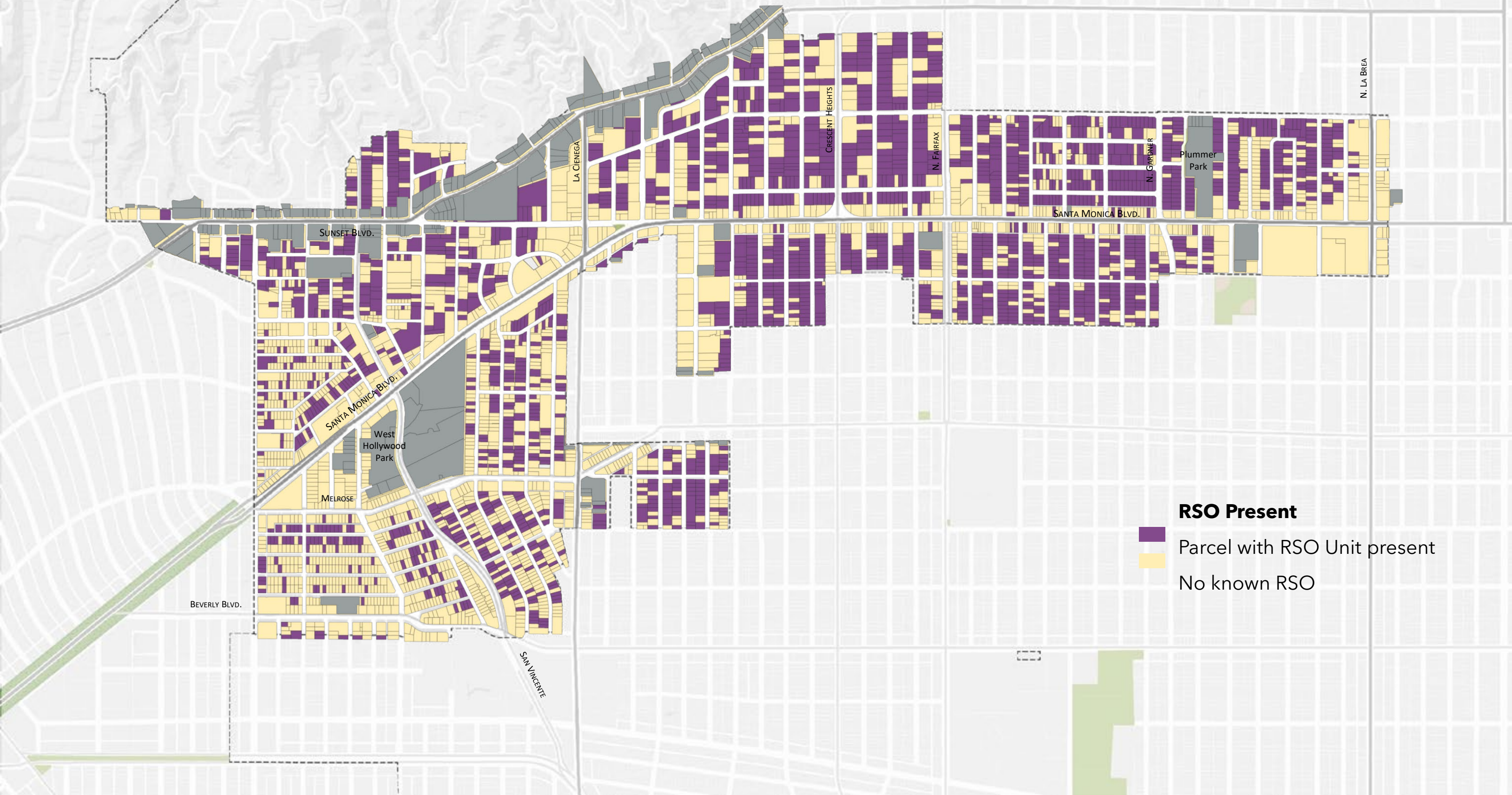
R3B has the greatest concentration of RSO (74%)



RSO Residential Parcels = 1,916

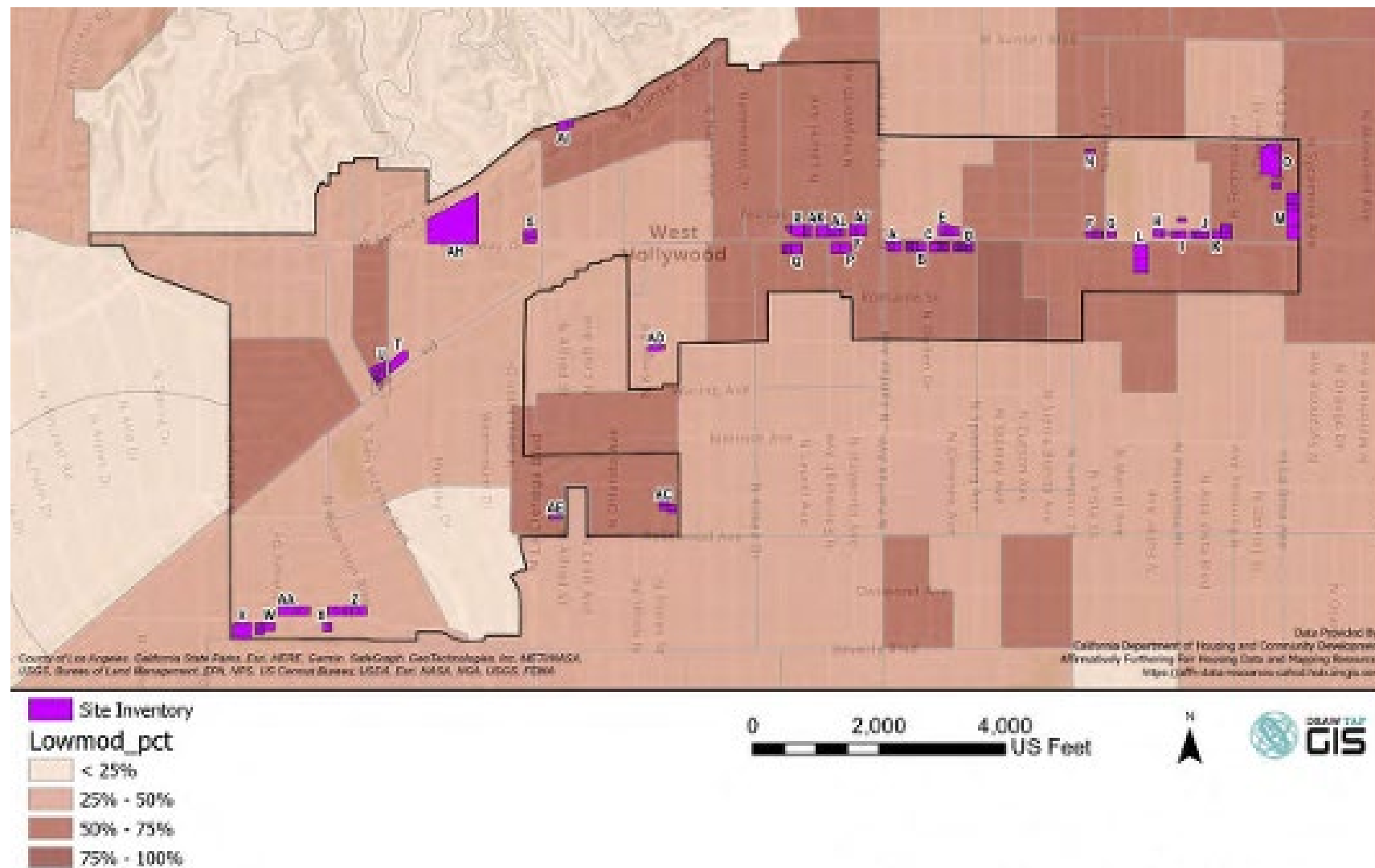
Total Residential Parcels = 3,411

Parcels with rent-stabilized households



How we can support vulnerable households

Affirmatively Furthering Fair Housing



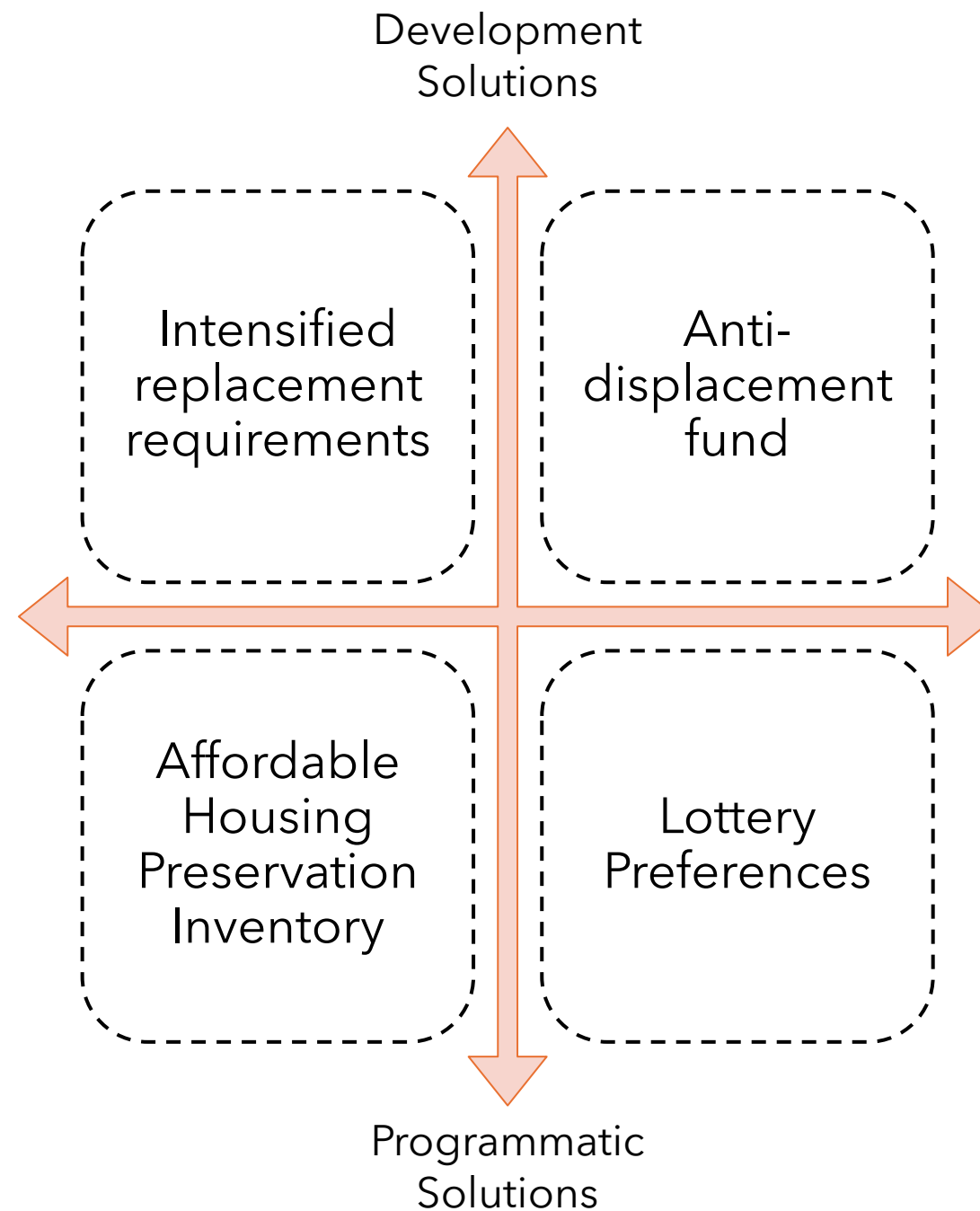
New Opportunities in High-Resource Areas

Neighborhood Improvements

Tenant Protection and Anti-Displacement

How should we support vulnerable households?

Which tools should be embedded in zoning, and which should be advanced as parallel programs through Rent Stabilization/Housing?



How to Promote Unit Diversity: Unit Typology Tools

Why we promote unit diversity

- Address housing stock mismatch
- Maximize housing production

	Average Unit Size, All Units	Average Unit Size, New Construction	Difference in Average Unit Size for All vs. New Construction
City	sf	sf	% Change (Average Change in sf)
West Hollywood, CA	643	966	50% (+323)
National Average	887	908	2% (+21)
Los Angeles, CA	650-750	781	5% to 17% (+31 to +131)
Sacramento, CA	804	825	3% (+21)
San Fransisco, CA	580	716	23% (+136)
Seattle, WA	659	649	-2% (-10)
Portland, OR	747	668	-11% (-79)
Austin, TX	850	861	1% (+11)

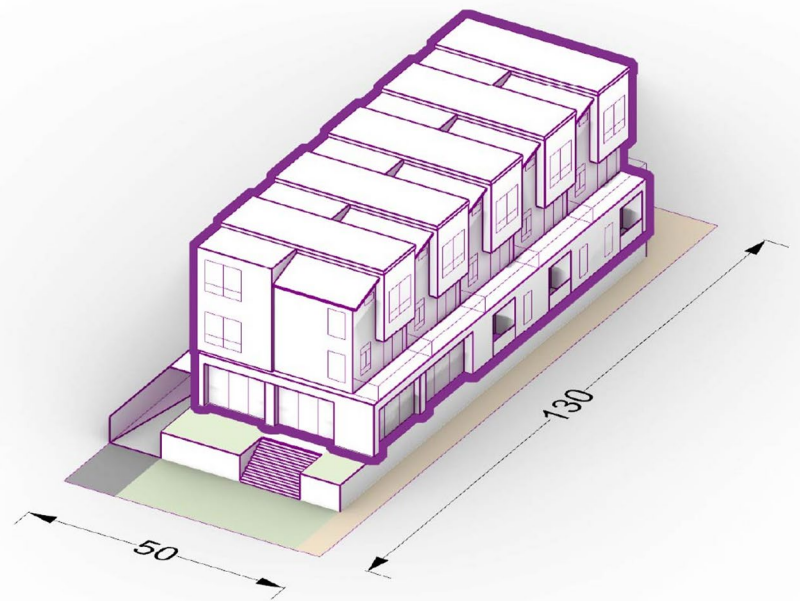
Average Unit Size Trends: West Hollywood and Peer Cities

Policy takeaway: unit-size tools are intended to convert capacity into more homes while preserving flexibility for family-sized units.

How we can promote unit diversity

Impact of MAUS on Test Fit 2

Scenario	GFA (sf)	Units	Avg. Size (sf)	Inclusionary Units	Feasibility
No MAUS	8,200	4	1,800	0	Feasible
With MAUS	8,200	8 (Base)	870	1	Not Feasible
With MAUS + SDBL	11,106	11	870	1	Feasible

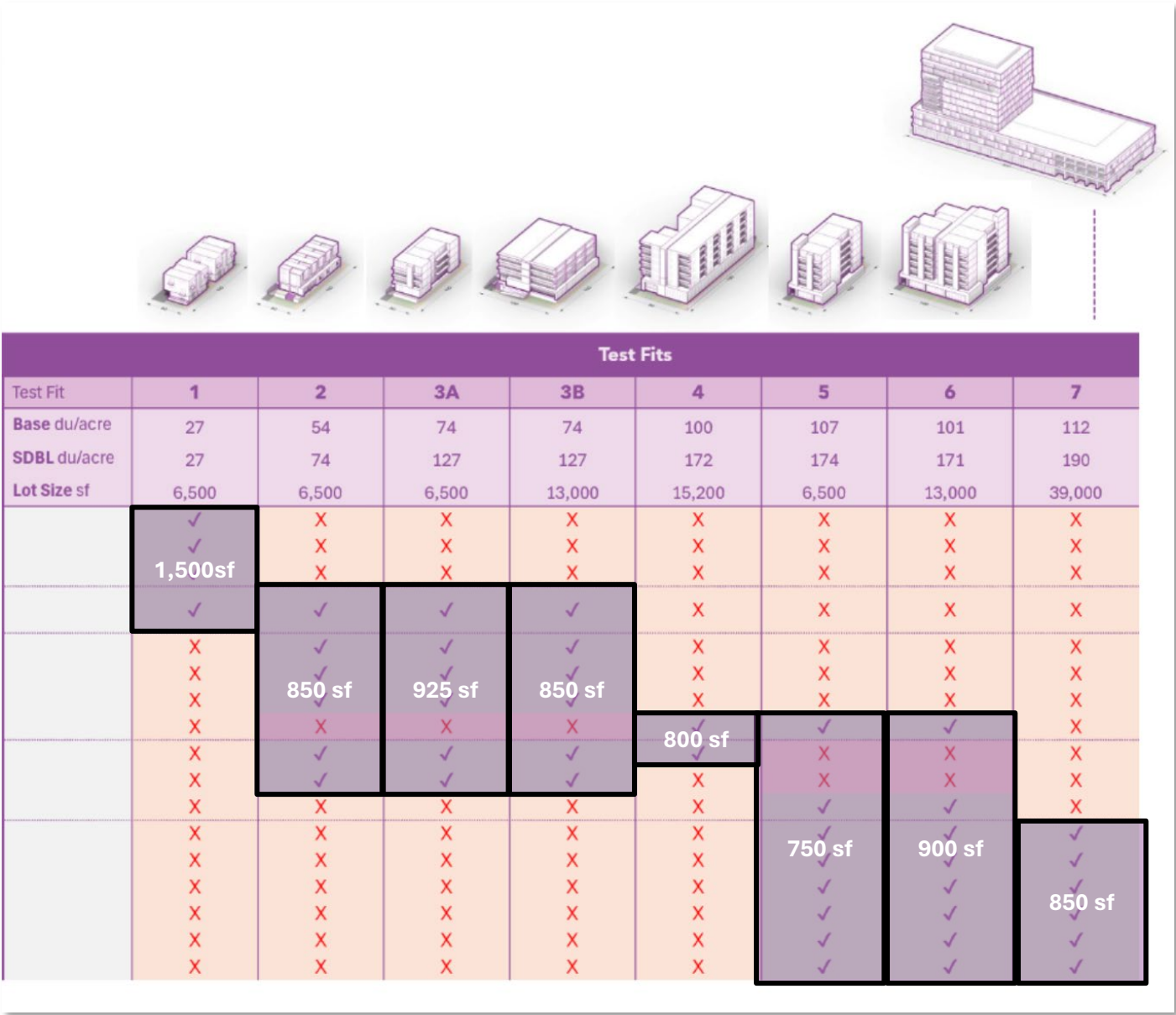


Policy takeaway: unit-size tools are intended to convert capacity into more homes while preserving flexibility for family-sized units.

How should we promote unit diversity?

Which tool should be prioritized, if any?

Tool	Potential Application
Maximum Average Unit Size	Tiered MAUS by zone
Minimum Density	Zone-dependent (i.e., only C zones)



MAUS Approach

How to Align Zoning Tools with State Law: Local Bonus, Community Benefits, & SB 79

Why we align zoning tools

Multiple pathways to increased zoning potential

IHO (affordable housing)



SDBL



Density, concessions, and waivers of development standards

Mixed-use residential / compatible design & public benefit



Existing Overlays



Height and FAR

Transit Proximity



SB 79



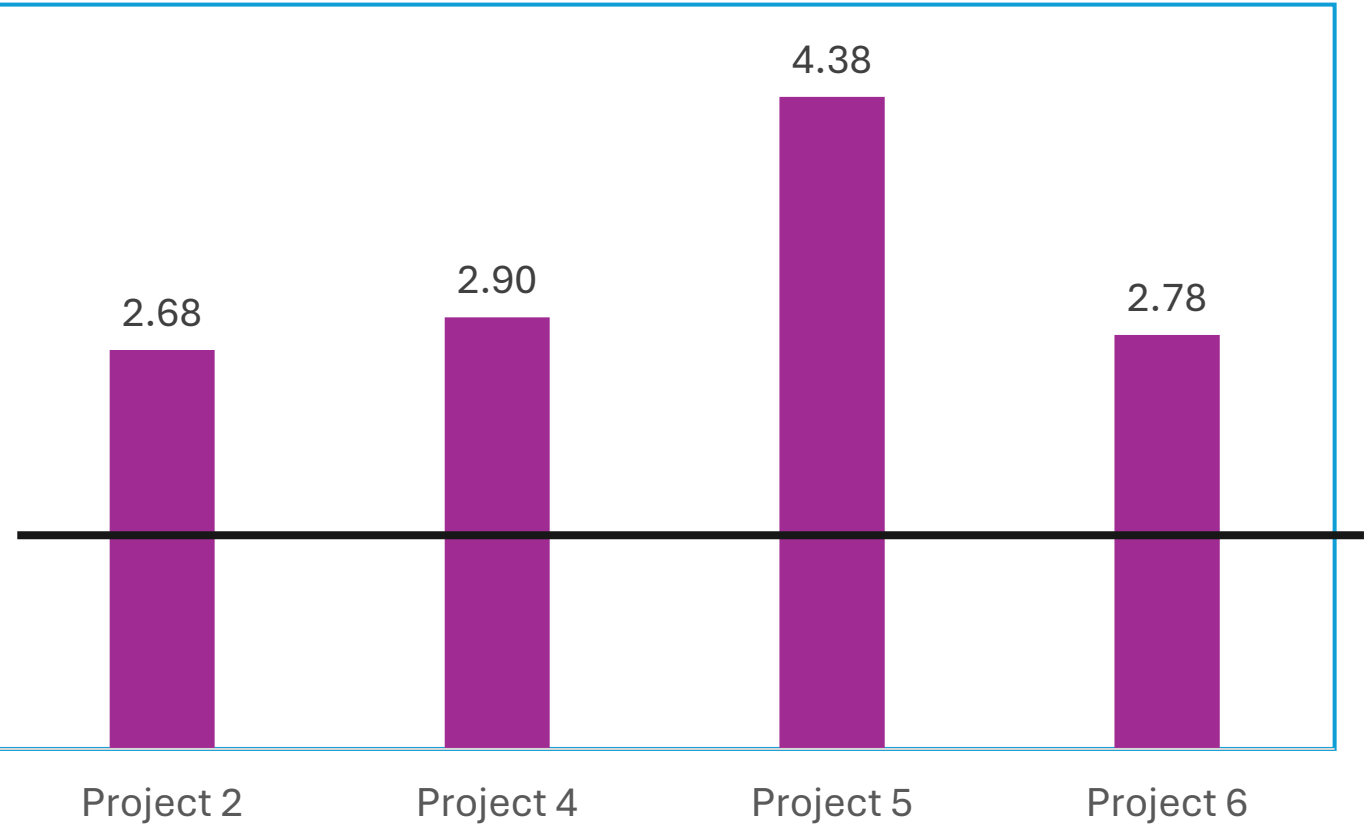
Tiered height, FAR, and density

Policy Takeaway: existing incentive/bonus systems are already being used and often stacked, so ZIP is an opportunity to simplify and coordinate them rather than layering on another disconnected program.

Why we align zoning tools

Incentives stack, and increased capacity is achieved by combining SDBL and MUIOZ

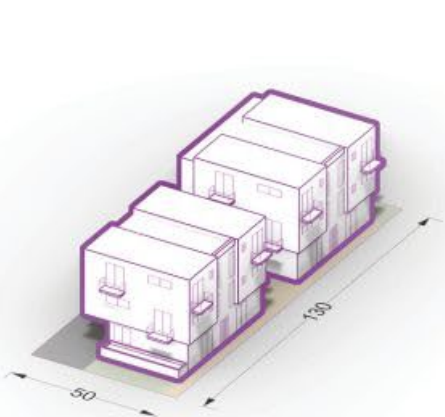
4 of 6 CC1 Projects sought additional FAR



6 of 6 CC1 Projects sought additional height

Project	FAR	Height	Stories
1		35 ft. → 45 ft.	3 stories → 4 stories
2	1.5 → 2.68	35 ft. → 56.5 ft.	3 stories → 5 stories
3		35 ft. → 49.5 ft.	3 stories → 4 stories
4	1.5 → 2.9	35 ft. → 65 ft.	3 stories → 6 stories
5	1.5 → 4.38	45 ft. → 73 ft.	3 stories → 6 stories
6	1.5 → 2.78	35 ft. → 49.5 ft.	3 stories → 4 stories

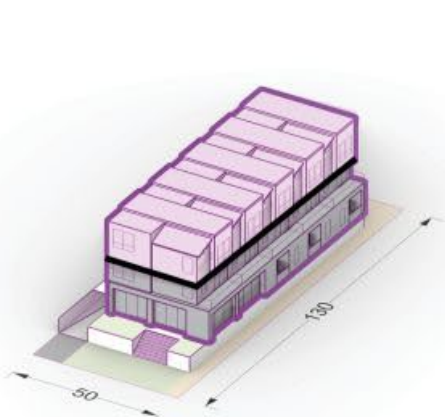
How we can align zoning tools (SDBL)



Test Fit 1

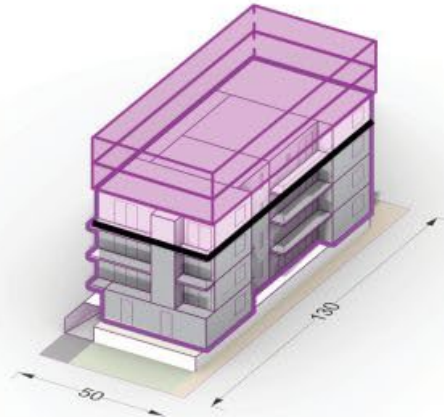
	Floors	Units
Base	3	4
SDBL	3	4

SDBL doesn't apply – under 5 units.



Test Fit 2

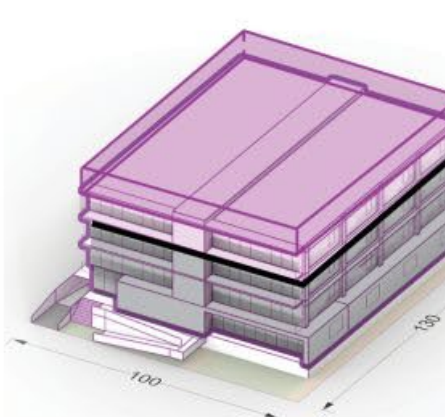
	Floors	Units
Base	2	8
SDBL	3	11



Test Fit 3A

	Floors	Units
Base	3	11
SDBL	6	19

Revised to 11 base units.



Test Fit 3B

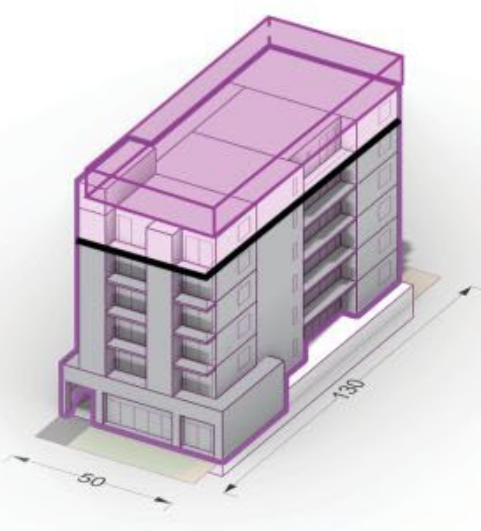
	Floors	Units
Base	3	22
SDBL	5	38

- Base Unit Density
- SDBL – Existing Floors
- SDBL – New Floor



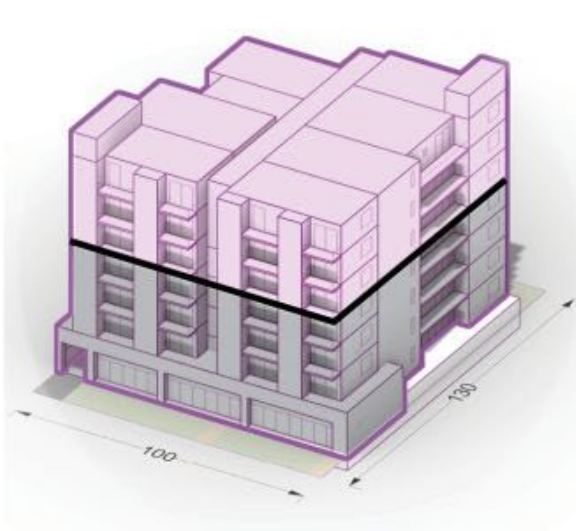
Test Fit 4

	Floors	Units
Base	4	35
SDBL	6	60



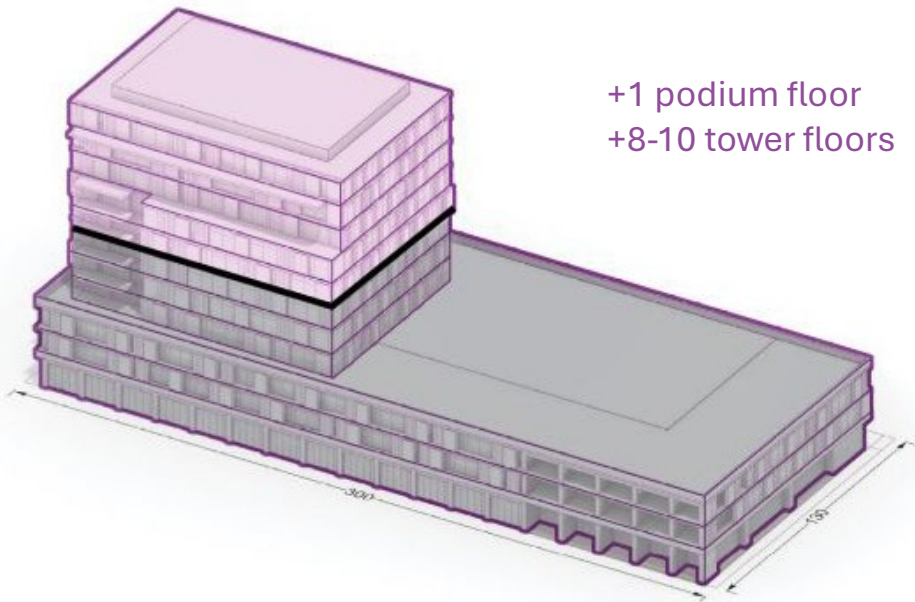
Test Fit 5

	Floors	Units
Base	5	16
SDBL	7	26



Test Fit 6

	Floors	Units
Base	5	30
SDBL	7	51



Test Fit 7

	Floors	Units
Base	7	100
SDBL	14	170

How we can align zoning tools

Test Fit ROC Calibration for SDB and Local Bonus Scenarios

Test Fit	ROC \$	ROC %	Surplus ROC	ROC \$	ROC %	Surplus ROC
	SDB (70%)			Local Bonus (100%)		
3A	\$3,074,630	25.6%	n/a	\$4,379,885	32.34%	\$1,305,255
3B	\$3,380,533	14.1%	n/a	\$8,406,684	27.56%	\$5,026,151
4	\$4,627,173	13.6%	n/a	\$6,651,568	17.81%	\$2,024,395
5	\$1,847,183	12.4%	n/a	\$1,061,344	7.15%	n/a
6	\$6,251,394	16.8%	n/a	\$7,481,067	18.44%	\$1,229,672
7	\$24,408,976	19.2%	n/a	\$32,060,656	18.37%	\$5,790,700
Avg. Annual Fund Pool**	No mechanism to create fund from state bonus			\$61,504,692**		

* 12% ROC used as “feasible” metric in alignment with IHO modeling
** Assumes 20 development projects per year take advantage Local Bonus; note that not all of the estimated \$61M would be direct value capture – it is reasonable to assume that a developer would want to maintain some percentage of the additional ROC.

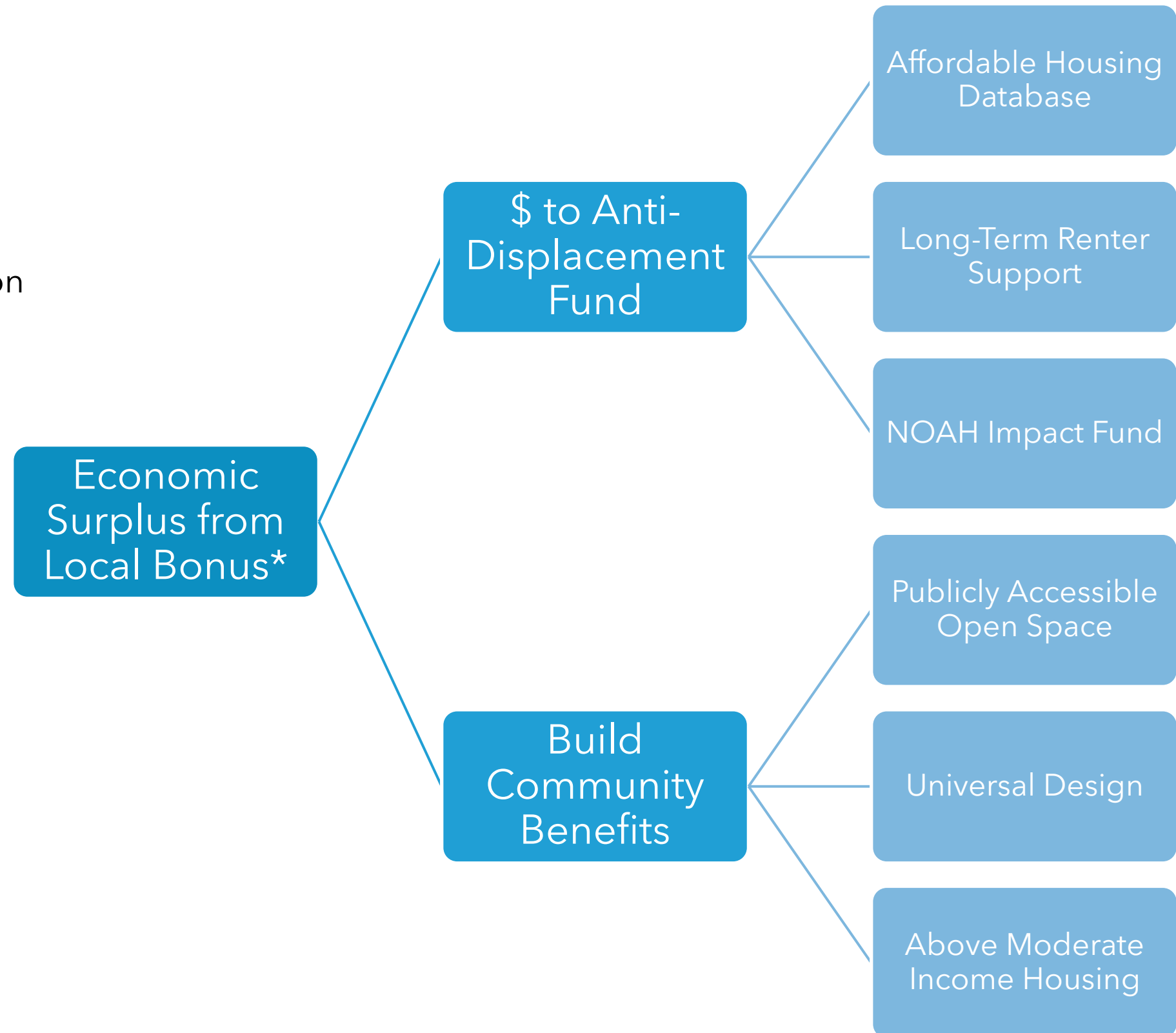
How we can align zoning tools

Local Bonus Options

- Based on proximity to transit
- Replace existing overlays to function in tandem with SDBL

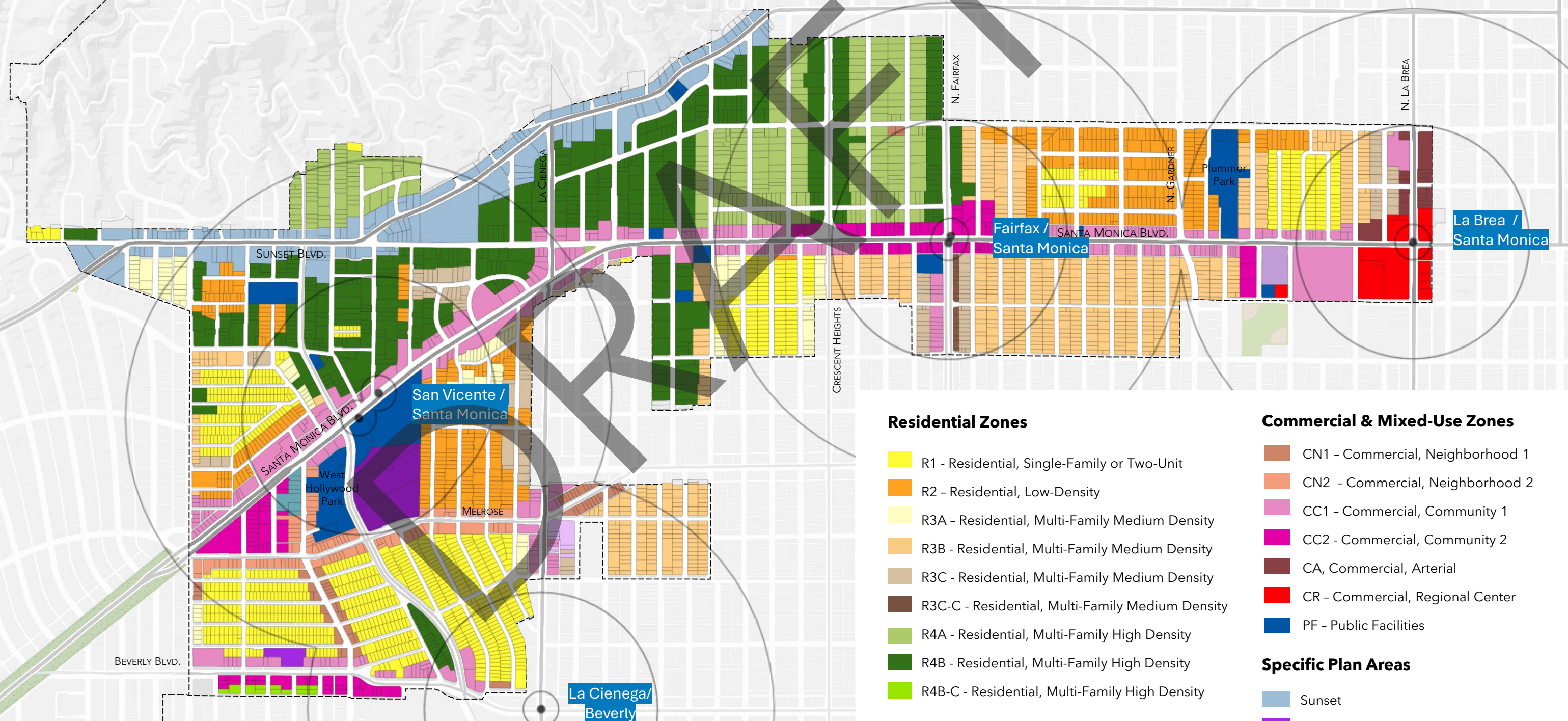
Local Bonus Outcomes

- Up to 100% density bonus
- Community Benefits



SB 79 Applicability

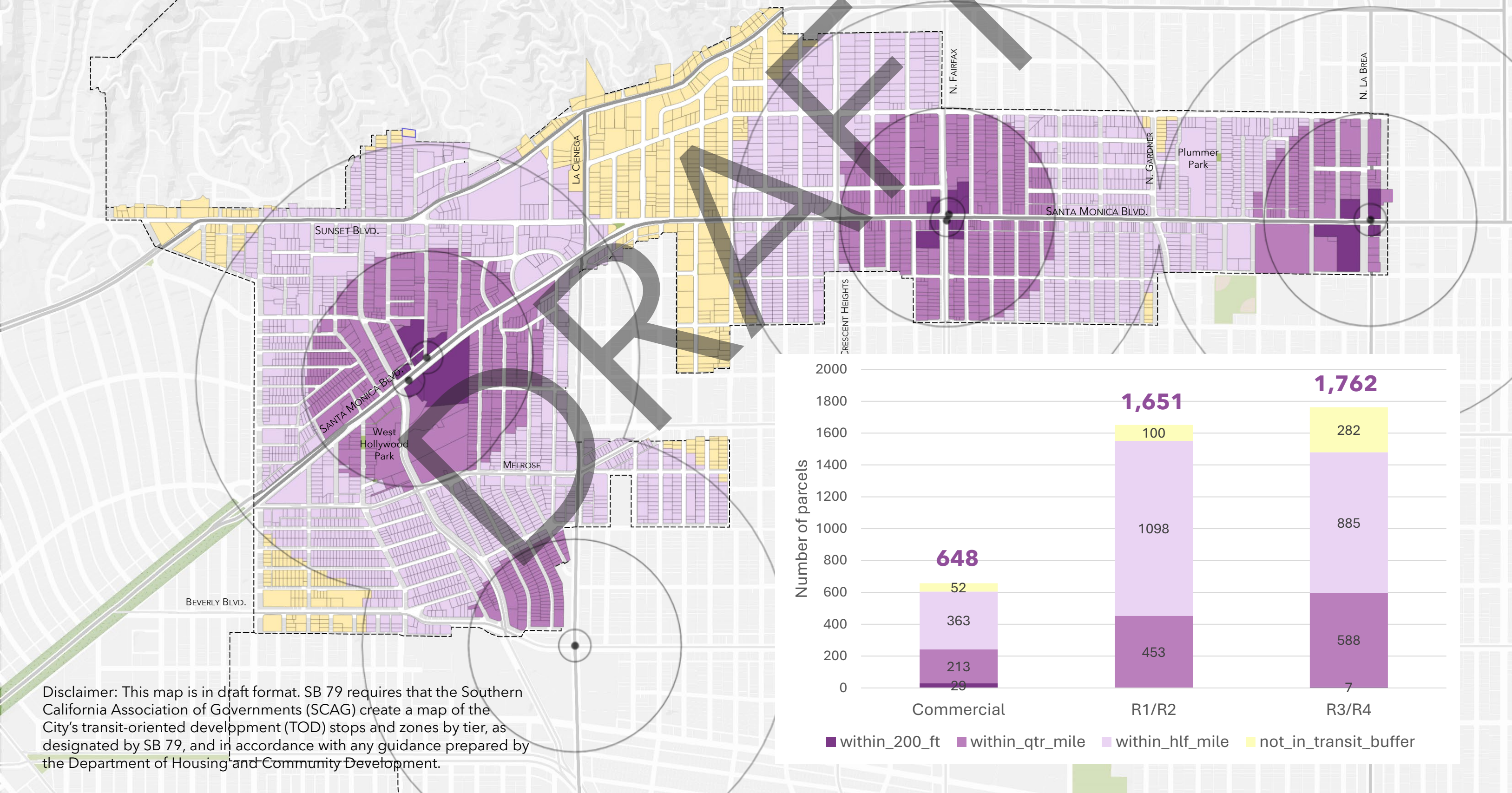
Maps and applicability remain subject to SCAG/HCD guidance and legal review.



Disclaimer: This map is in draft format. SB 79 requires that the Southern California Association of Governments (SCAG) create a map of the City's transit-oriented development (TOD) stops and zones by tier, as designated by SB 79, and in accordance with any guidance prepared by the Department of Housing and Community Development.

SB 79 Applicability

Maps and applicability remain subject to SCAG/HCD guidance and legal review.



How we can align zoning tools with SB 79

DRAFT Comparison of Total Unit Capacity via ZIP vs. SB 79 by Zone

	Current Zoning	ZIP	SB 79
Zone	Units Possible	Base Units	SB 79 Units
Commercial	10,445	16,260	15,537
R1/R2	3,977	7,826	17,978
R3/R4	17,361	33,476	36,866
Grand Total	31,783	57,562	70,381

Disclaimer: This content is in draft form. SB 79 requires that the Southern California Association of Governments (SCAG) create a map of the City’s transit-oriented development (TOD) stops and zones by tier, as designated by SB 79, and in accordance with any guidance prepared by the Department of Housing and Community Development.

Policy takeaway: ZIP/SDBL scenarios appear to produce more feasible capacity than SB 79 minimums, but local control depends on legal review, final mapping, and whether Council pursues a TODAP/local overlay.

How we can align zoning tools

	New Base Zoning (Not Feasible, except for R1,R2)	70% State Density Bonus (Feasible)	100% (TBD) Local Bonus (Feasible)	SB79 Implications	Economic Implications
R1 & R2 Zones Test Fit 1-2	DU/Acre: 27 Max Height: 3 MAUS: 1,500	Typically not eligible for bonus due to number of units	Local Bonus not recommended based on community input	None of the R1/R2 parcels would meet minimum SB79 densities	New Base Zoning would be economically viable
R3 & R4 Zones Test Fits 2-6	DU/Acre: 54-101 Max Height: 2-5 MAUS: 805-1,136	DU/Acre: 74-127 Max Height: 3-7 MAUS: 727-913 *Could waive-out of dimensional standards	DU/Acre: 147-214 Max Height: 7-8 MAUS: 581-917	Some R3/R4 parcels would meet minimum SB79 densities	Only 70% State Density Bonus & Local Bonus are viable
Commercial Zones Test Fits 5-7	DU/Acre: 101-112 Max Height: 5-7 MAUS: 822-1,136	DU/Acre: 171-190 Max Height: 7-14 MAUS: 727-903 *Could waive-out of dimensional standards	DU/Acre: 201-223 Max Height: 7-17 MAUS: 581-867	Many Commercial parcels would meet minimum SB79 densities	Only 70% State Density Bonus & Local Bonus are viable

How should we align zoning tools with state law?

Policy Questions

Should the City prepare a local bonus overlay?

Should the City prepare a Transit-Oriented Development Alternative Plan (TODAP) pursuant to SB 79?

If a local bonus overlay is supported, what benefits should be prioritized?

Base zoning does not pencil

Base zoning + assumed SDBL pencils

Local bonus can fund community benefits

Feasible housing relies on SDBL concession and waivers for height

SB 79 TODAP can be studied and implemented under ZIP, if desired

Policy Matrix

Advisory Feedback Requested

How to Plan for Growth?	Growth Geography	• Where should Council focus additional housing capacity? • Should any areas be excluded from growth? • Should residential prohibitions in the “commercial-only” overlay and Commercial Neighborhood 2 zone be removed?
	Capacity Calibration	• Which dimensional standards should be maintained or modified? • Are there any design or infrastructure issues that should be flagged for City Council?
How to Support Vulnerable Households?	Anti-Displacement Strategies	• Which preservation, replacement, tenant-support, and/or funding tools should be prioritized as zoning is increased?
How to Promote Unit Diversity?	Housing Diversity Outcomes	• Should the City use tools to support the creation of smaller units, such as minimum densities or maximum average unit sizes?
How to Align Zoning Tools with State Law?	Local Bonus, Community Benefits & SB 79	• Should the City prepare a local bonus overlay and/or Transit-Oriented Development Alternative Plan (TODAP)? • If a local bonus overlay is supported, should it be limited to TOD areas and to areas where existing bonus overlays are currently located? Which community benefits should be prioritized?

Staff will summarize PC feedback under these policy headings for Council’s policy-direction item.