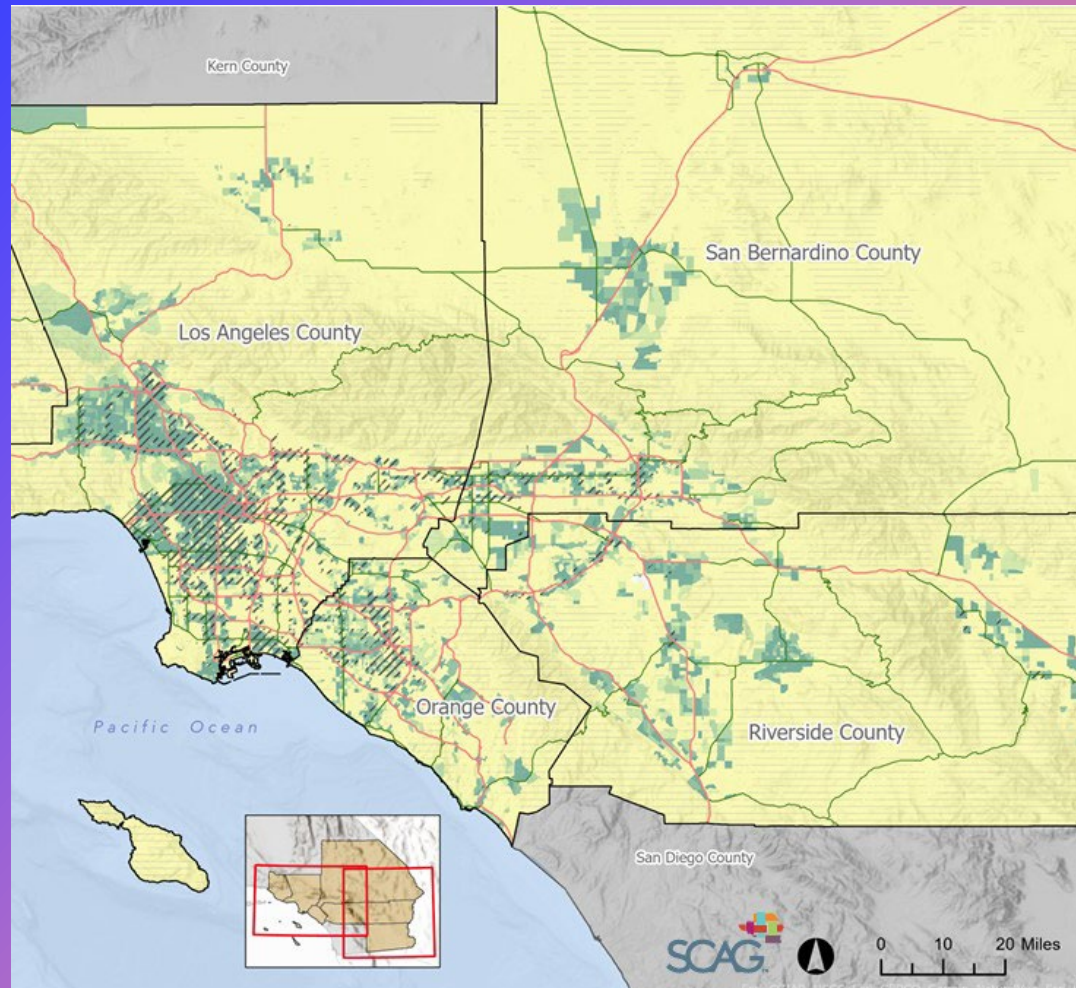


ZONING IMPROVEMENT PROGRAM (ZIP) FOR HOUSING

Housing Element
Implementation
City of West Hollywood



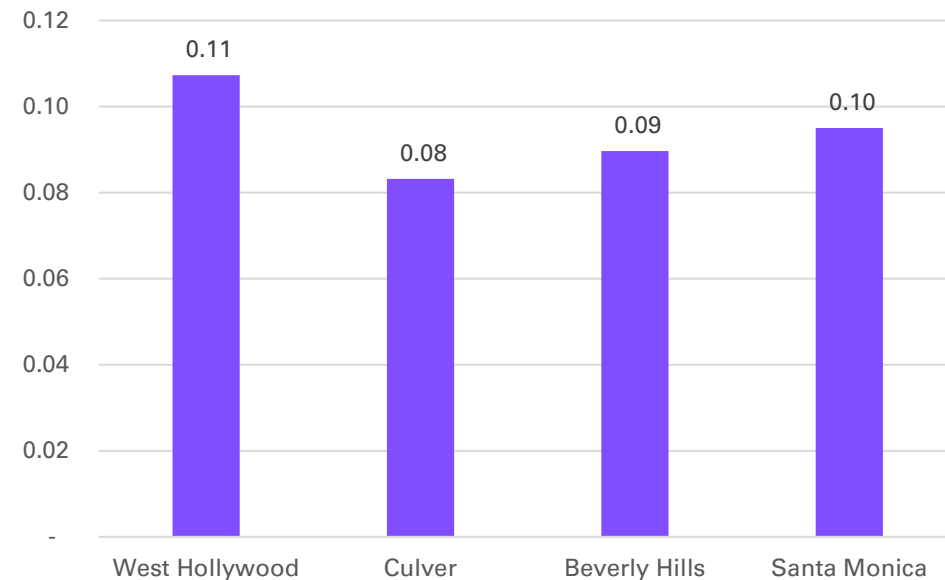
Regional Plan / Regional Housing Needs Assessment



SCAG: Connect SoCal 2024 **MAP 3.3 Forecasted Regional Development Pattern (Household Density Growth 2019-2050)**

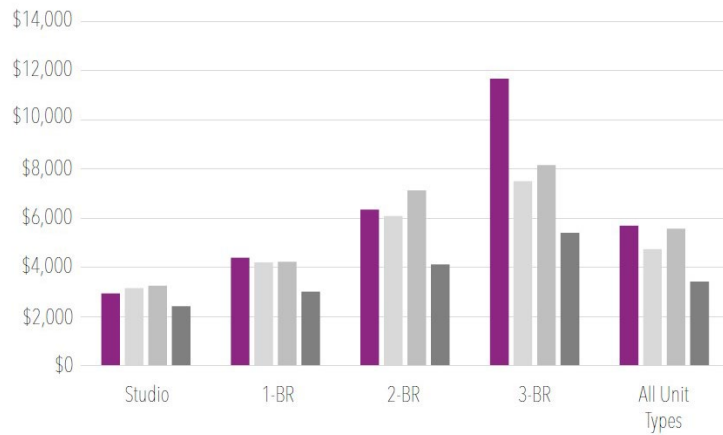
Less than or Equal to 100	201 to 300	Greater than 500	Priority Areas	Freeway/Toll Road
101 to 200	301 to 500	SCAG Counties	Resource Areas	Other State Highway

RHNA Per Capita

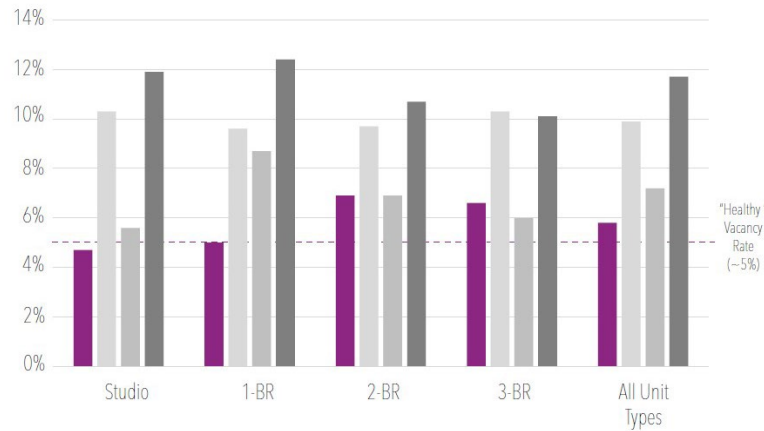


Housing Landscape in the City

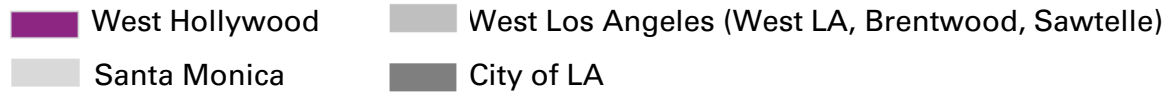
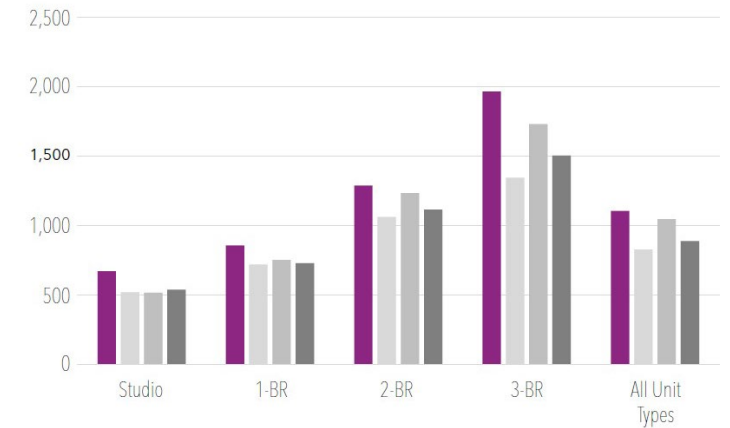
Average Asking Rent



Vacancy Rate



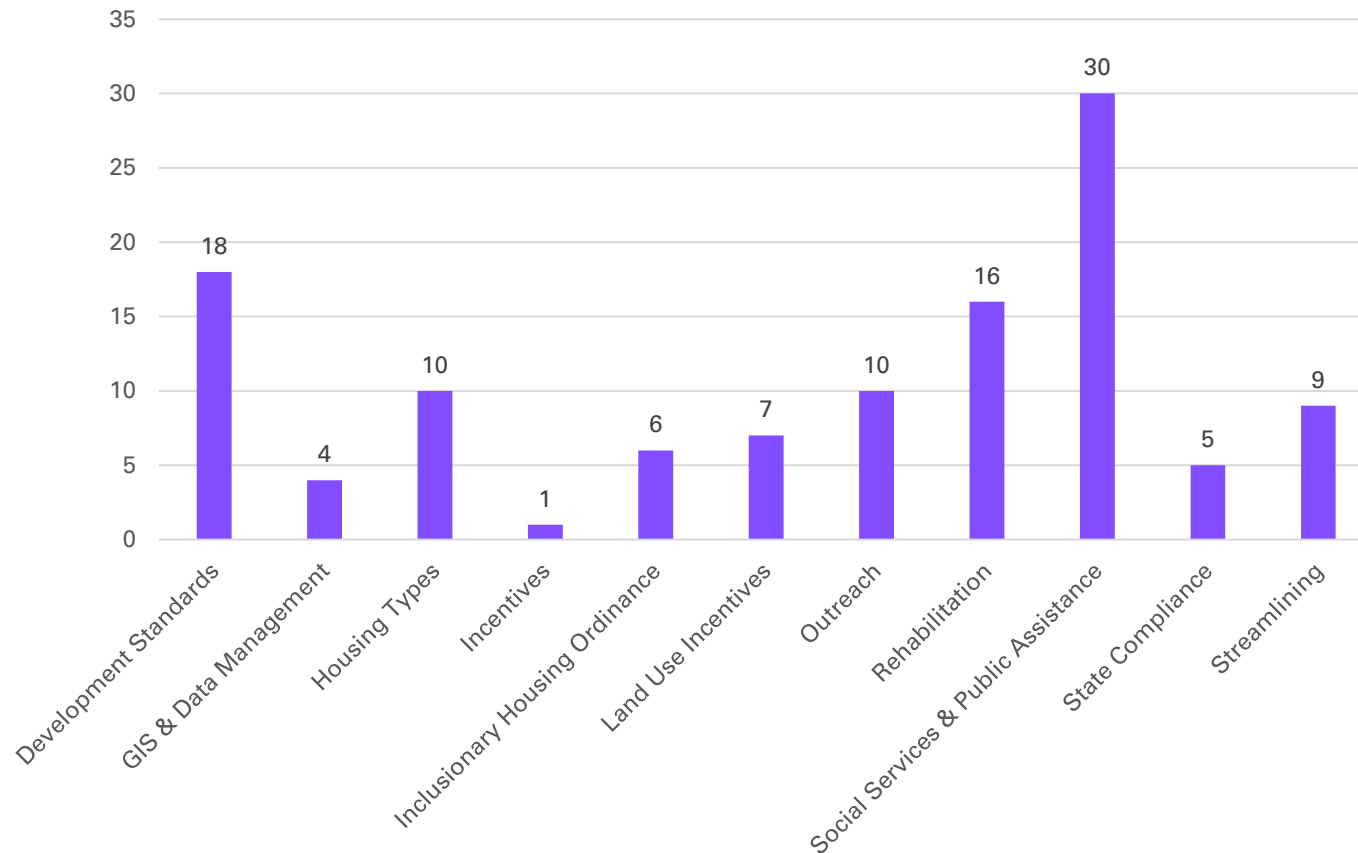
Average Unit Size



Housing Element

31 Programs

116 Objectives



Chapter 11 Housing

The Housing Element provides an indication of the need for housing in the community, particularly the availability, affordability, and adequacy of housing. This Housing Element serves as a strategy to address housing needs across the economic and social spectrum of the City of West Hollywood.

STATUTORY REQUIREMENTS

Housing Element Requirements

The West Hollywood Housing Element as a mandated chapter of the General Plan has been designed to satisfy the requirements of State law. Section 65583 of the California Government Code establishes the required components for a Housing Element. The Housing Element consists of the following four sections: (1) Statutory Requirements; (2) Context and Strategies; (3) Goals and Policies; and (4) Housing Programs. The Technical Background Report (bound separately) provides a detailed assessment of the City's existing and projected housing needs, constraints, and opportunities for addressing those needs, and an evaluation of the City's achievements under the prior 2013-2021 Housing Element.

This sixth cycle of the Housing Element update covers the planning period of October 15, 2021, through October 15, 2029. The Housing Element is designed to achieve the following objectives set forth in State law:

1. Identify adequate sites for a range of housing opportunities;
2. Assist in the development of adequate and affordable housing;
3. Address constraints to meeting the City's housing needs;
4. Conserve and improve the condition of housing; and
5. Affirmatively further fair housing for all persons.

The "Context and Strategies" summarizes the City's housing needs based on the detailed review of population and housing stock characteristics contained in the Technical Background Report (TBR). The TBR contains specific information on the community's housing needs, constraints to housing development, and resources available for the delivery of housing services and affordable housing. Included in the Technical Background Report is also the City's ability to provide adequate sites to meet its share of the regional housing needs assigned to the City by the Southern California Association of Governments (SCAG).

A key component of the TBR is the summary of the process and results of the City's community outreach program for the Housing Element update. Through various avenues, the City consulted with residents and community stakeholders regarding housing needs and recommendations on housing programs.

Housing Element Objectives

Amend density standards to increase density and allow more units to be constructed in both residential and commercial districts

Study and consider additional amendments starting in Q1 2023 to determine whether additional density in the single family residential district is feasible

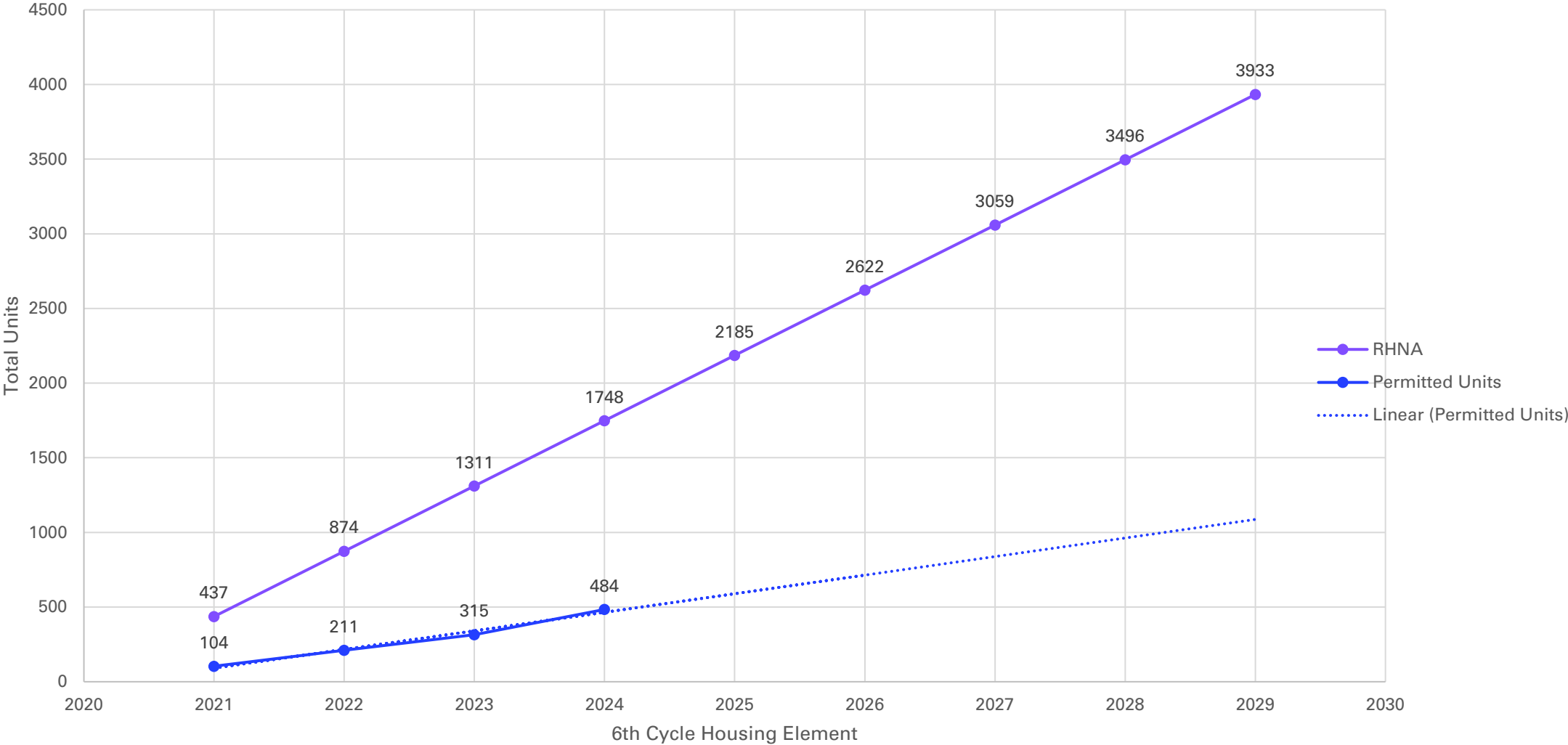
Develop and adopt amendments to the City's existing development incentive/bonus programs, such as the density bonus and mixed use incentive, to assess their efficacy in realizing the quantity and types of most needed housing and potential relationship with any new incentives

Study and consider options for an amendment to the R3 and R4 Districts to increase allowable density as is deemed appropriate in these districts, potentially with density requirements from County of Los Angeles prior to cityhood

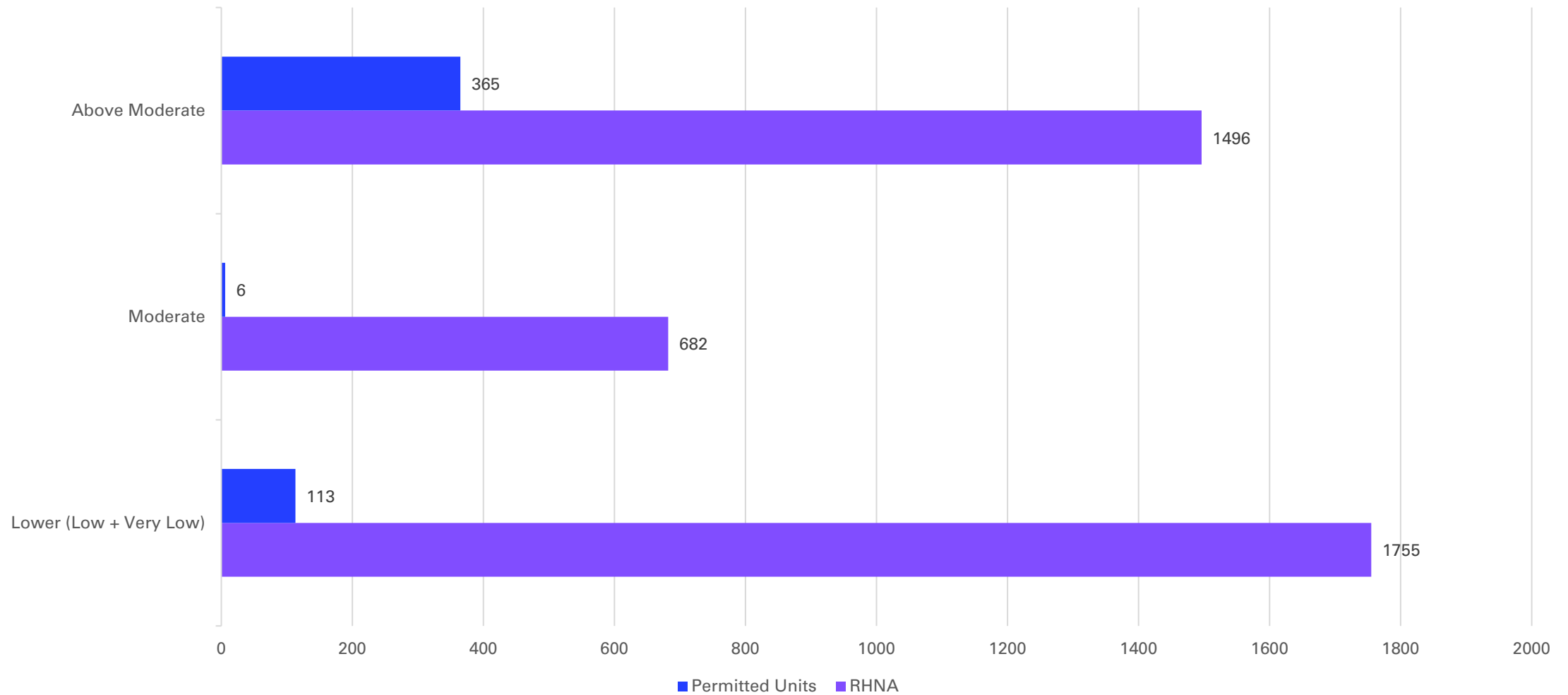
Study and consider options for a map amendment to expand the Mixed Use Incentive Overlay to properties along corridors that would allow more properties to obtain overlay bonuses and thus increased density

Evaluate and draft Transit Oriented Development Standards, permitting density and height increases in the TOZ [Transit Oriented Zone] with a special emphasis around further concentrating growth around future Metro Rail stations

RHNA Progress



RHNA Progress by Affordability Level



+

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ZIP OVERVIEW

Project Overview

Objectives

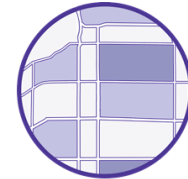
- Reduce zoning-related hurdles to new housing development
- Evaluate base and incentive-based zoning in relation to SDBL, local incentive programs, and the City's IHO
- Create a TOD program



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



Affordability & Accessibility. Encourage the delivery of affordable units and housing that meets the diverse needs of residents.



Equity. Relying on opportunity measures, expand access to housing in all neighborhoods, and incorporate strategies to mitigate displacement risk for those most vulnerable.



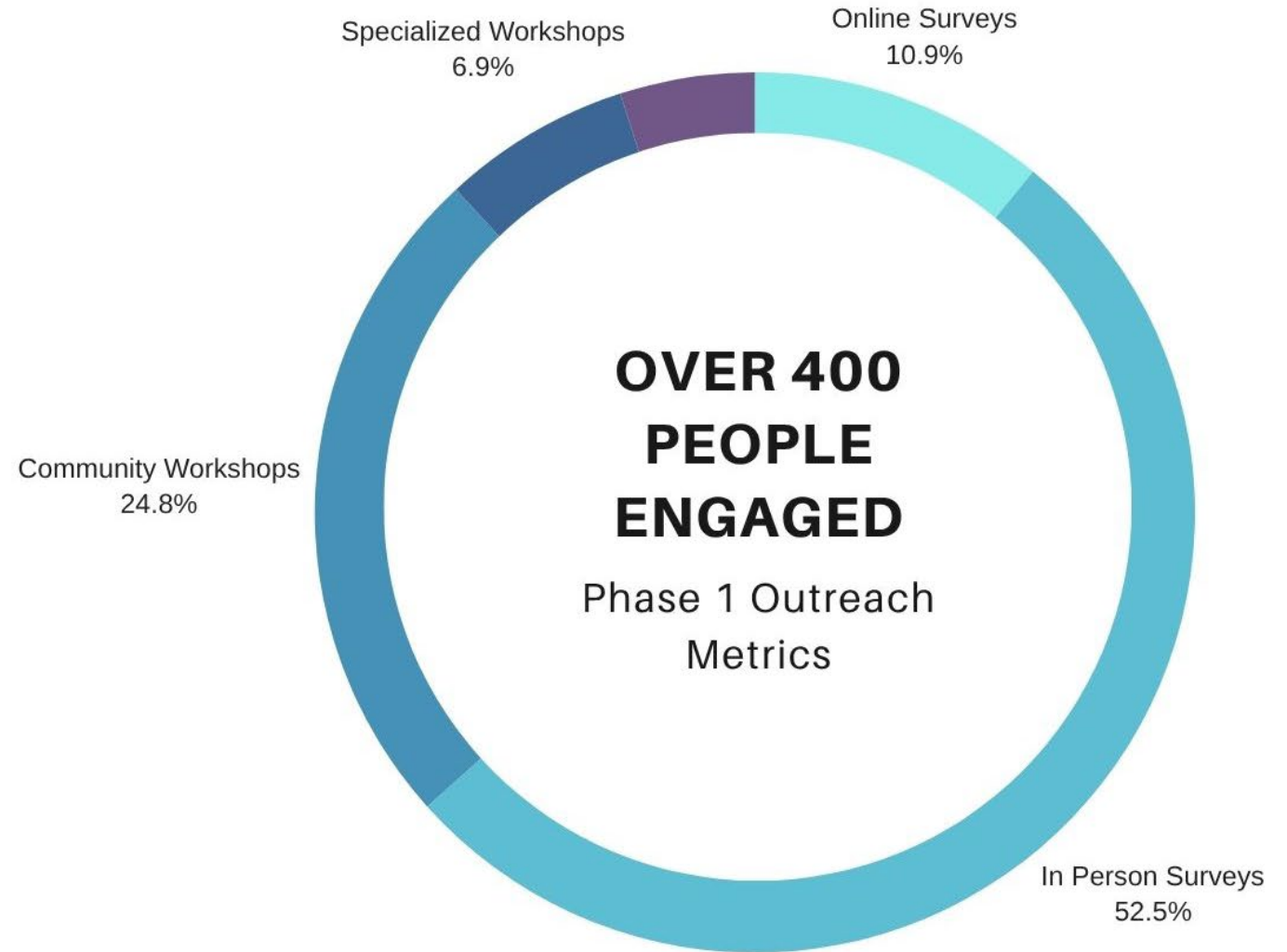
Environmental Stewardship. Adopt land use approaches that minimize environmental impacts, such as concentrating housing in proximity to amenities and transit sites



Affordable Housing Preservation & Adaptation. Preserve naturally occurring affordable housing and minimize impacts on historical sites and neighborhood identity through contextual design.

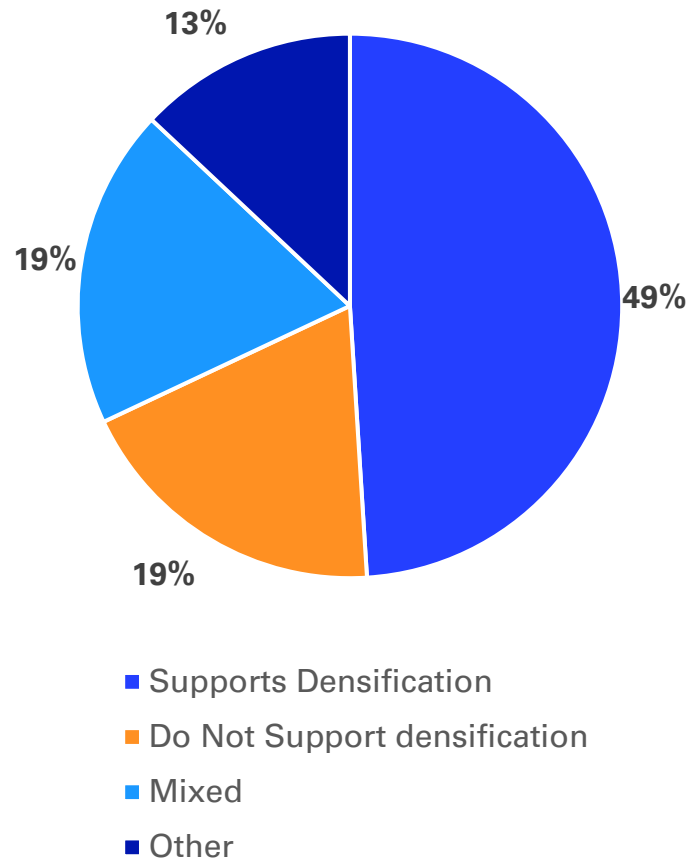
OUTREACH FINDINGS



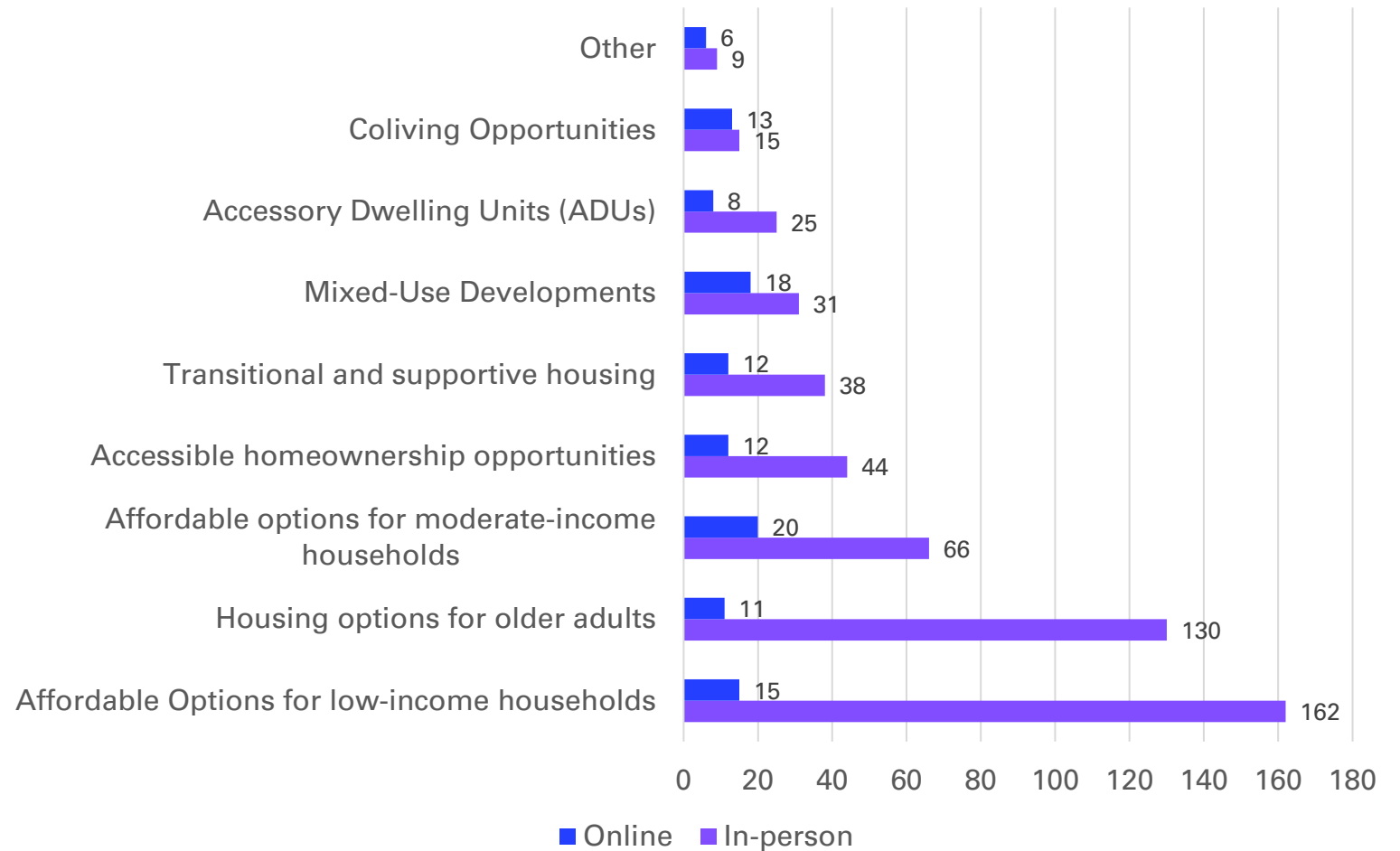


Housing Capacity and Types

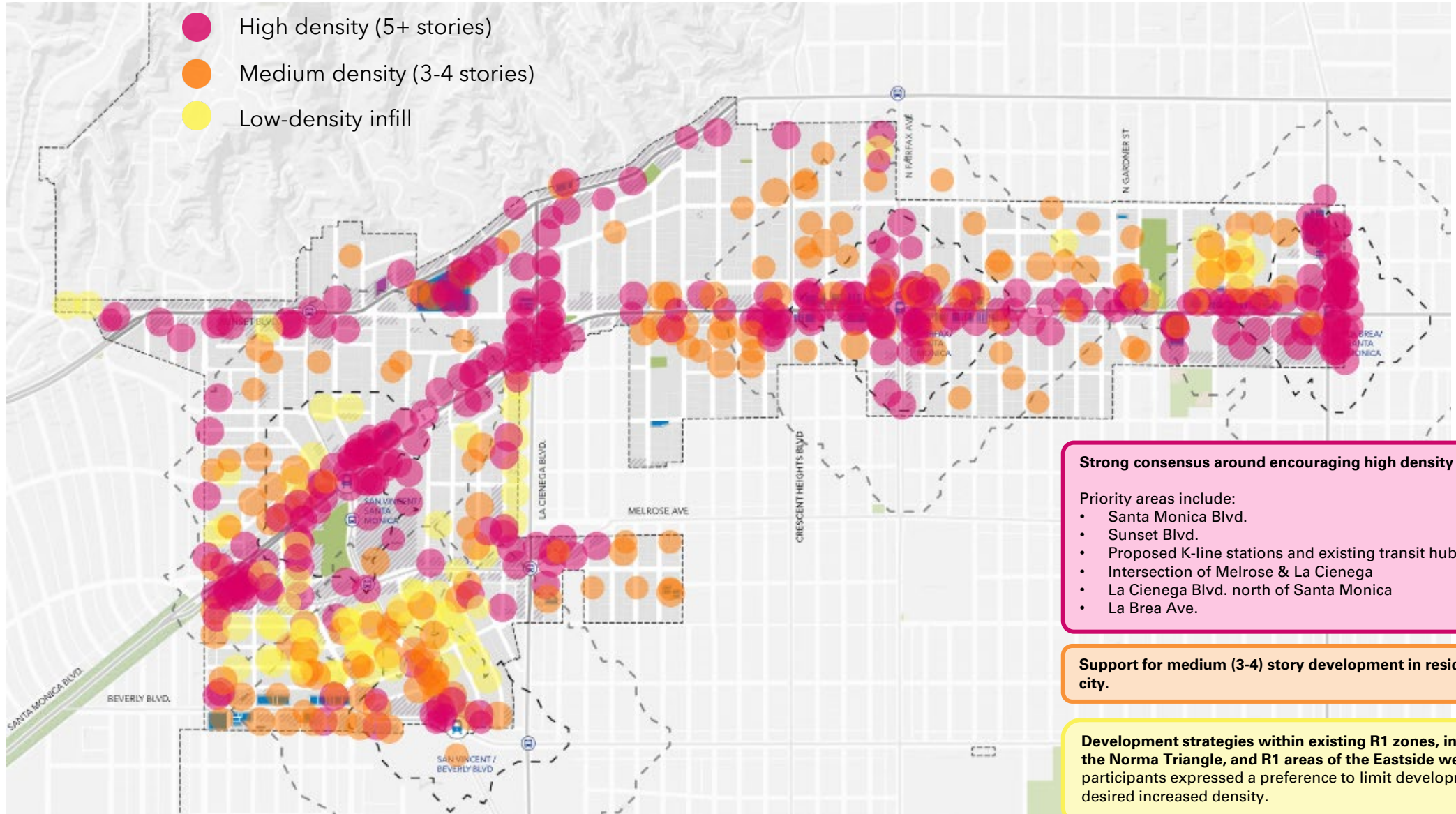
Online Engagement Around Densification



West Hollywood needs more...



Opportunities for Densification

- 
- The map displays various colored circles across the Los Angeles area, representing different density levels. A legend in the top-left corner defines these levels: pink circles for high density (5+ stories), orange circles for medium density (3-4 stories), and yellow circles for low-density infill. The circles are concentrated along major commercial corridors like Santa Monica Blvd, Sunset Blvd, and La Cienega Blvd, as well as around transit hubs. Residential areas throughout the city are marked with orange circles, indicating support for medium-density development. Specific zones like West Hollywood West, the Norma Triangle, and parts of the Eastside are highlighted with yellow circles, indicating contentious areas for development.
- High density (5+ stories)
 - Medium density (3-4 stories)
 - Low-density infill

Strong consensus around encouraging high density along commercial corridors.

Priority areas include:

- Santa Monica Blvd.
- Sunset Blvd.
- Proposed K-line stations and existing transit hubs
- Intersection of Melrose & La Cienega
- La Cienega Blvd. north of Santa Monica
- La Brea Ave.

Support for medium (3-4) story development in residential neighborhoods throughout the city.

Development strategies within existing R1 zones, including within West Hollywood West, the Norma Triangle, and R1 areas of the Eastside were most contentious. Some participants expressed a preference to limit development to low-density infill while others desired increased density.

Emerging Themes



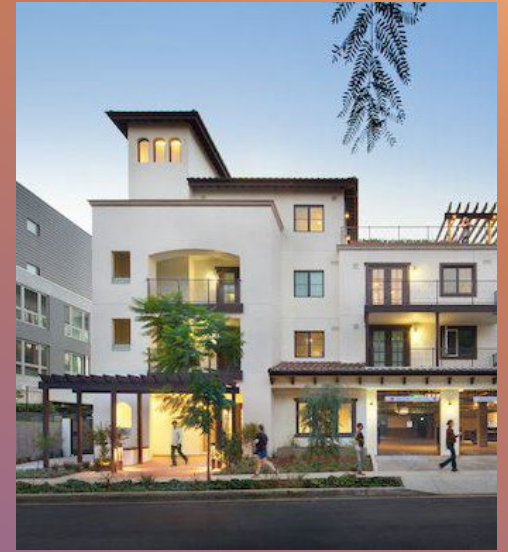
DENSIFICATION
ALONG
COMMERCIAL
CORRIDORS



PRIORITIZE
OPEN SPACE
AND HEIGHT,
OVER LOT
COVERAGE



WALKABILITY
IS HIGHLY
VALUED, BUT
THE NEED
FOR PARKING
IS DIVISIVE



REDUCE
DISPLACEMENT
OF
VULNERABLE
HOUSEHOLDS

Emerging Themes



ACCOUNT FOR
FEASIBILITY
IMPACTS



INFRASTRUCTURE
IMPACTS
RELATED TO
DENSITY

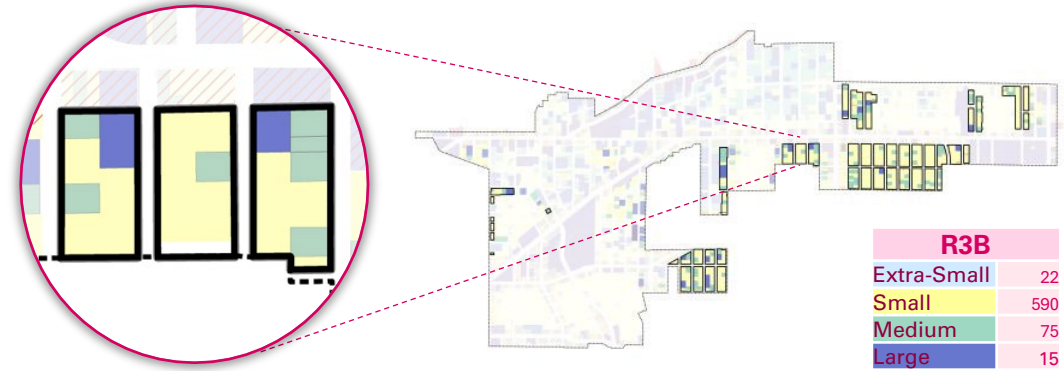


SINGLE-FAMILY
PRESERVATION
IS A CONCERN

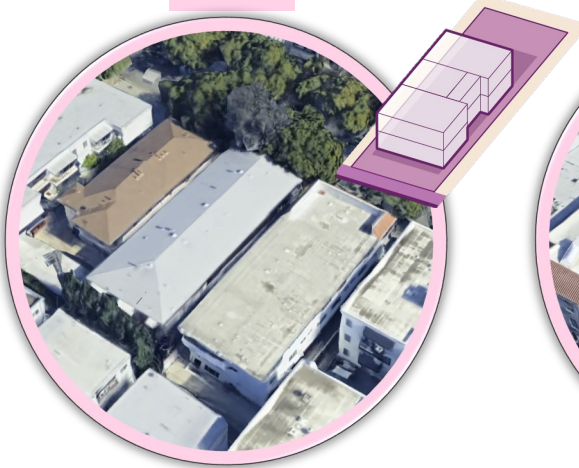


TECHNICAL ANALYSIS & ZONING STRATEGIES

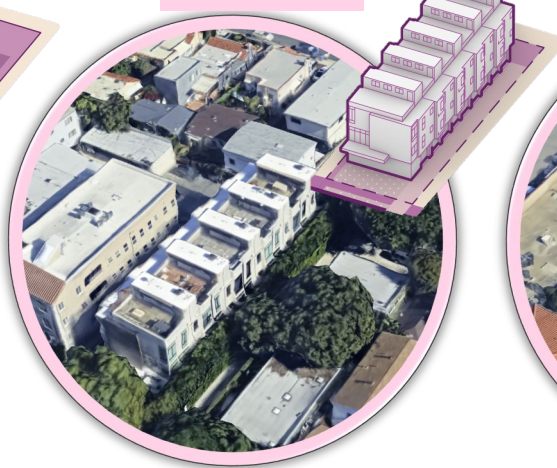
Existing Conditions



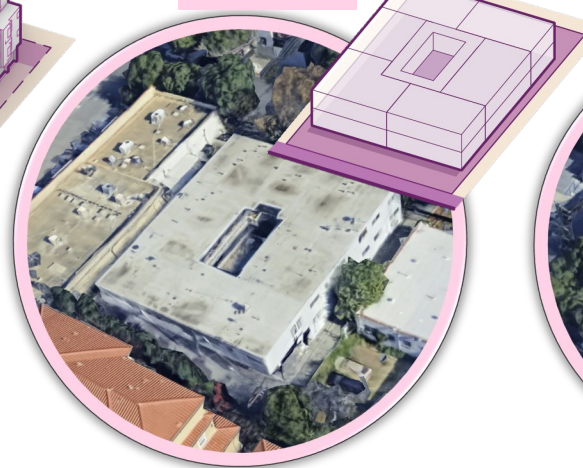
Linear



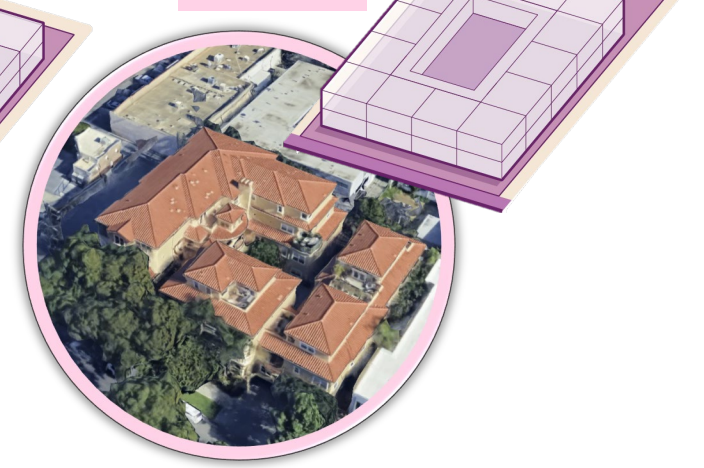
Townhouse



Courtyard



Apartment



	Zoning	Existing
# of Units (du)	5	8
Height (stories)	35' (3)	28' (2)
Living Area (sq ft)	-	8,280
FAR	-	1.2
Front setback(ft)	15	12
Side setback(ft)	5	4
Rear setback(ft)	15	10
Lot width (ft)	50	
Lot depth (ft)	130	
Lot Area (sq ft)	6,530	

	Zoning	Existing
# of Units (du)	6	5
Height (stories)	35' (3)	40' (3)
Living Area (sq ft)	-	8,500
FAR	-	1.1
Front setback(ft)	15	18
Side setback(ft)	5	5
Rear setback(ft)	15	17
Lot width (ft)	50	
Lot depth (ft)	150	
Lot Area (sq ft)	7,550	

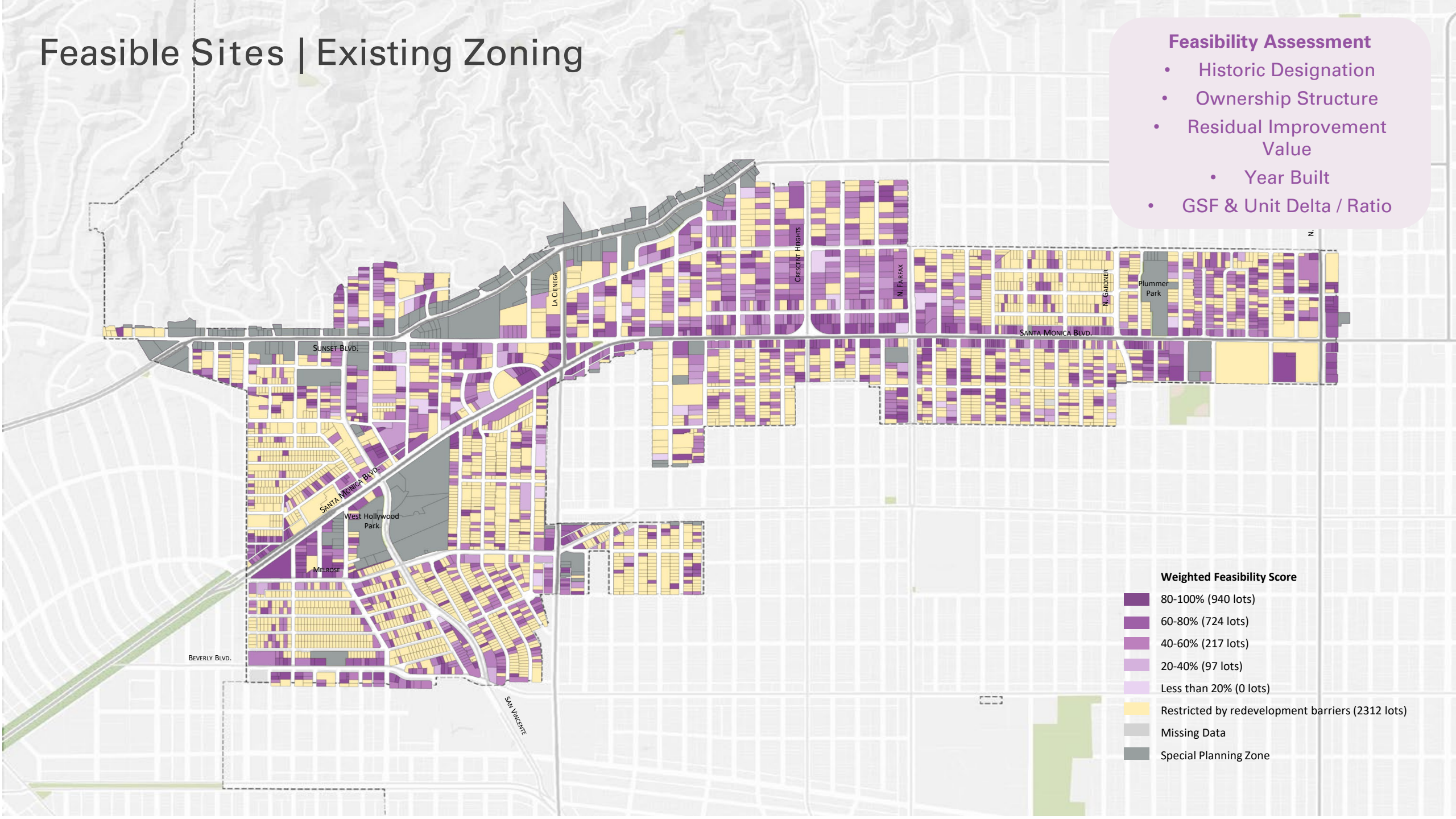
	Zoning	Existing
# of Units (du)	11.5	12
Height (stories)	35' (3)	20' (2)
Living Area (sq ft)	-	11,650
FAR	-	0.8
Front setback(ft)	15	15
Side setback(ft)	5	7.5
Rear setback(ft)	15	20
Lot width (ft)	100	
Lot depth (ft)	137	
Lot Area (sq ft)	13,810	

	Zoning	Existing
# of Units (du)	16	18
Height (stories)	35' (3)	48' (4)
Living Area (sq ft)	-	29,240
FAR	-	1.5
Front setback(ft)	15	5
Side setback(ft)	5	9
Rear setback(ft)	15	9.5
Lot width (ft)	150	
Lot depth (ft)	126	
Lot Area (sq ft)	19,087	

Feasible Sites | Existing Zoning

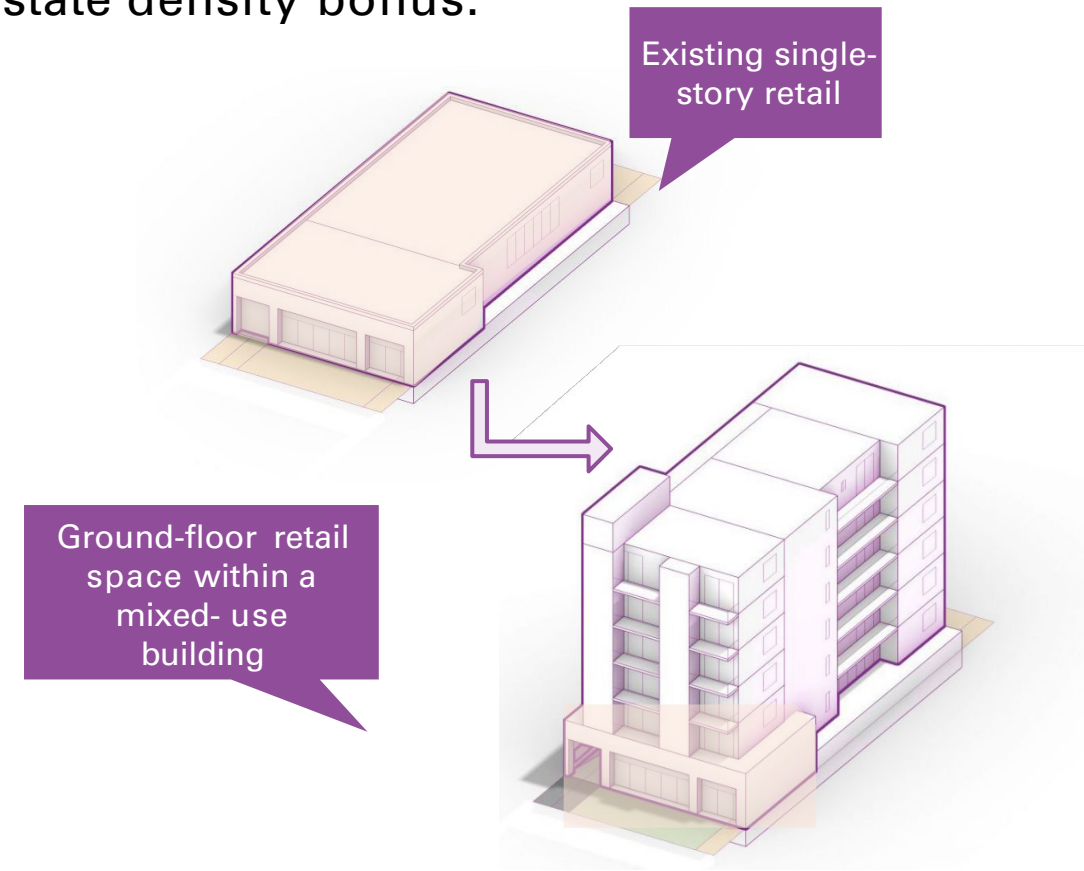
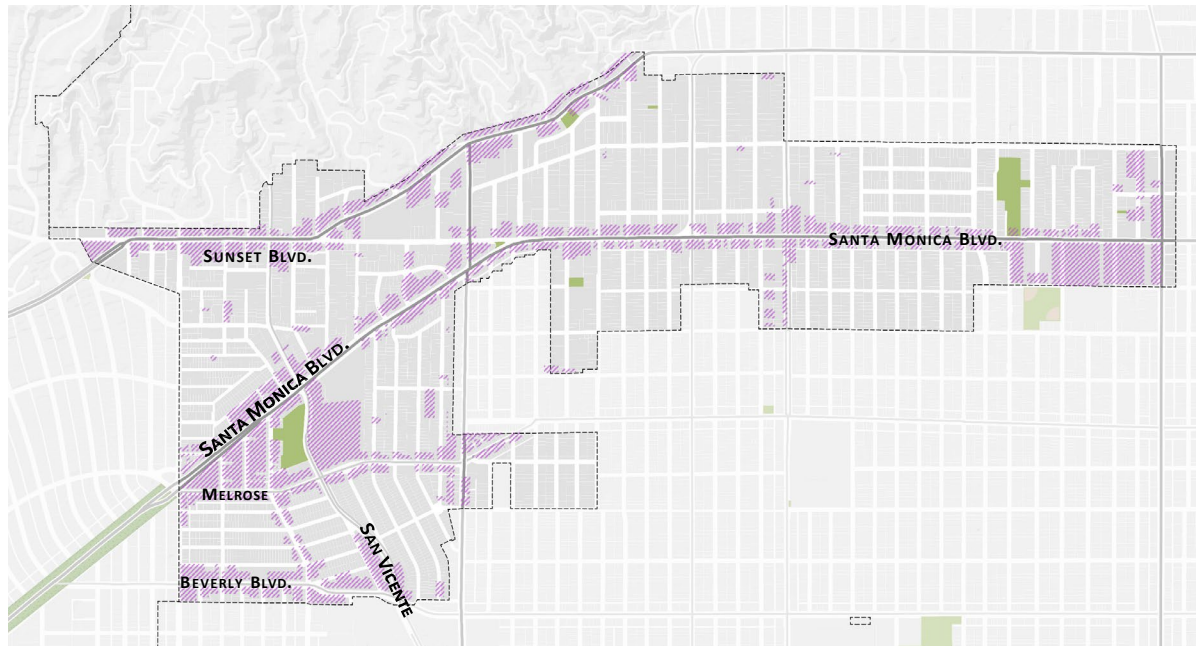
Feasibility Assessment

- Historic Designation
- Ownership Structure
- Residual Improvement Value
 - Year Built
- GSF & Unit Delta / Ratio

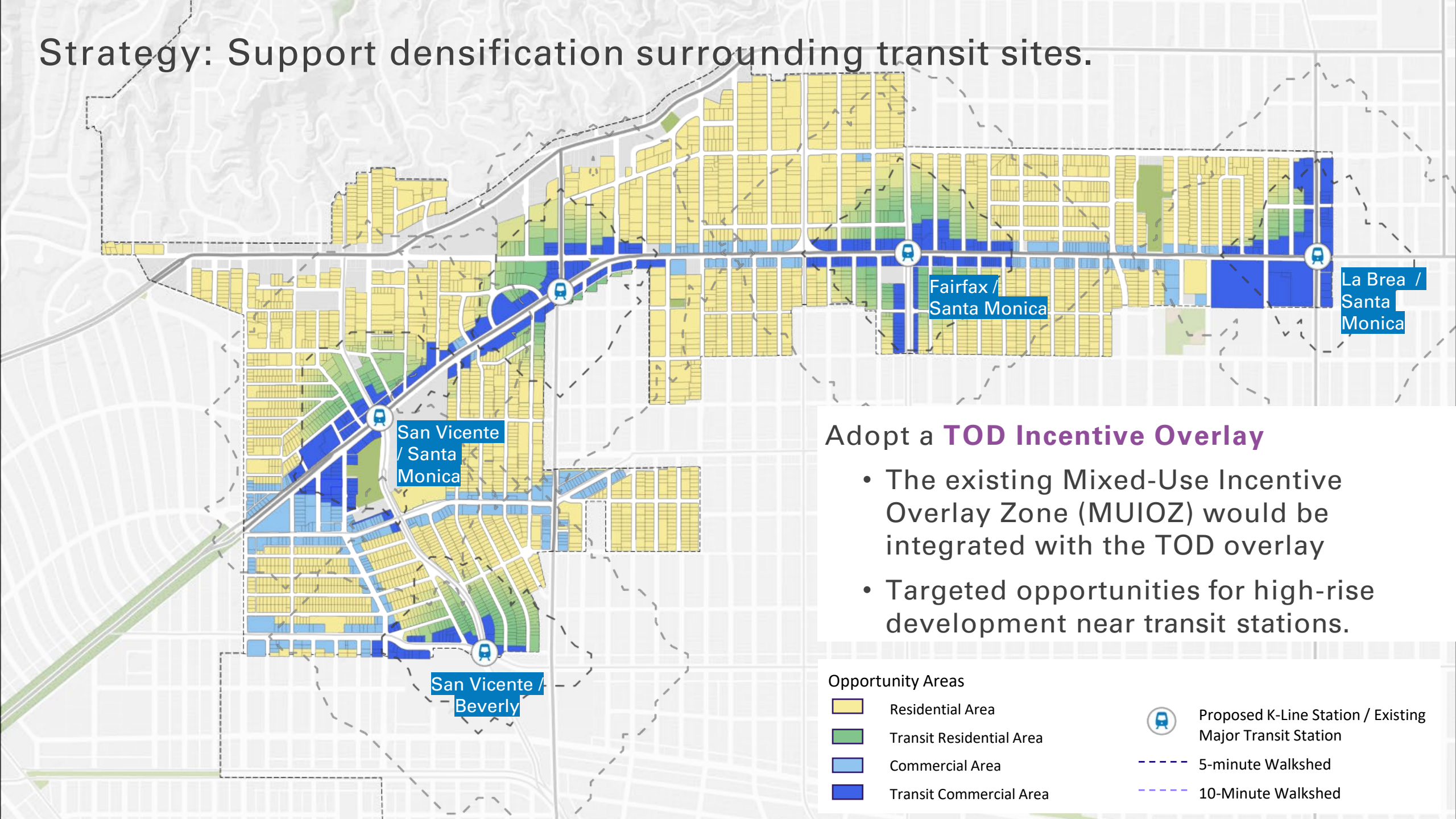


Strategy: Unlock housing opportunities on underutilized commercial sites.

- **Increase maximum height and FAR** to allow for more density along corridors.
- **Establish maximum density requirements** to allow for more predictable outcomes for projects leveraging the state density bonus.



Strategy: Support densification surrounding transit sites.



Adopt a **TOD Incentive Overlay**

- The existing Mixed-Use Incentive Overlay Zone (MUIOZ) would be integrated with the TOD overlay
- Targeted opportunities for high-rise development near transit stations.

Q: If there is an opportunity to introduce additional community benefits alongside affordable housing within the transit-oriented development overlay, what types of benefits should be prioritized?

Housing for Special
Populations
(Older Adults, Permanent
Supportive Housing)



Space for Childcare
Facilities

Sustainable Construction
(e.g. LEED or Passive House
certifications)



Tree-planting & Stormwater
Management
(e.g. bioswales, green roofs)

Units with Universal Design

Spaces for Non-Profit
Community-Based
Organizations



Transit Investments
(e.g. bus stops, bike racks)

Publicly-accessible Open
Space



Community Events &
Programming

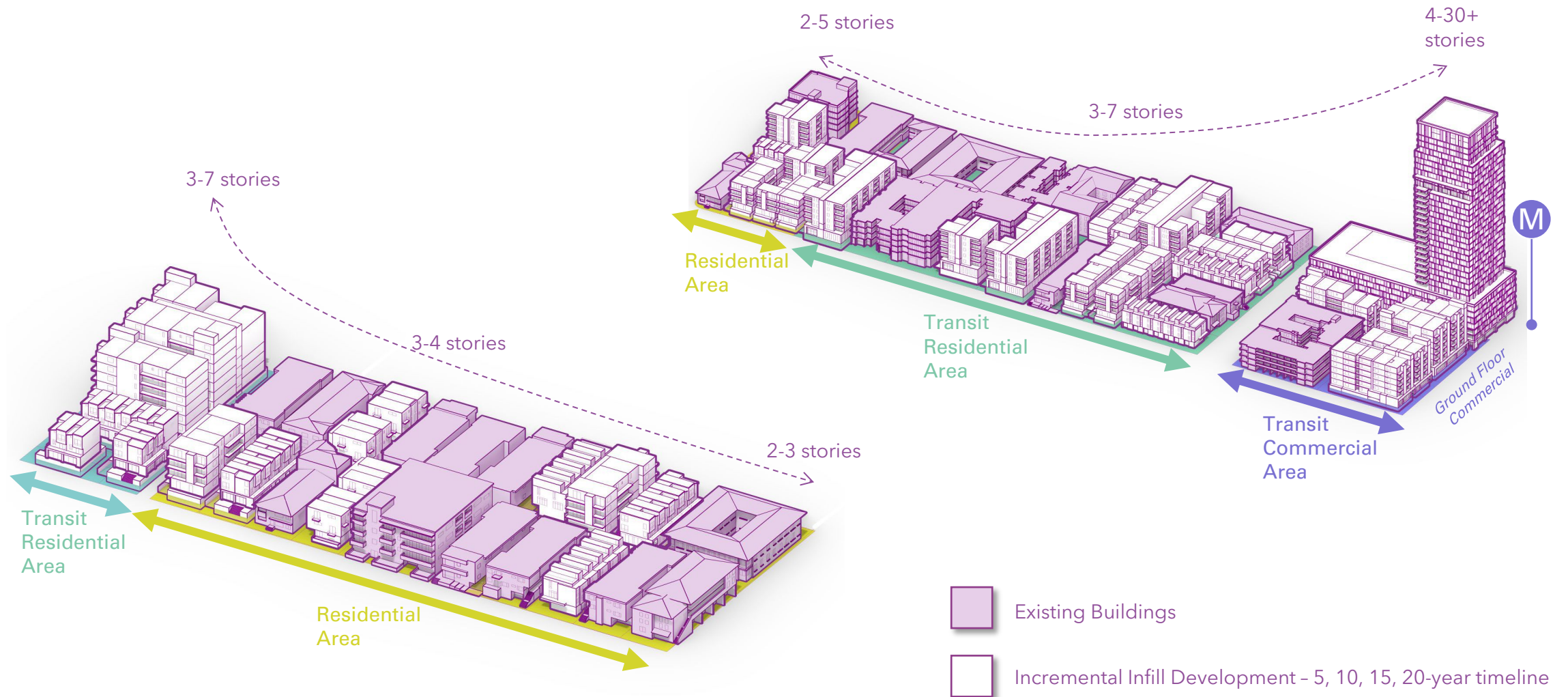
Affordable Commercial
Space

?

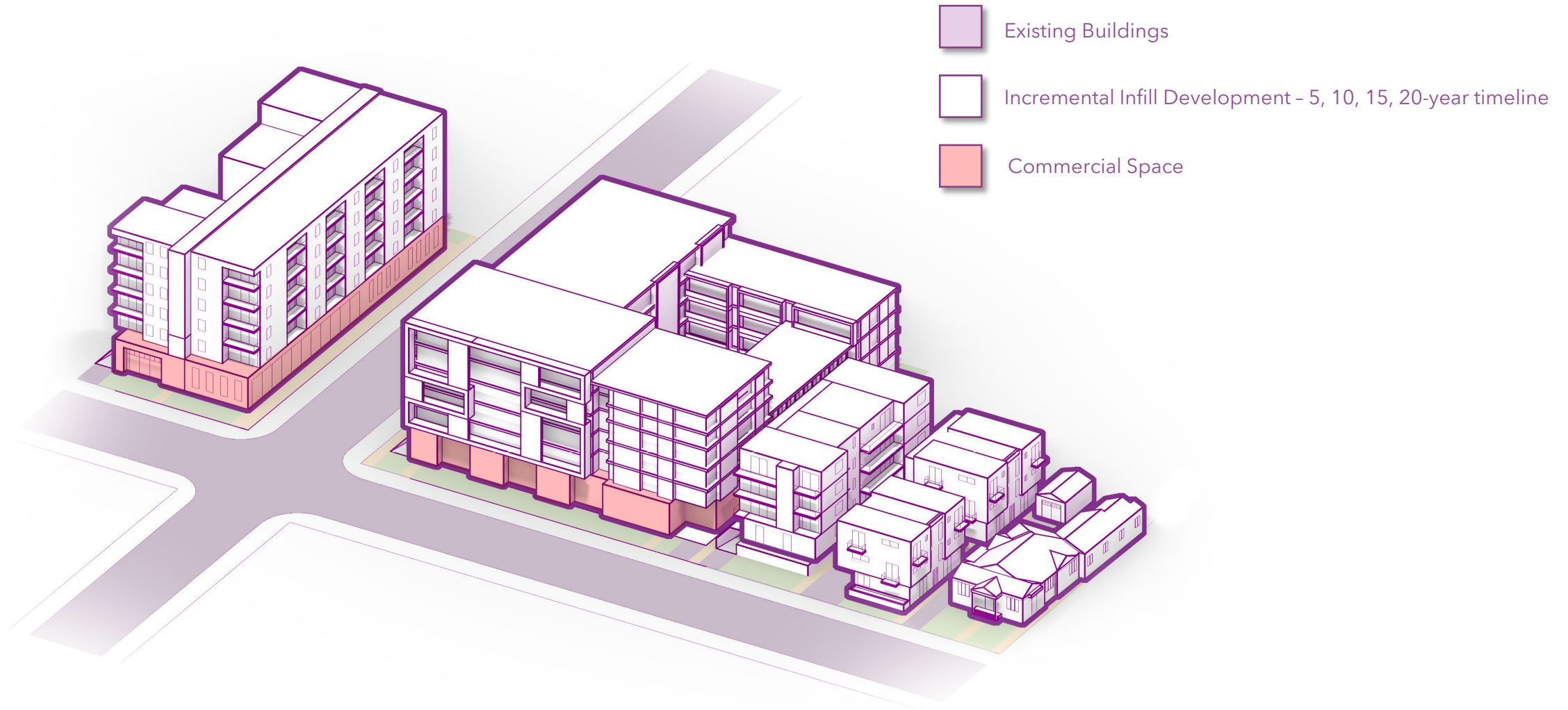


Housing Element priority

Strategy: Establishing a gradient of densities

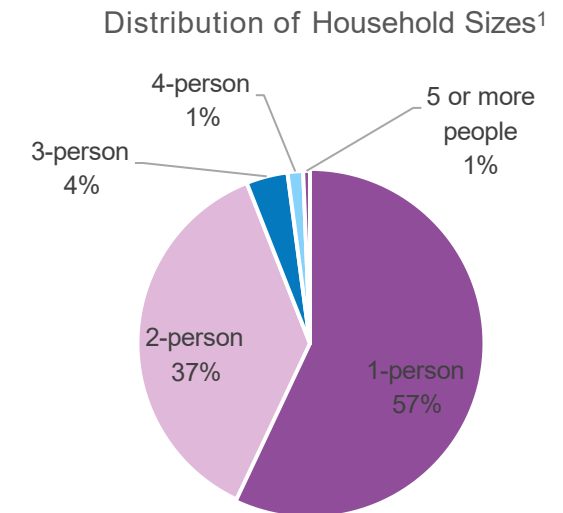
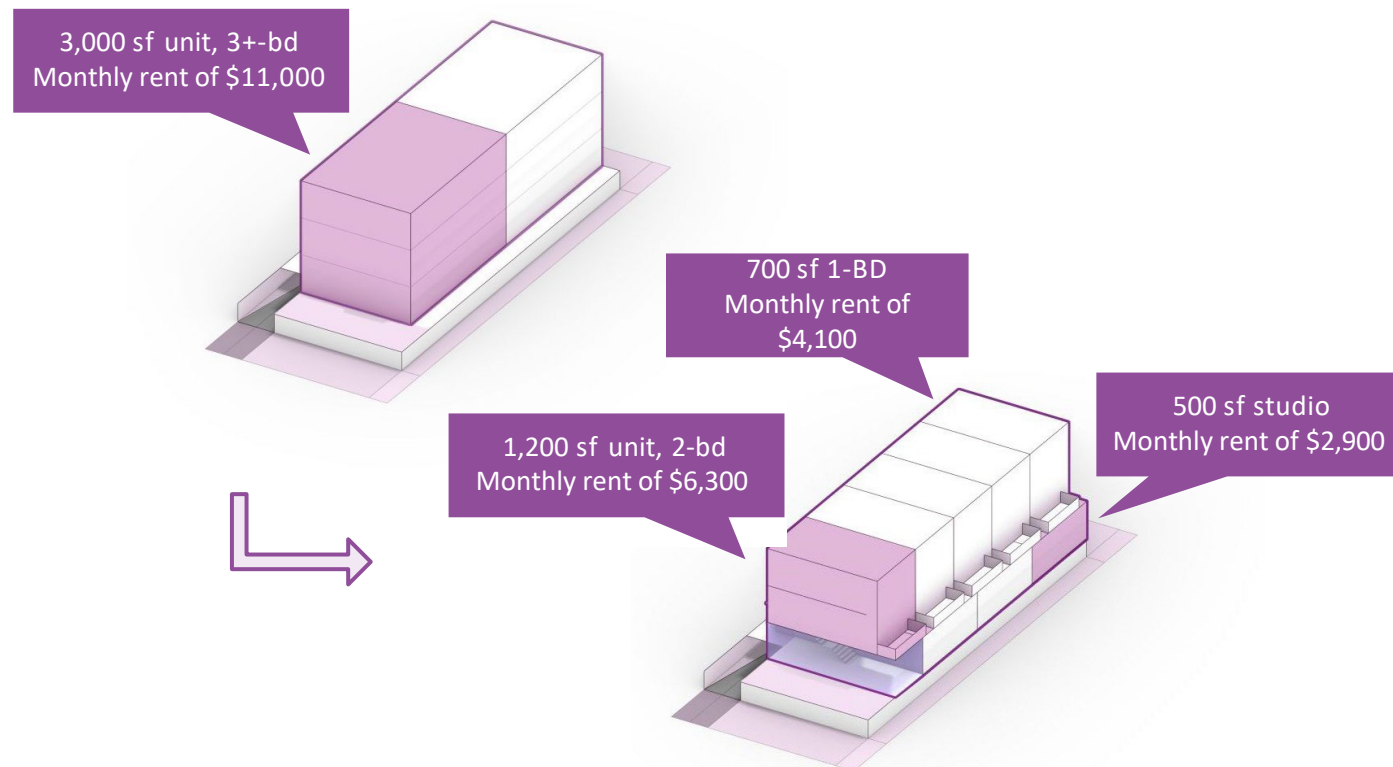


Strategy: Transition building heights between residential and commercial areas



Strategy: Discourage luxury housing development and right-size new units to align with community demographics and housing needs.

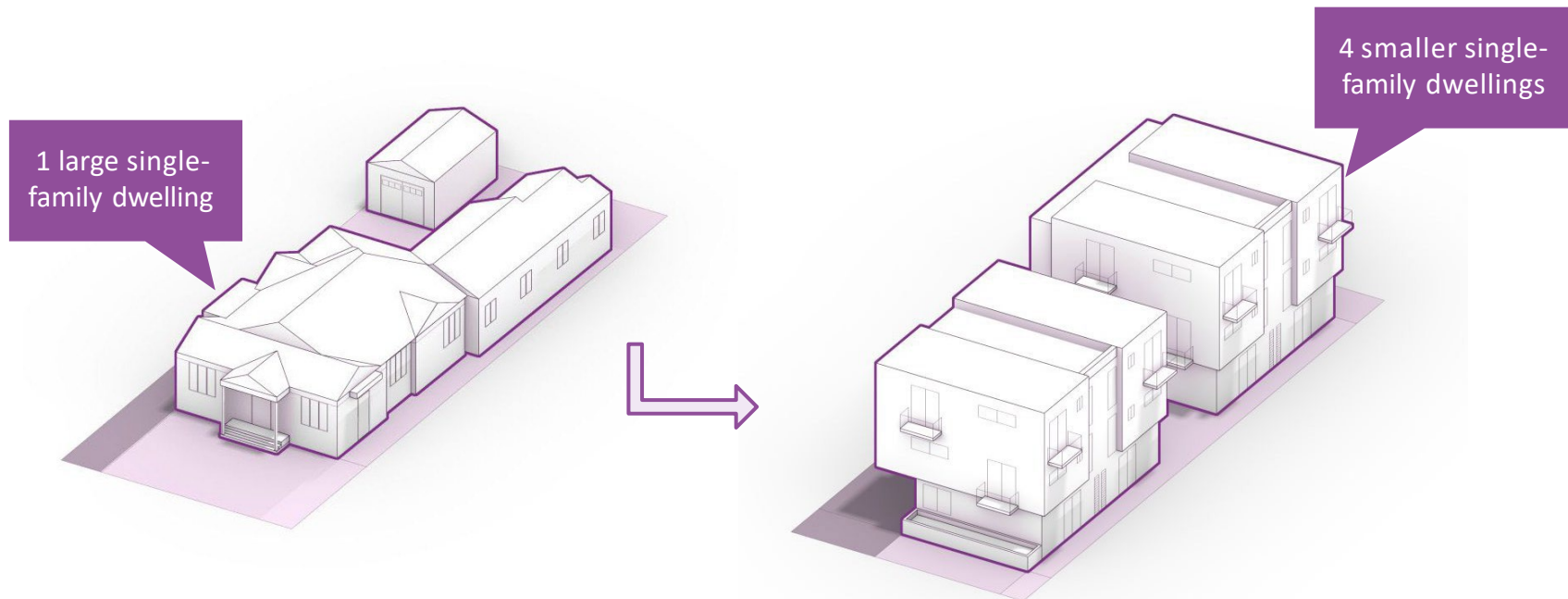
Recalibrate maximum densities & building scale



1. Source: 2023 American Community Survey 5-Year Estimates

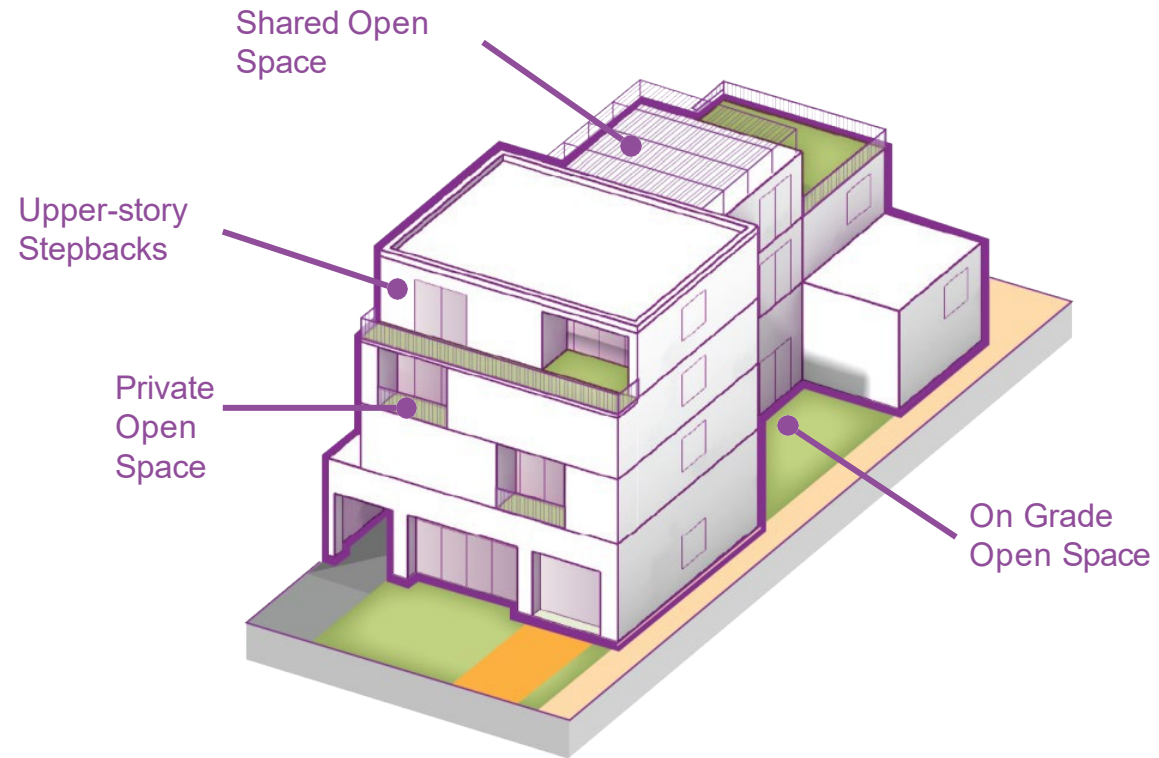
Strategy: Promote the development of more attainable homeownership opportunities.

- **Enable missing middle typologies**
- **Respond to recent state legislation**



Strategy: Encourage a contextual approach to development that has a positive impact on the surrounding neighborhood context.

**Adopt Objective
Design
Standards**



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

A. Volume and height

B. Relationship between
the building and the street

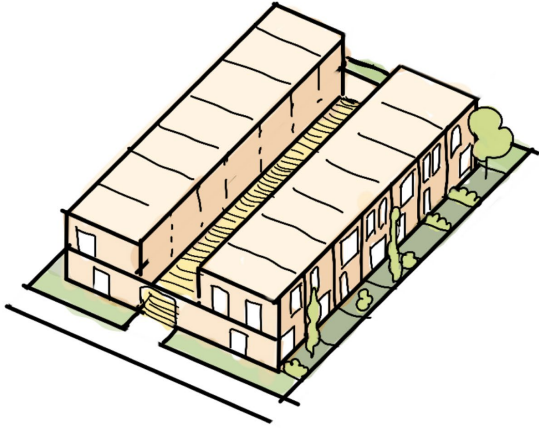
C. Open Space

D. Design, style, and
materials

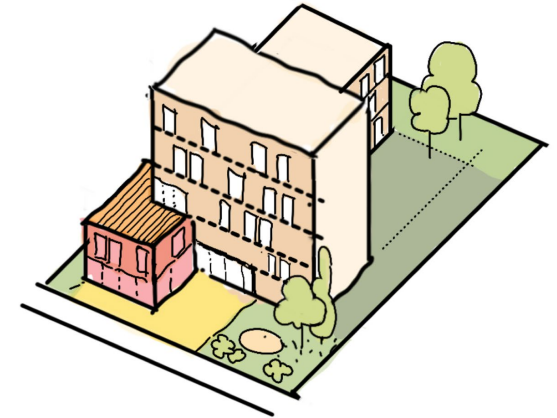
E. Privacy

F. Transitions of height
and scale between lots

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

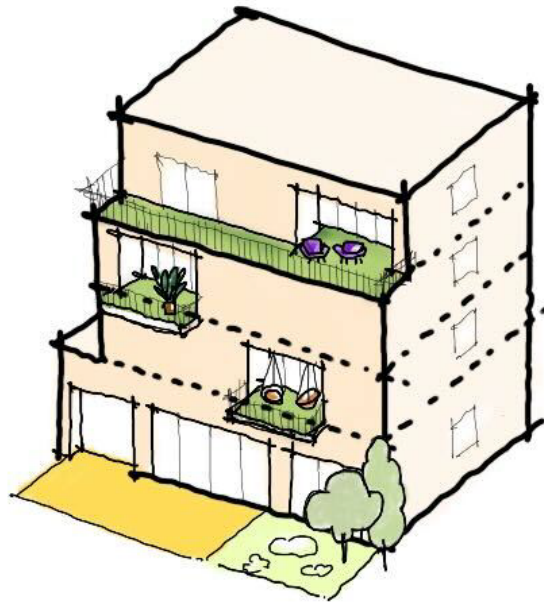


**Lower Building
Height with Less
Open Space**

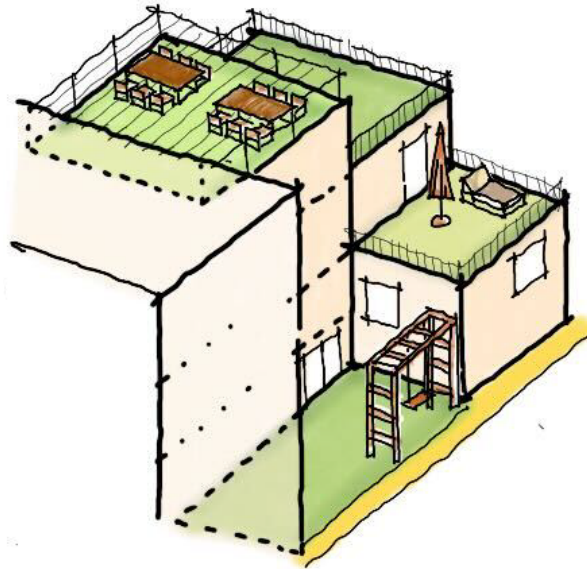


**Taller Building
Height with More
Open Space**

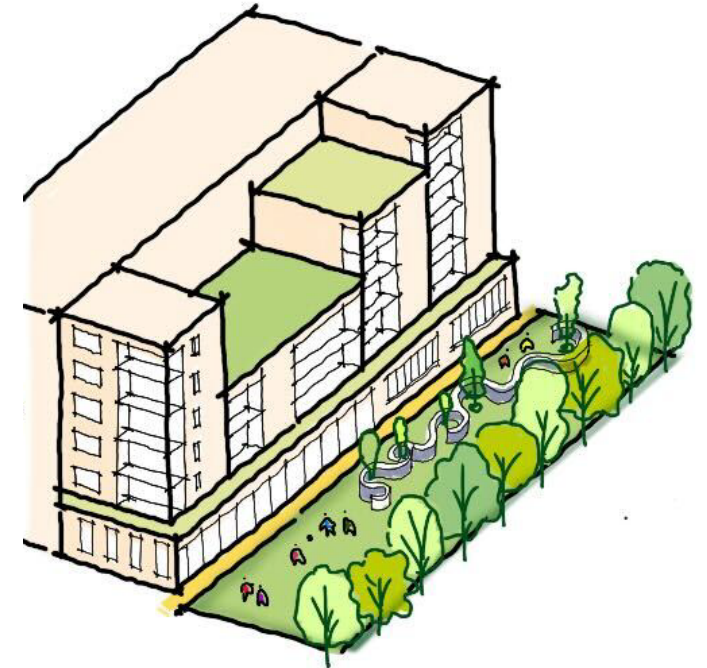
Q: In your home and neighborhood, what types of outdoor space do you value most?



**A. Private balconies
and patios**



**B. Smaller, distributed
open spaces**



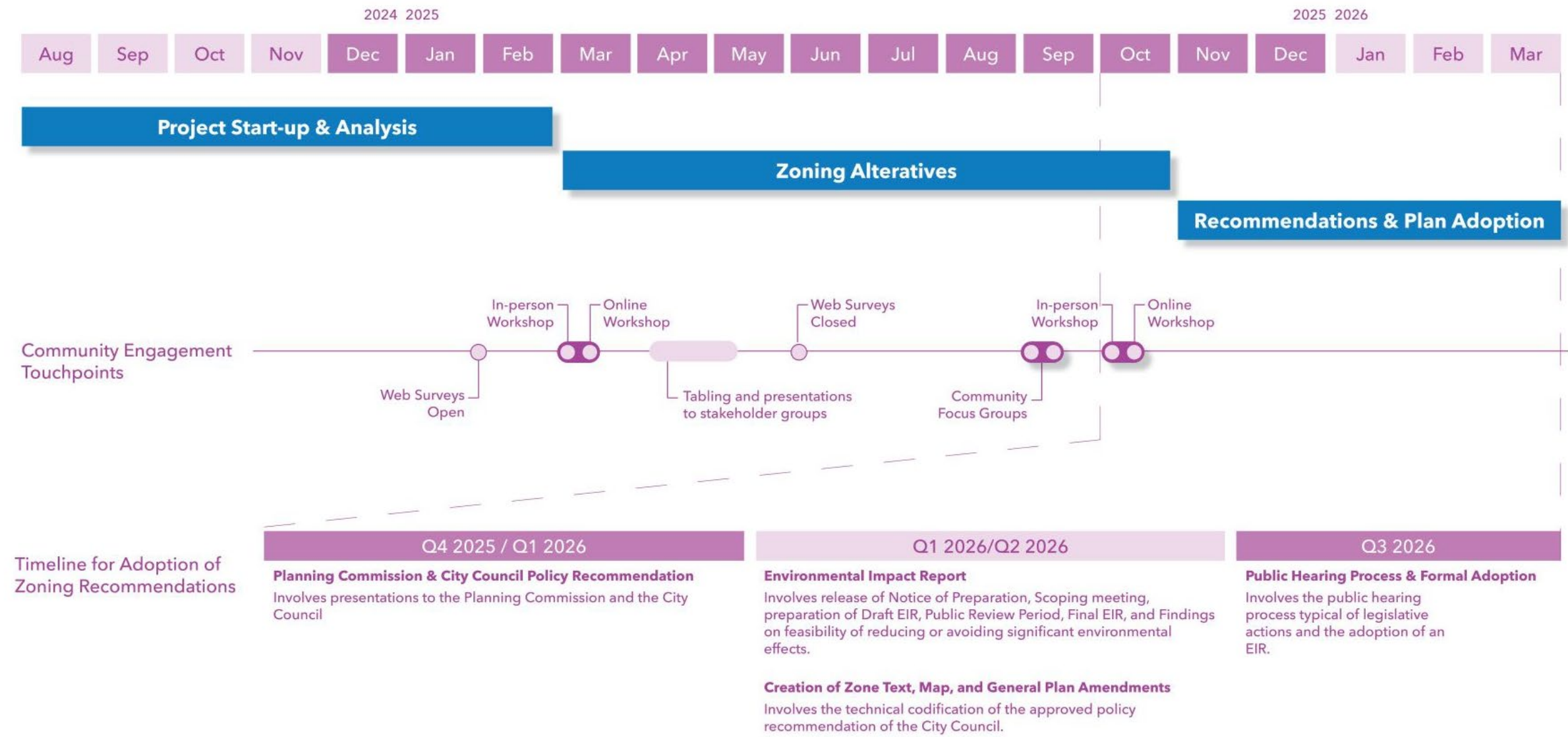
**C. Larger centralized
open space**

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TIMELINE

Project Timeline



+

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2

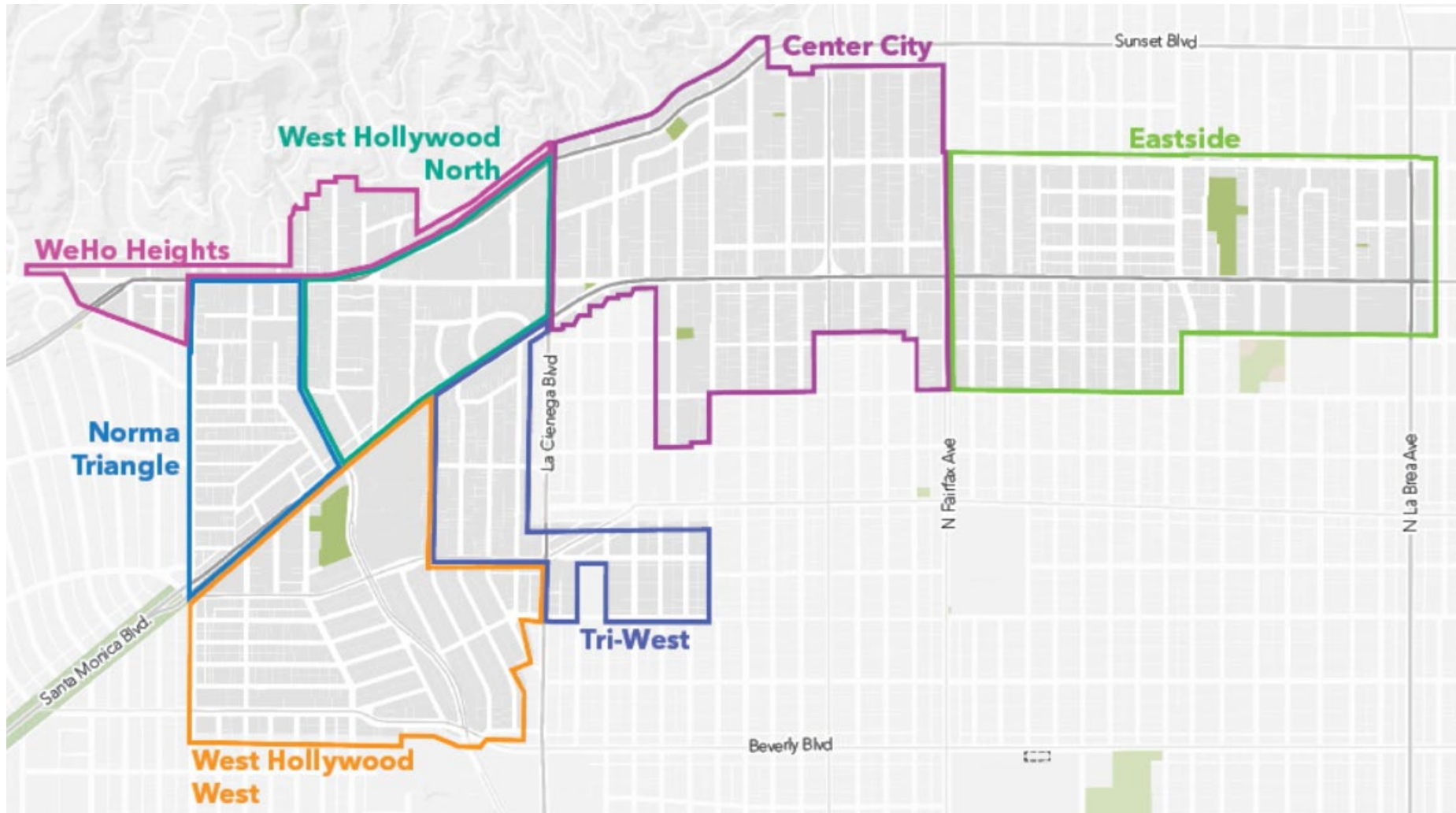
EXERCISE & DISCUSSION GROUPS

Introduction – Opportunity Area Exercise



Q1: Select areas of the city to provide feedback on.

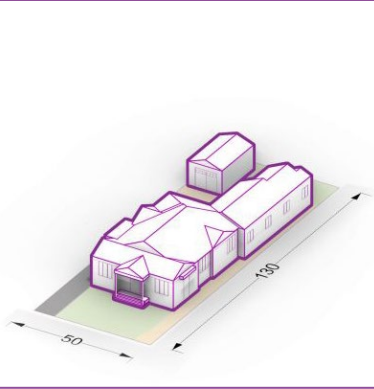
We recognize that each neighborhood within the city is unique and may require a different approach to development. You can provide general feedback that applies to all neighborhoods or elect to provide feedback on specific neighborhoods.



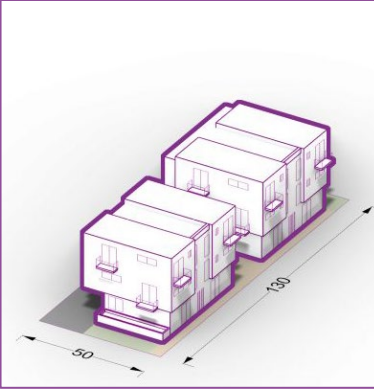
Q2: What housing options do you think are best suited for Residential Areas?

Residential Areas are defined as parcels with residential zoning that are located more than a 5-minute walk away from major transit stations.

A: 1-2 stories; 1 unit



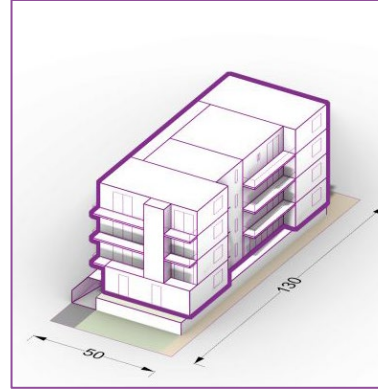
B: 3 stories; 4 units



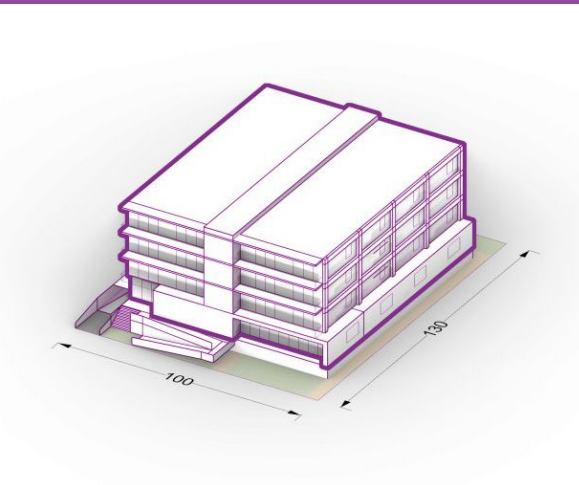
C: 3 stories; 8 units



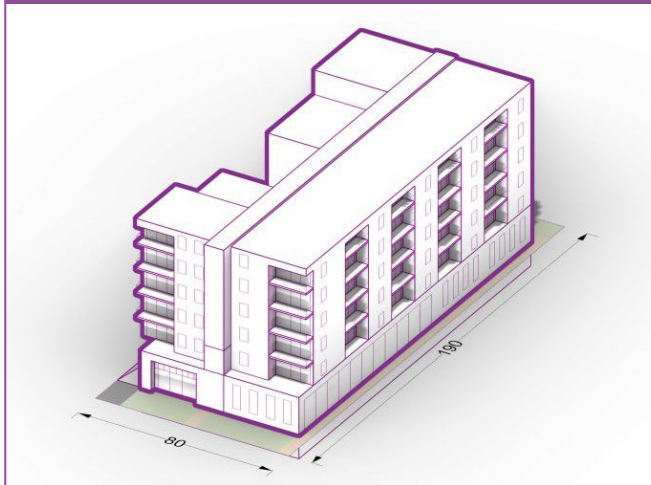
D: 4 stories; 11 units



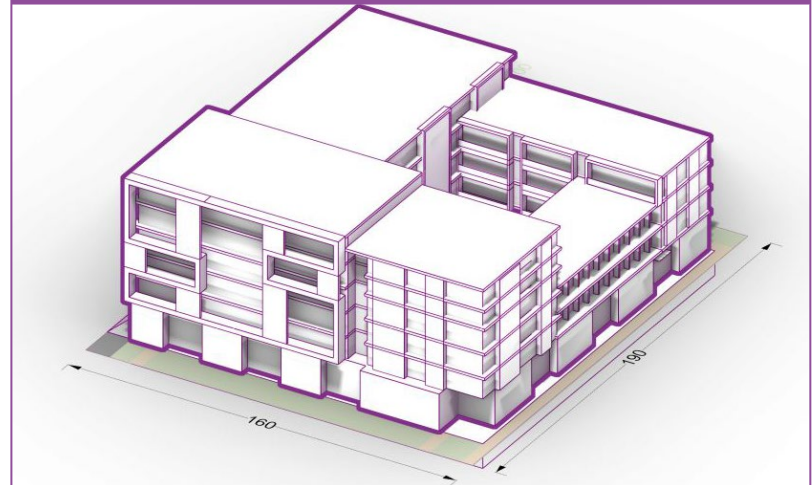
E: 4 stories; 25 units



F: 6 stories; 41 units



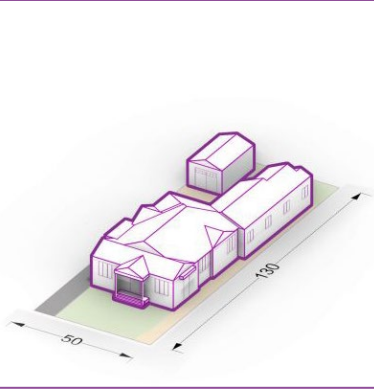
G: 5-6 stories; 80 units



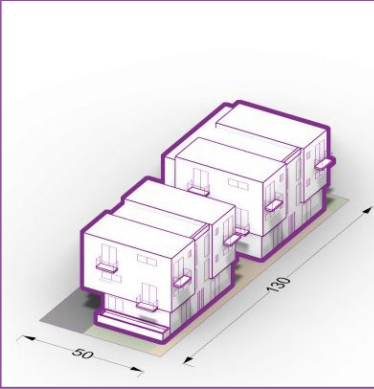
Q3: What housing options do you think are best suited for Transit Residential Areas?

Transit Residential Areas are defined as parcels with residential zoning that are located within a 5-minute walk from major transit stations.

A: 1-2 stories; 1 unit



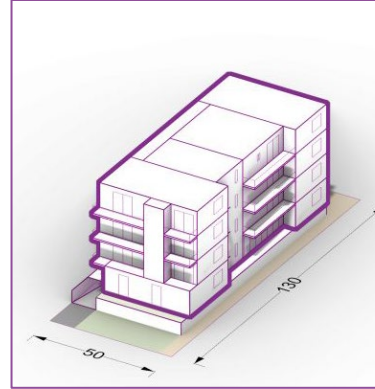
B: 3 stories; 4 units



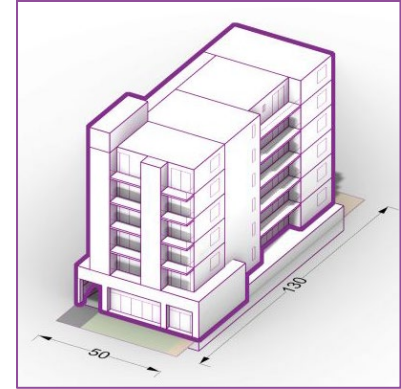
C: 3 stories; 8 units



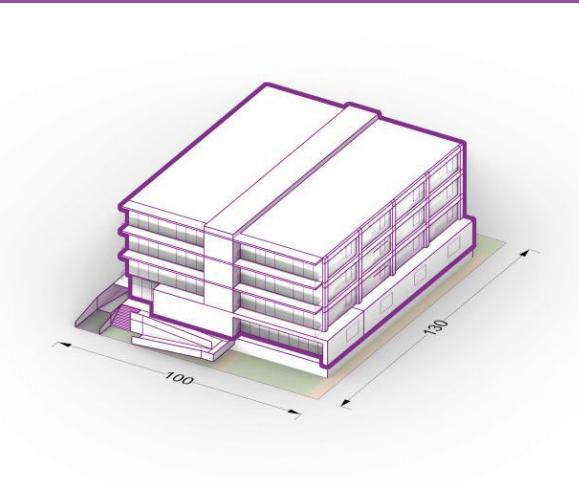
D: 4 stories; 11 units



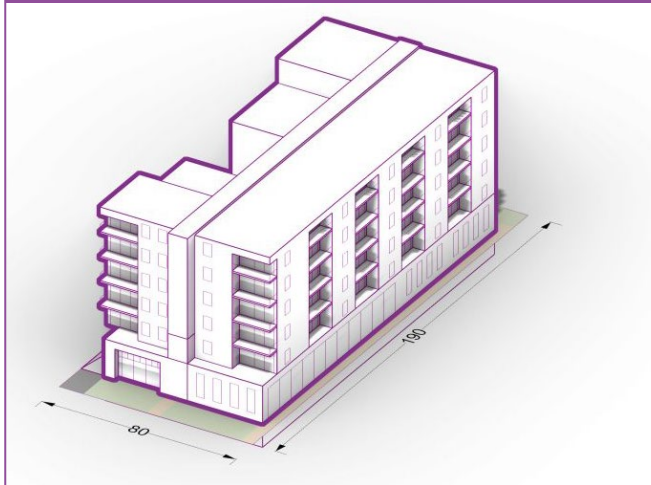
E: 6 stories; 16 units



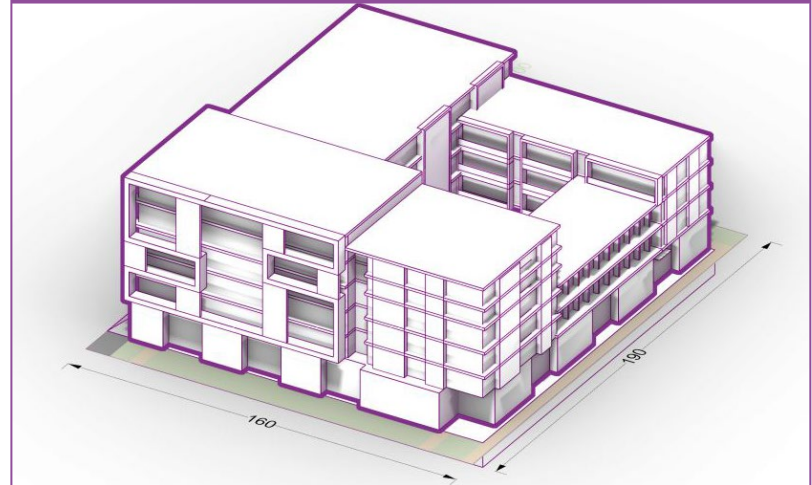
F: 4 stories; 25 units



G: 6 stories; 41 units



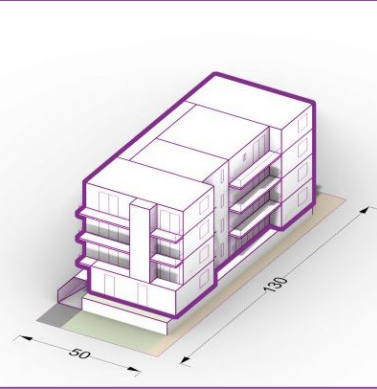
H: 5-6 stories; 80 units



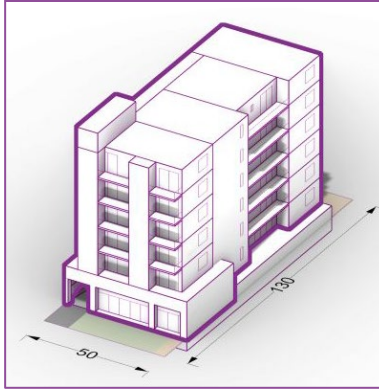
Q4: What housing options do you think are best suited for Commercial Areas?

Commercial Areas are defined as parcels *with commercial zoning* that are located more than a 5-minute walk away from major transit stations.

A: 4 stories; 11 units



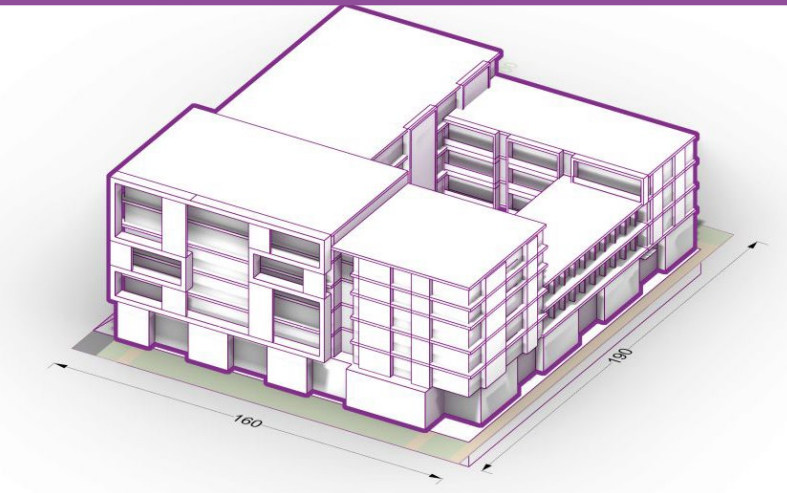
B: 6 stories; 16 units



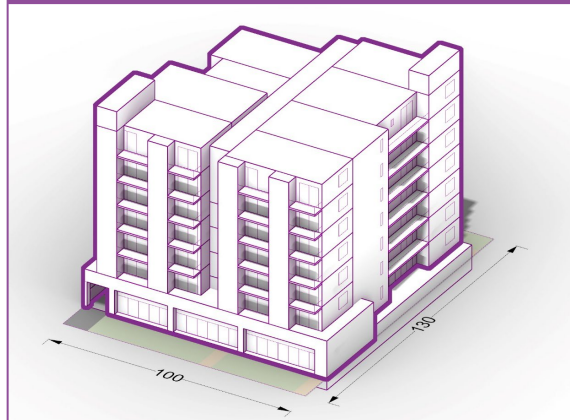
C: 6 stories; 41 units



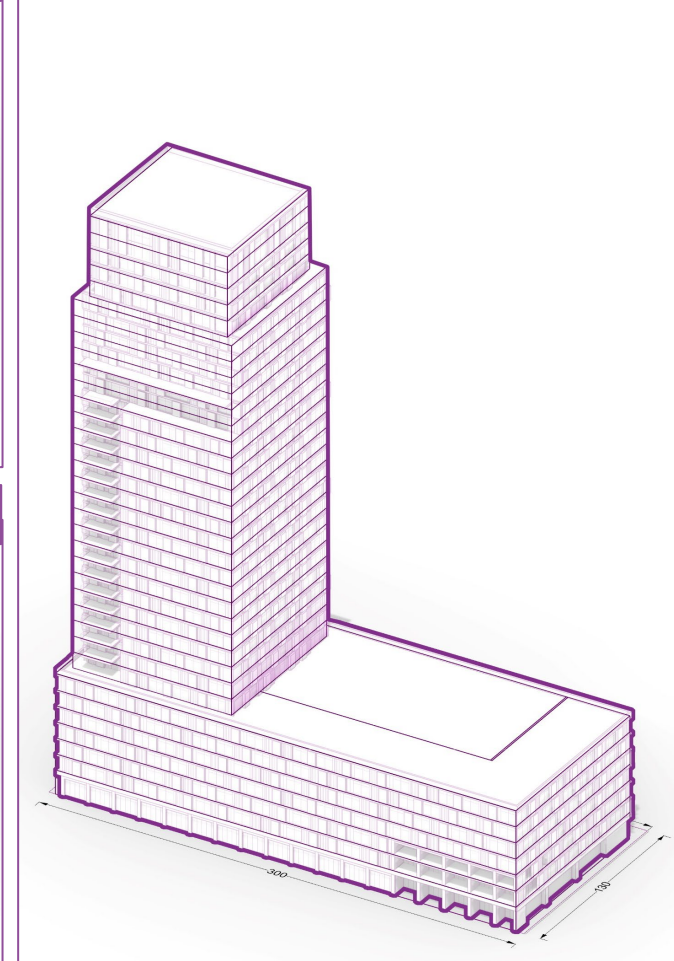
D: 5-6 stories; 80 units



E: 7 stories; 45 units



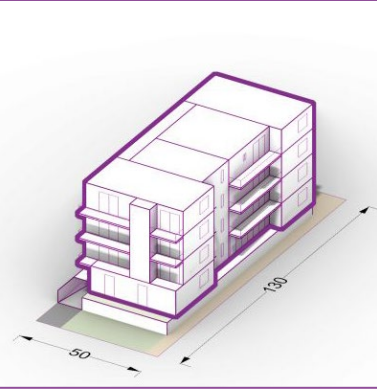
F: 35 stories; 295 units



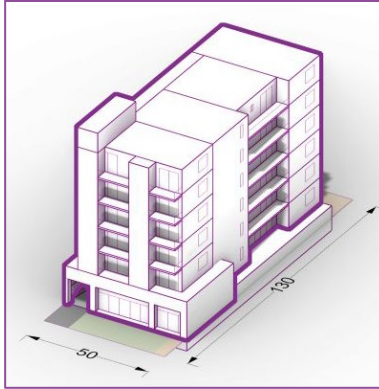
Q5: What housing options do you think are best suited for Transit Commercial Areas?

Transit Commercial Areas are defined as parcels with commercial zoning that are located within a 5-minute walk from major transit stations.

A: 4 stories; 11 units



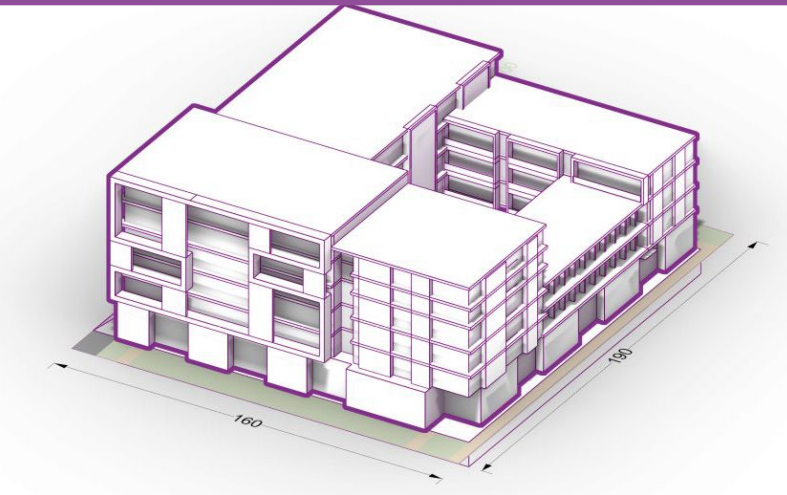
B: 6 stories; 16 units



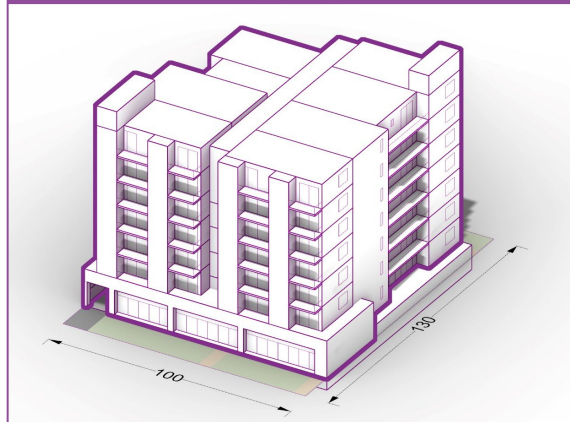
C: 6 stories; 41 units



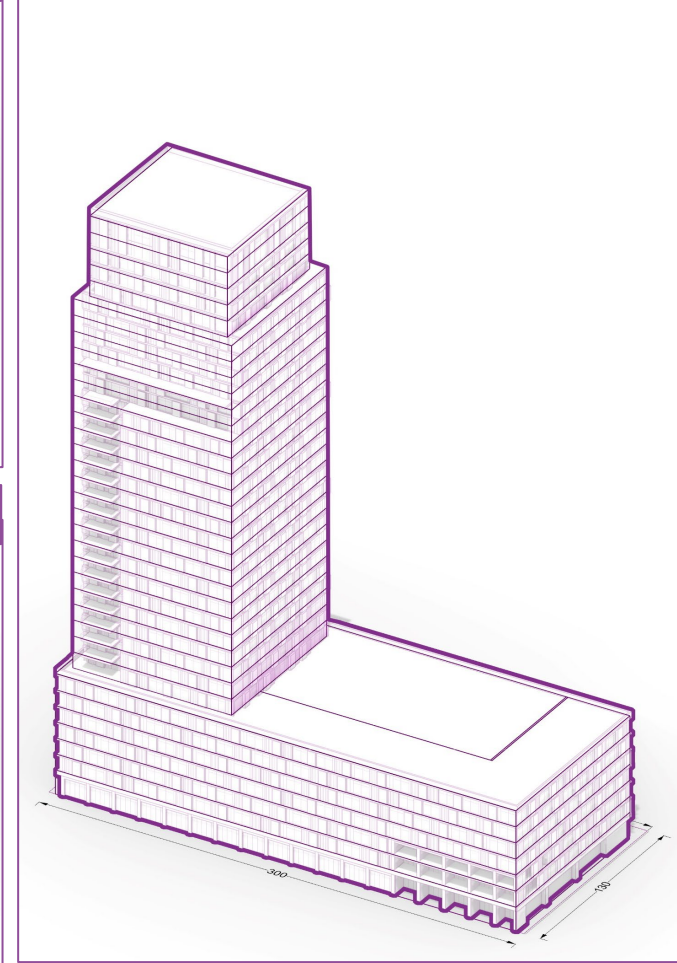
D: 5-6 stories; 80 units



E: 7 stories; 45 units



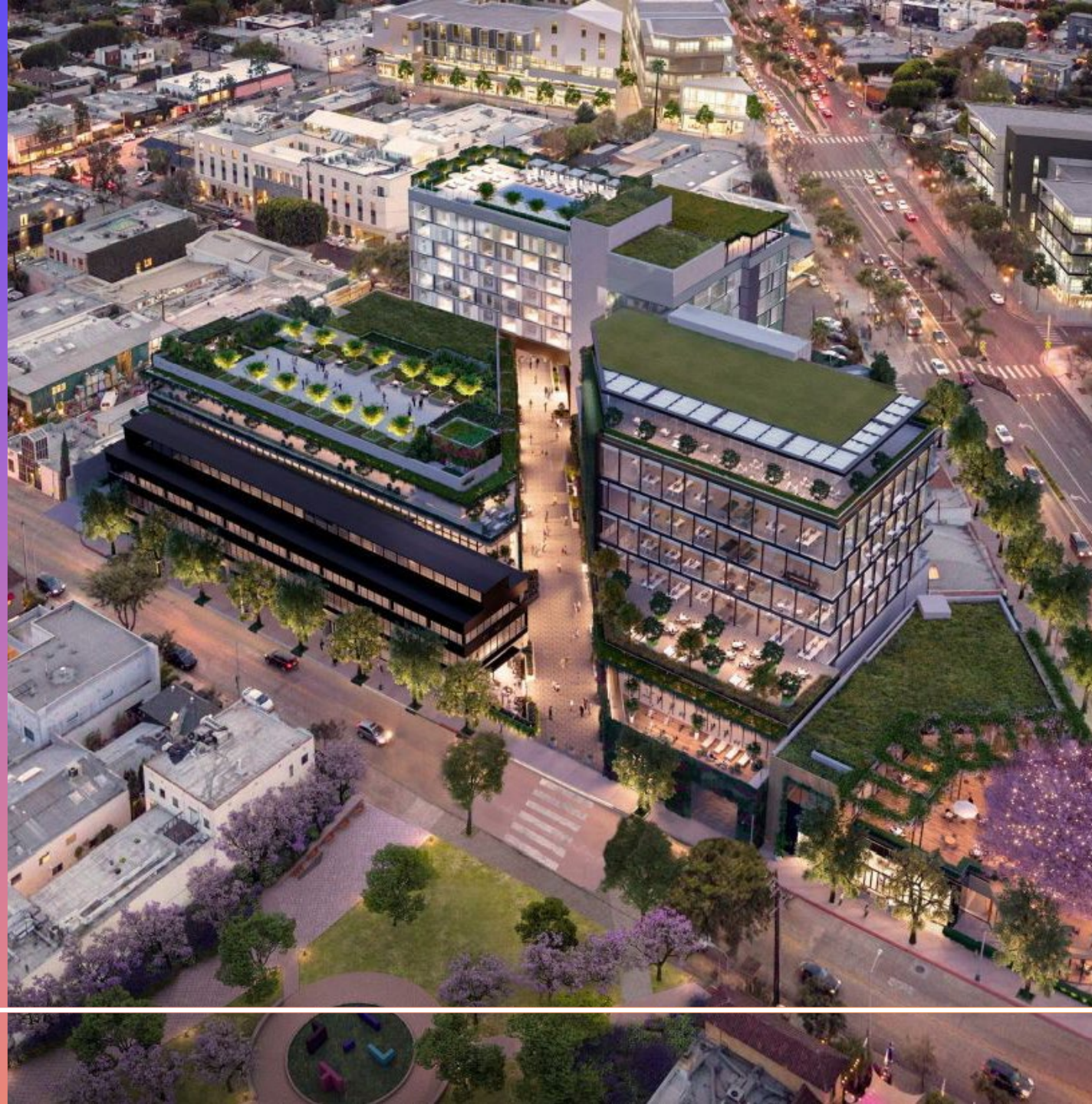
F: 35 stories; 295 units



Final Questions

1. Please share any additional thoughts prompted by this exercise regarding the potential scales and locations for future housing development throughout the city.
2. Is there anything else that you would like the planning team to know?

Public Comment



THANK YOU!

Please visit
<https://engage.weho.org/ZIP> for
more information.

