

A DELICATE URBAN

CORE VALUE

QUALITY OF RESIDENTIAL LIFE

We maintain a balanced sense of community by protecting quality of life, preserving our historic neighborhoods, safeguarding housing affordability, and proactively governing growth with care and thought.

West Hollywood's overall density of 18,998 persons per square mile is almost twice as much as any other local city and one of the densest in all of California. Its residential character is a blend of architectural richness and historic landmarks co-existing with the City's eclectic businesses.

Tensions arising from the residents' desire to retain parking spaces and personal privacy, and the resources the businesses need to survive require an ongoing balancing act. The City often works with a neighborhood and its surrounding commerce to discuss their differences and achieve solutions or compromise.

Further, the fight to maintain financial diversity has been ongoing and must continue if the City is to retain its unique vibrancy.

West Hollywood's first General Plan was adopted in 1989 and, after nearly 15 years, is undergoing its first comprehensive revision. Land use and zoning laws will be examined for their relevance to current needs.

The West Hollywood Rent Stabilization Ordinance - one of the nation's toughest rent control laws - was established in 1985 and rolled back rents to the level charged as of April 30, 1984. It



BALANCE

put a ceiling on the percentage of annual rent increases, regulated the rents of vacated units, and set a schedule for maintenance standards such as painting and replacing carpets and drapes. The Costa-Hawkins Rental Housing Act, however, passed by the California Legislature in 1995, allows landlords the right to set rents at market rate as units become vacant. Rent increases are then limited to an annual amount established by the City and all other elements of the Ordinance remain unchanged.

West Hollywood remains committed to providing market-rate and affordable housing for residents who face displacement due to rising housing costs. The West Hollywood Community Housing Corporation develops, owns and operates more than 200 affordable housing units in the City financed, in part, by the City's Housing Trust Fund. The West Hollywood Inclusionary Housing Program requires new residential developments to reserve a specific percentage of housing units for low and moderate-income persons.

In an effort to develop other possibilities for more affordable housing within the community, the concept of providing incentives for mixed-use and live-work development was proposed by the participants at virtually each of the strategic planning sessions.



PRIMARY STRATEGIC GOALS

MAINTAIN THE CITY'S UNIQUE URBAN BALANCE WITH EMPHASIS ON RESIDENTIAL NEIGHBORHOOD LIVABILITY

Recognize diverse and competing interests, and work to find balance.

AFFORDABLE HOUSING

Protect and enhance affordable housing opportunities, with emphasis on Rent Stabilization laws.

ONGOING STRATEGIC PROGRAMS

UPGRADE EXISTING BUILDINGS & INFRASTRUCTURE

Recognize the need to shore up aging housing and make other private improvements, as well as invest in the City's infrastructure.

TRANSPORTATION SYSTEM IMPROVEMENT

Work to improve vehicular, pedestrian, and bicycle traffic.

EAST SIDE REVITALIZATION

Through the Community Development Commission and the Project Area Committee, continue to explore opportunities to enhance the City's East Side.

ADAPTABILITY TO FUTURE CHANGE

Through strategic planning, anticipate and plan for the future to ensure that we are providing relevant programs and policies.