

Goal Prioritization

Land Use and Community Design

Capitalize on West Hollywood's role as a national destination for arts and culture by expanding and diversifying uses in Avenues of Arts and Design.	
Expand Sunset Boulevard's role as an international entertainment destination.	
Promote land use patterns that encourage physical activity, healthy lifestyles and support the City's climate change goals.	
Focus new development around key transit hubs at Santa Monica/Fairfax and Santa Monica/La Brea.	
Beautify and enhance Santa Monica Boulevard with streetscape improvements and a diverse mix of residential, retail & office uses.	
Preserve and enhance residential neighborhoods.	
Reduce building-related energy demand, especially non-renewable energy.	

Economic Development

Maintain a diverse and resilient economy.	
Continue to expand the tax base to support fiscal stability.	
Facilitate development and public improvements that foster economic growth.	
Support West Hollywood's unique image and the dynamism of its entrepreneurs.	
Prioritize green businesses and practices.	

Transportation

Enhance the circulation system to provide for both internal circulation in the City and regional travel needs.	
Protect and preserve residential neighborhoods from cut-through traffic.	
Provide parking for current and future residential and commercial uses.	
Encourage transit.	

Goal Prioritization (Continued)

Transportation (Continued)

Work with regional agencies and nearby jurisdictions to develop regional solutions to transportation issues.	
Pursue innovative strategies to reduce driving and traffic congestion in the City.	
Create a comprehensive bicycle network throughout the city.	
Maintain and enhance a pedestrian-oriented city.	
Reduce emissions from transportation.	

Housing

Protect the existing supply of affordable rental housing.	
Maintain and enhance the quality of existing residential neighborhoods.	
Provide adequate housing to meet the diverse needs of the community, with due consideration for households with special needs.	
Provide adequate housing sites through appropriate land use and zoning designations to accommodate the City's share of regional housing needs.	
Mitigate potential governmental constraints to housing development and affordability.	
Promote equal opportunity for all residents to reside in the housing of their choice.	

Public Health and Safety

Ensure that adequate levels of law enforcement and fire protection/emergency medical services are maintained within the City of West Hollywood.	
Assure that existing and new development address law enforcement and fire protection/emergency medical services in a pro-active and preventative way.	
Ensure that public safety services are provided in a manner which reflects and is sensitive to the characteristics and needs of the West Hollywood community.	

Goal Prioritization (Continued)

Public Health and Safety (Continued)

Reduce injury and damage from natural and man-made hazards.	
Reduce exposure to hazardous materials.	
Provide safe and convenient access to healthy foods.	
Support a built environment that encourages healthy living and positive health outcomes.	
Mitigate impacts of climate change.	
Reduce air pollution and improve air quality.	

Parks and Community Programs

Improve and enhance parks throughout the City.	
Promote civic engagement.	
Promote community and cross-cultural interaction.	
Provide a diversity of recreational programs.	

Social Services

Pursue a progressive, humane social policy and provide social services for a diverse population.	
Promote access to affordable and high-quality health care.	
Support and collaborate with schools.	

Infrastructure

Become a zero waste city.	
Increase water use effectiveness.	
Provide functional, safe and well maintained infrastructure throughout the City.	