



Eastside

Community Plan

Eastside Working Group Meeting

**April 9, 2014
6:30PM-8:00PM**

www.weho.org/eastside



Meeting Agenda

- 6:30pm - Call to order, pledge of allegiance, roll call
- Administration of Eastside Working Group members oath of office
- Public comment
- **Welcome and framework**
 - Overview of Brown Act
 - Introductions
 - Working Group purpose, expectations, and schedule
- **Community planning process and background**
- **Discussion of outreach strategies**
- **Schedule Eastside tour**
- Next agenda
- Working Group Member comments
- Public comment
- 8:00pm - Adjourn to next meeting



- **Brown Act (Gov't Code Sec. 54950)**
 - Meetings of public bodies must be "open and public," actions may not be secret, and action taken in violation of open meeting laws may be voided.
 - A "meeting" is any gathering of a majority of the members of a covered board to hear, discuss, or deliberate on matters within the agency's or board's jurisdiction.
 - *Applies to:* Local agencies, legislative bodies, standing committees (including this one)



- What do you hope the Eastside Working Group and/or the Eastside Community Plan will achieve?
- What is your favorite thing about the Eastside?
- What is one thing you would like to improve about the Eastside?



Tonight's Tasks

- Introductions and framework
- What is a Community Plan?
- Discuss community engagement
- Schedule Eastside Tour



Working Group Purpose and Expectations

- **Purpose**

- Develop a Community Plan to catalog and prioritize the needs of the Eastside and develop implementation strategies
- Make recommendations to City Council regarding implementation of the Plan

- **Process**

- No chairperson
- City staff and/or consultants will act as facilitators
- All members agree to participate in good faith, as well as to respect concerns of other members
- Commitment to mutual respect and collaboration
- Every participant is responsible for sharing his/her concerns and opinions



Project Timeline

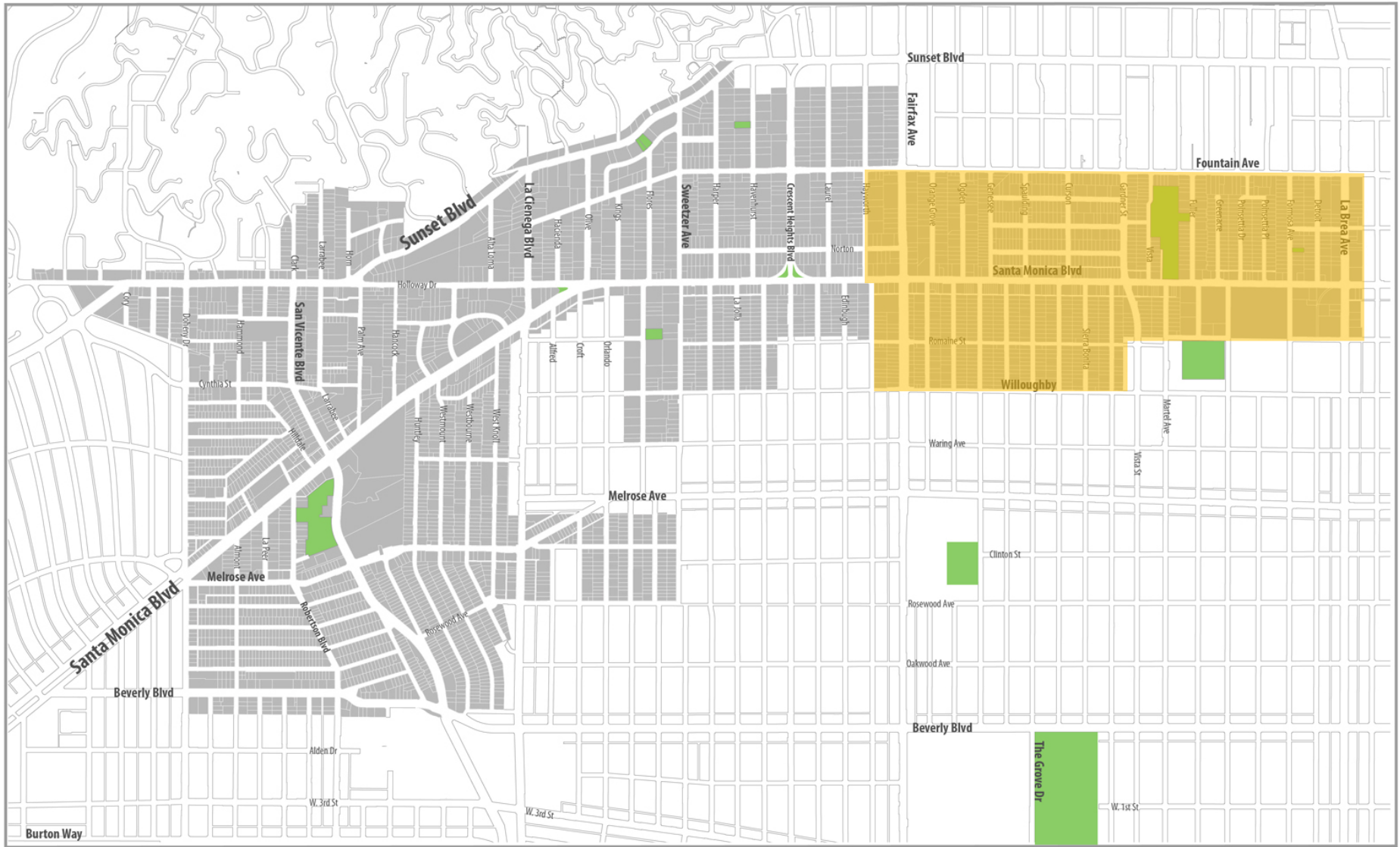
PHASE 1	February 2014 (Completed)	<ul style="list-style-type: none">● Council considers Working Group appointments● Secure contract with PMC for project startup
	April – June 2014	<ul style="list-style-type: none">● Initial Working Group meetings● Begin community outreach efforts● Begin economic/market study
	July 2014	<ul style="list-style-type: none">● Working Group on hold● Staff develops RFP for Community Plan
PHASE 2	September 2014	<ul style="list-style-type: none">● Council approves contract with consultant team
	October 2014	<ul style="list-style-type: none">● Resume Working Group meetings● Develop Draft Plan
	Fall 2015	<ul style="list-style-type: none">● Release Draft Community Plan
	December 2015	<ul style="list-style-type: none">● Council adopts Eastside Community Plan● Implementation begins



Background: Eastside Task Force

- September 2013 - Eastside Task Force recommended formation of Working Group to develop an Eastside Community Plan
- Task Force suggested four main topics for community plan:
 - Economic development
 - Land use
 - Civic engagement
 - Public events

Eastside Community Plan Area



Not to Scale

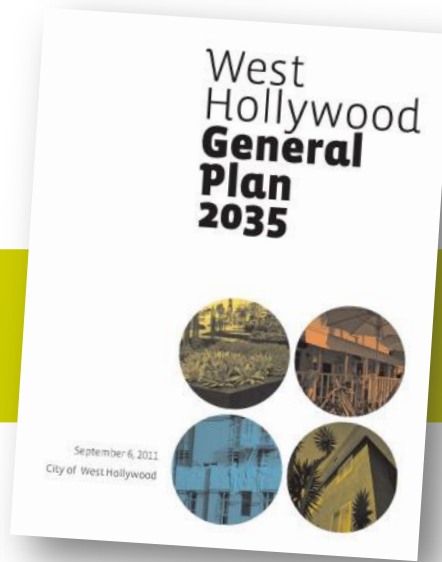
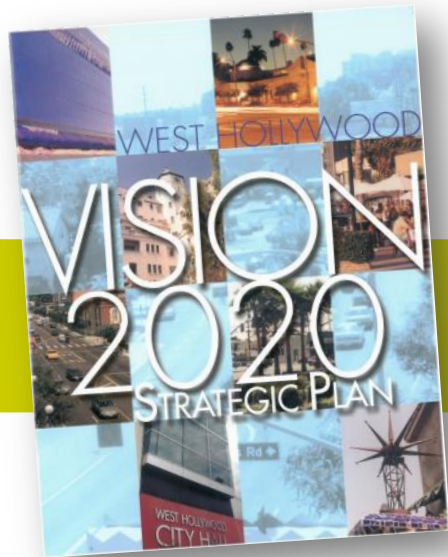


What is a Community Plan?

- Focuses on a single neighborhood or district
- Describes a shared community vision
- Lists tools and strategies to implement the vision
- Focuses on programs and actions to improve the physical, social, and economic character of the area
- Identifies priorities for implementation (short and long-term)
- Helps City and/or community stakeholders to prioritize improvements and service needs

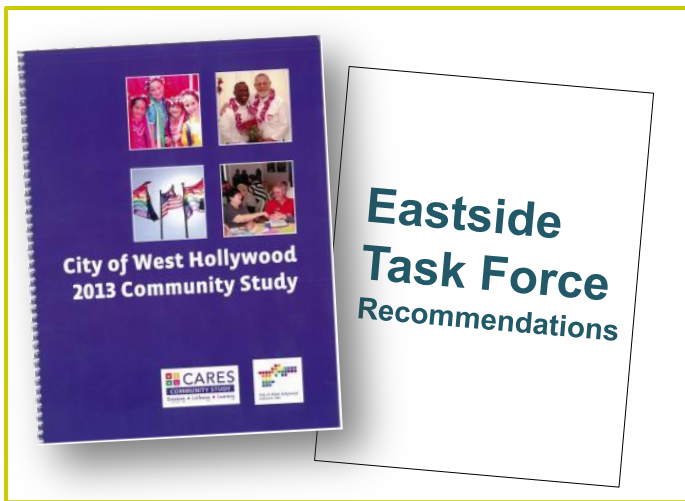


Project Context



← *least specific*

most specific →



other supporting documents



Project Context

- Vision 2020
 - Establishes overall community priorities
- West Hollywood General Plan 2035
 - Includes mandatory topics
 - Addresses broad citywide issues and broad neighborhood visions
- Eastside Community Plan
 - Builds on established policy direction in General Plan
 - Addresses topics prioritized by the local community
 - Tailored specifically to localized needs



Example Goals

- Vision 2020
 - Promote economic development while maintaining business vitality and diversity
- West Hollywood General Plan 2035
 - Provide citywide access to neighborhood-serving retail and services
(Goal ED-6)
- Eastside Community Plan
 - *Develop a toolkit for storefront improvements.*



- Community Plan Examples/Best Practices:
 - Pasadena Northwest Plan
 - Wicker Park Bucktown Master Plan
 - Eastern North Philadelphia Community Plan
 - New Braunfels Downtown Implementation Plan



Example: Pasadena Northwest Plan

- City-generated community plan
- Successfully addressed and prioritized community concerns in an underserved area
- Northwest Commission established to develop and implement the Plan
 - Commission regularly reviews and reprioritizes 70+ actions
- Wide range of topics: land use, community services, public safety, social services, housing, code enforcement, economic development
- Plan allows for comprehensive approach to services in response to priorities established by the community

Example: Wicker Park Bucktown



Spruce Up the Place

street sweeping, snow removal, and pest control along any commercial tasks for an improvement SSA to undertake. In fact, ready working on many with most of the following recognizing that conditions na - along the streets, sidewalks of Wicker Park not only the pedestrian cal image, businesses ment, resident quality B experience enjoyed asing, tourists. With -making habit of these so in a way that reflects values of neighborhood owners.

is about improving appearance of WPB's sterilizing them - area's beloved "grit" hing just enough to nger a little longer ner. The following ideas for keeping the corridors clean (in a y conscious way).



Figure 74. Spruce Up the Place Overview Diagram



4
draft

129

132

draft

The graphic shows a stack of various hats (a paper hat, a red hat, a yellow hard hat, a black helmet, a green hat, a black hat, and a white hat) stacked on top of a blue guitar. The text 'WE ARE WPB' is written in large, bold letters on the guitar body. The number 'SSA#33' is visible above the guitar.

- spread the word
- promote local arts
- guide development
- make connections
- greenify
- keep an eye on things
- spruce up the place

Wearing more hats than the village people.

SSA#33
WE ARE WPB

hats, or organizing themes, provide a framework for the recommendations.

Master Plan: draft

collected

Example: Eastern North Philadelphia

Our Community Plan:



People have some concerns

- » **The neighborhood isn't affordable.**
More than 7 out of every ten people said there are neighborhood for their families.
- » **High prices hurt renters who would like to buy**
7 out of ten renters in the neighborhood would like majority (85%) cannot afford to.
- » **Crime.**
4 out of every 10 people said crime was one of the neighborhood, higher than any other category.
- » **Cleanliness.**
Almost one out of every two people said lack of cleanliness is a problem.
- » **Jobs.**
Seven out of 10 people said there weren't enough jobs in the neighborhood.

The neighborhood does not have a lot of jobs

- » When we asked people what they call their neighborhood, from North Philadelphia to Old Kensington and more!

WCRP and ENPC conducted a Public Land Listening Project during the same time as the survey. Most of the 125 people who participated in the survey were for more than 15 years.

5.0 Building Condition

A building condition survey was conducted concurrent with the land use survey in August and September 2008. The building condition survey graded buildings on a scale of A through F, with E, like grades in school. "A" buildings, in new or excellent condition, were well maintained with no visible sign of deterioration. "B" buildings, in good condition, were found to need minor cosmetic improvements such as painting or weeding. "C" buildings, in fair condition, required more serious improvements such as major paint or some structural repair. "D" buildings, distressed, were found to be structurally intact, but in need of major rehabilitation, and "F," or failing buildings, were deteriorated to the extent that they posed a threat to public safety and welfare.

The survey found that the bulk of buildings in the neighborhood are in fair (31%) to good (39%) condition, with a decent number that rank as excellent (23%). Building conditions vary greatly with most blocks, but the buildings in the best condition, those ranked as A and B, were found in more abundance in the southern half of the neighborhood, below Jefferson Street. The blocks north of Jefferson Street hosted more buildings in deteriorating condition, ranked C through F.

The highest-ranked buildings include new construction and renovated buildings, such as the Johnnie Tilmon Townhouses, the Crane Arts Building, and Aramark, and institutions, such as St. Michael's Church and Al-Aqsa Islamic Society. Warehousing and industrial buildings accounted for a large proportion of the buildings ranked in fair condition. While these buildings are for the most part structurally sound, they are in need of more substantial cosmetic improvement such as painting, window and masonry repair, and graffiti removal. Community members felt that the number of failing structures was surprisingly low compared to their perception, but the large volume of vacant land suggests that many of the neighborhood's once abandoned buildings may have been demolished. Virtually all of the failing structures were classified as commercial and mixed use buildings that had been abandoned, relating to the dramatically diminished commercial activity in the neighborhood.



Figure 24. Building Condition



Our Community Plan: a shared vision for our neighborhood in Eastern North Philadelphia



Example: New Braunfels Downtown Impl. Plan

City of New Braunfels



Downtown Implementation Plan

2010

Tort Gallas and Partners, Inc. | BWM Group | Capitol Market Research

P5 Parking Reform

Recommendation: Build central public parking garage.

Pros:

- Reduces the number of car trips throughout Downtown, which in turn, reduces congestion, pollution, and wear and tear on roads.
- Creates flow of pedestrians walking to Downtown businesses, services, and events.
- Increases pedestrian activity, which is good for public health and community cohesion.
- Improves experience of visiting Downtown with ease of finding centralized parking.

Cons:

- Requires capital to acquire and build.
- Requires funding for:
 - Traffic analysis to assess traffic and best route to direct cars and people to garage.
 - Design guidelines for pedestrian-friendly building design and pathways.
 - Parking wayfinding program to direct visitors from parking to shopping, cultural, and employment destinations.

Phasing:

- Medium/Long-term.

Dept/Agency Responsible:

- City, Private Developer (potential joint venture)

Implementation Status:

Ongoing:

- City in Discussion with County regarding shared garage.
- Proposed Location of County garage is on Seguin/Business 46 on Tax Assessor's lot.



Example of park once garage with pedestrian-friendly ground floor retail, awnings and shading devices, landscaping, window openings, driveways relegated versus primary pedestrian street.



Large signage directs drivers to park once garage.

Critical Success Factors

M7 Market Opportunities

Recommendation: Identify locations for proposed commuter rail stop and encourage transit-oriented development.

Pros:

- Generates tax revenue.
- Connects City to large employment centers and airports.
- Brings greater number of potential patrons to Downtown.
- Increases value of land around transit station.
- Allows for sustainable travel.

Cons:

- May place demands on the infrastructure — on roads, water supplies and public services like police and fire protection.
- Requires staff time to meet and establish relationship with ASA Rail.

Phasing: Medium/Long-term.

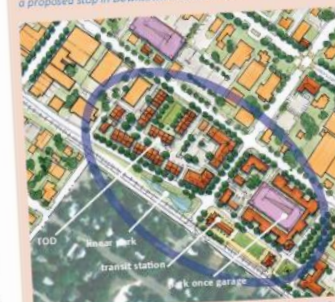
Dept/Agency Responsible: City

Implementation:

- Encourage Economic Development Department, Chamber of Commerce, and Mayor to meet with ASA Rail Board and Staff.
- Continue existing relationship between Director of Planning & Community Development, City Council Members and ASA Board.
- Continue City of New Braunfels membership in commuter rail district and use City's existing state and federal lobbyists. Enlist support of Downtown businesses.
- Offer incentives to develop around transit station.



Map of proposed San Antonio-Austin Commuter Rail, which has a proposed stop in Downtown New Braunfels.



Conceptual drawing of potential mixed-use, transit-oriented development surrounding new rail station with added green space, "park once" garage, new retail, housing, and office space; located along Hill Ave between Coll and Garden, transforming under-utilized industrial lot in Downtown for economic development opportunities.

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TORTI GALLAS | BWM GROUP | CAPITOL MARKET RESEARCH | TND ENGINEERING

CITY OF NEW BRAUNFELS | DOWNTOWN IMPLEMENTATION PLAN | JANUARY 2010

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- What is in a successful community plan?
 - Broad community input
 - Clear vision
 - Articulate the community's identity
 - Focus on key issues
 - Targeted implementation program
 - Indicators to track success

Community Outreach Strategy

- Monthly Working Group Meetings (Brown Act)
- Your input is important to the process
- Broad community input
 - Storytelling booths
 - Pop-up workshops
 - Art
 - Social media, website/blog
 - Online map/comment board
 - Newsletters
 - Russian community
 - Youth/seniors
 - Others?





Schedule Eastside Tour



Next Agendas

Meeting 1

- Framework and introductions
- What is a Community Plan?
- Discuss community engagement
- Schedule Eastside Tour

Meeting 2

- Review Eastside demographic profile
- Review General Plan policies
- Suggest topics for Community Plan

Meeting 3

- Reach agreement on list of topics for Community Plan



Working Group Member Comments



Public Comment



Adjourn

Thank you and good night!