

Community Visioning for 1343 North Laurel Avenue

Vision Concepts Committee Meeting #1 April 30, 2014



Welcome!



Call to Order

Pledge of Allegiance

Roll Call

Oath of Office



Public Comment



New Business



Purpose of Today's Meeting

- Provide an overview of the project process and progress
- Review the purpose and role of the Committee
- Share community input gathered to-date
- Gather input from Committee members on Open House approach

Meeting Agenda

- Call to Order
- Public Comments
- New Business
- Schedule
- Upcoming Agenda Items
- Additional Public Comment
- Vision Concept Committee Comments
- Staff Comments
- Adjourn to next meeting (May 29, 2014)

Overview of the Brown Act

- 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)

1343 N. Laurel Ave Vision Concepts Committee

- Further refine community input into clear and concise recommendations to City Council
- Deeper understanding of site feasibility
- Broad understanding of community needs

Committee Expectations

Participate in three evening meetings

- May 29, 6:00 – 9:00 PM
 - Working session to review open house results
- June 30, 6:30 – 8:30 PM
 - Draft final recommendations to City Council

Project Overview

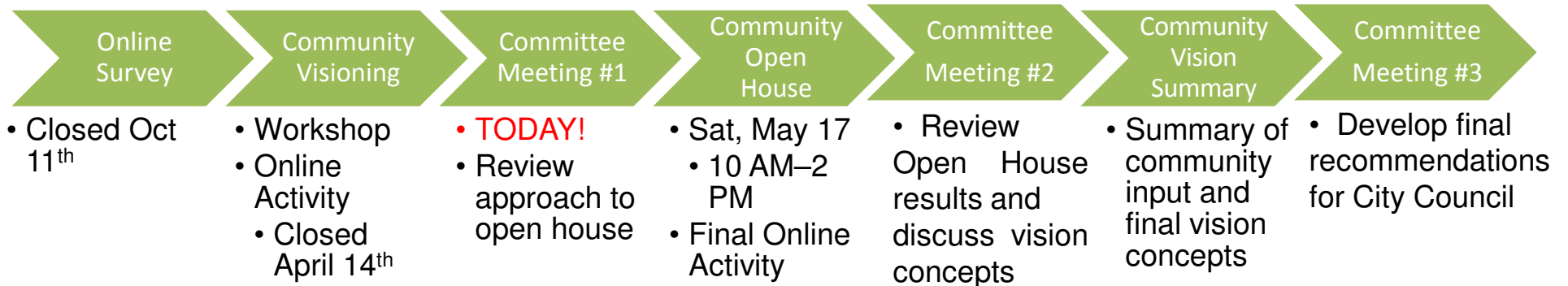


Community Visioning Process

PHASE 1

PHASE 2

PHASE 3



Other Property Improvements

- City contracted with a team of experts coordinated by Heery International including historic preservation consultants, engineers, and an arborist determine what work needed be done to protect the site.
- Moth-balling completed, work conducted to secure, repair, and maintain the site, without predetermining or precluding future uses
- Replaced the existing roof, secured the existing structures, installed temporary ADA access to the main building's threshold, and made improvements to the HVAC system for climate control

Summary of Outreach Activities and Key Findings

30 minutes



Online Survey Results

- 248 participants
- September 11 – October 12, 2013
- Key Findings:
 - Most survey participants are residents living near 1343 N. Laurel Avenue.

Online Survey Results

- Most survey participants are not frequent users of the existing park.
- 1343 N. Laurel Avenue is already used in a variety of ways and serves several community groups.
- Most survey participants are aware of the historical nature of 1343 N. Laurel Avenue.

Online Survey Results

- Most survey participants will consider the property's historical characteristics when proposing a future use for the property.
- The four most repeated words are: historic, beautiful, community, peaceful.
- Most survey participants are interested in seeing more parks, cultural resources, and community gathering spaces in West Hollywood.

Online Survey Results

- Most survey participants would like to see the property meet the identified needs: park, recreation area, cultural use.
- Most survey participants would be opposed to private, office, commercial or parking uses.
- Most survey participants are concerned about protecting the existing landscapes and historic structures.

Visioning Workshop

- October 12, 2013
- 45 participants
- The workshop provided an opportunity for participants to:
 - Provide input on issues and opportunities on the property
 - Identify desired potential future uses
 - Engage in the planning process for the future of 1343 North Laurel Avenue

Visioning Workshop



Visioning Workshop

- Preserving Historic Context
 - 60% of the participants want to preserve all historic elements of the property, including the exterior and interior of the main building, the accessory structures, and the landscape
 - 18% of the participants want to preserve the exterior of the primary building
 - 10% of the participants did not want to preserve any of the features
- Current Use of the Park
 - Nearly 90% of participants visit the park

Visioning Workshop

- Top Reasons Participants Visit the Park
 - Social gathering
 - The property is a cultural resource
 - Personal or group exercise
 - “Other” which may include such activities as reading
- Top 3 Considerations for Future Use of the Property
 - Community needs and vision
 - Accessibility for the community
 - Impacts on historic content

Visioning Workshop

- Top 3 Supported Potential Future Uses for the Property
 - Park/open space use
 - Cultural use
 - Community/social service use
- Top 3 Unsupported Potential Future Uses for the Property
 - Residential use
 - Private use
 - Parking

Visioning Workshop

- Common Vision Words:
 - Historic Resources (26)
 - Community Gathering/Events (24)
 - Arts and Culture (19)
 - Green/Nature (16)
 - Park (15)
 - Oasis/Place of Tranquility (15)
 - Senior Housing/Artists live-work space (6)

Visioning Workshop

- Common ideas for future use:
 - Arts and cultural uses (e.g., gallery, weddings, arts and cultural center, concerts, performance, artist work space)
 - Passive park uses (e.g., greenery, nature, oasis, reading)
 - Community gathering places (e.g., community center, afternoon tea, community meetings)
 - Historic resources (e.g., preserve house)

Visioning Activities Online

- Similar to in-person activities
- 23 participants
- Importance of Preserving Historic Context:
 - 65% of the participants want to preserve all historic elements of the property
 - 22% of the participants want to preserve the exterior of the primary building
 - 13% of the participants want to preserve the landscape

Visioning Activities Online

- Current Use of the Park
 - Nearly 96% of participants visit the park
- Top Reasons Participants Visit the Park
 - The property is a cultural resource
 - Social gathering
 - Personal or group exercise
 - Pet exercise

Visioning Activities Online

- Top 3 Considerations for Future Use of the Property:
 - Community needs and vision
 - Impacts on historic content
 - Accessibility for the community
- Most Common Vision Words:
 - Oasis/Place of Tranquility (14)
 - Historic Resources (8)
 - Community Gathering/Events (7)
 - Arts and Culture (7)
 - Green/Nature (3)
 - Park (7)

Visioning Activities Online

- Common ideas for future use:
 - Arts and cultural uses
(e.g., gallery, weddings, arts and cultural center, concerts, performance, artist work space, authors and speakers, yoga classes)
 - Community gathering places
(e.g., community center, community meetings, reading rooms)
 - Active park uses
(e.g., dog park, community garden)
 - Passive park uses
(e.g., greenery, nature, oasis)

Open House Approach



Four Vision Concepts

- **Arts & Cultural Center**
 - A place for art, artists and creativity
- **Recreation and Healthy Living Center**
 - A place to exercise and live healthily
- **Community Services, Employment & Educational Center**
 - A place to go for learning, enrichment and networking
- **Community Events Center**
 - A place to go for special events and community gathering

Example Vision Concept

concept 2

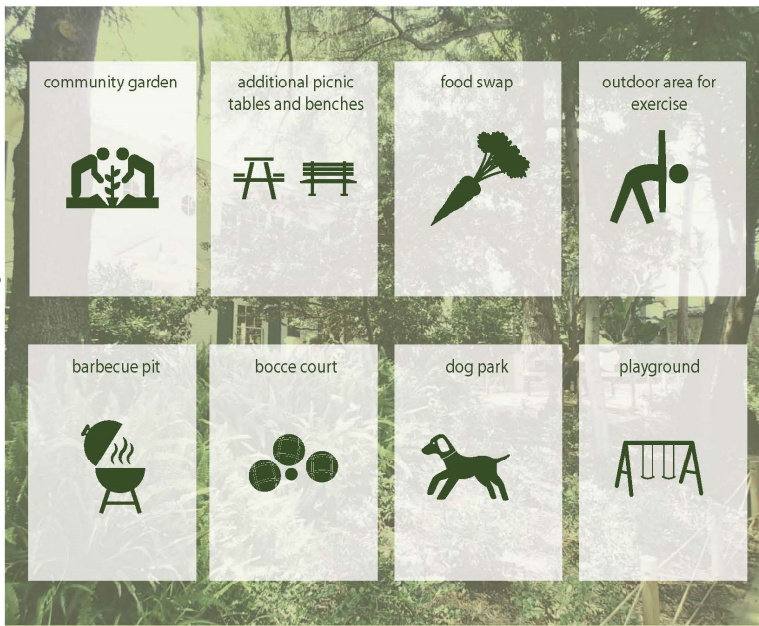
Recreation and Healthy Living Center a place to exercise and live healthily

this is my favorite vision concept!

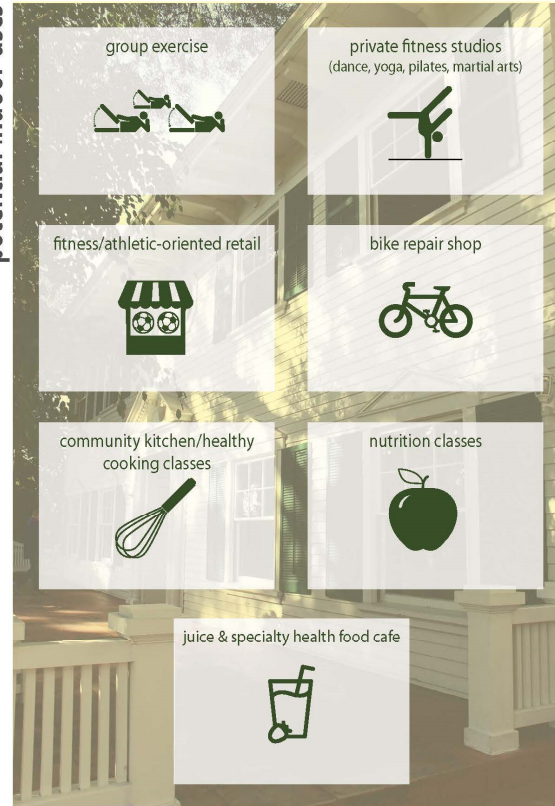
Community Priorities Established through the Visioning Process:

- Preserve historic status of the primary building
- Preserve mature healthy trees, landscaping, and picnic benches
- Allow for public access to most, if not all, of the property

potential outdoor uses



potential indoor uses



Potential uses included here are based on feedback provided by community members during the community visioning workshop and online activities.

Example Vision Concept

- Eight votes across all vision concepts
- One vote for overall favorite
- Easel with paper for adding comments
 - PMC and City staff will facilitate at each station

Other Activities

- Kids coloring table
- Tours of main building interior
- Refreshments and food

Committee Input

- Will this approach get us the information we need?
- Are the instructions and process clear?
- Is it fun and engaging?
- What else would enhance this event?

Schedule



Community Open House

- **Saturday, May 17** from 10:00AM – 2:00PM
- Tours of the interior of the building
- Free round-trip shuttle service provided from Community Center before and after the event
- Kids welcome!

Vision Concepts Committee Meetings

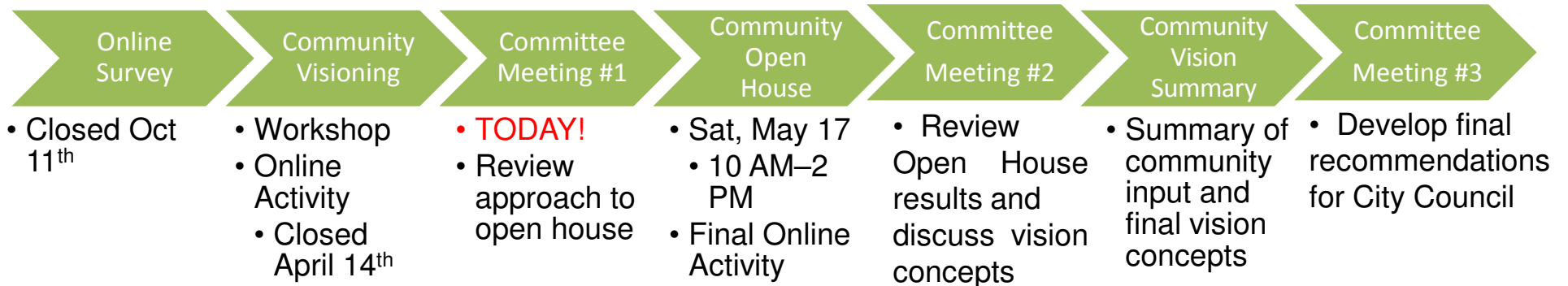
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Community Visioning Process

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Additional Public Comment



Vision Concepts Committee Comments



Staff Comments



Adjourn to Next Meeting

May 29, 2014

6:30-9:30PM



Thank you for your
time and input!

Stay connected at:

www.1343NLaurelAve.org

Questions or additional comments can be directed to:

info@1343NLaurelAve.org