

KEY TOPICS

A summary of introductory comments from Working Group members April 9, 2014 + Comments from Working Group members who could not attend that meeting + Key issues identified by the former Eastside Task Force (ETF)

COMMUNITY IDENTITY

- “Nothing daunts us city”
- Diversity (5)
- Creative
- Vibrancy, socially conscious
- Very special
- Gentrifying and exciting area, “the Eastside is the new Eastside”
- Cool, hip, trend-setting
- Initially my favorite thing about the Eastside was that it wasn’t Westside; it was a small town.
- Green and two blocks away from the middle of everything; you can have both
- Ever-developing area, so many changes
- Use community events to support branding
- (Improve) Expectations
- Branding (ETF)

MOBILITY

- Walkable to doctor, gym, dentist, groceries, optometrist
- Don’t have to get in my car—grocery store, park
- (Improve) Bike and pedestrian experience
- Increase walkability (2)
- (Improve) Street-by-street connectivity
- (Improve) Traffic (4)
- Handle increased residents/traffic

CIVIC ENGAGEMENT

- (Positive) Sense of neighborhood
- (Improve) All neighbors to meet each other—get out and step out
- (Improve) Involvement of public
- (Improve) Community awareness
- Improve connection to/communication with City Hall (ETF)

URBAN DESIGN/COMMUNITY CHARACTER

- Diversity of housing and commercial
- Human-scaled
- Embrace modernization, keeping neighborhood quaint and old fashioned
- Encourage active storefronts
- New commercial buildings should step down towards residential areas
- Ask developers to share vision and plans for engaging new residents/businesses (ETF)

HOUSING

- (Positive) My home (2)
- (Improve) Affordable housing

ECONOMIC DEVELOPMENT

- (Positive) My job
- Need for economic development (residential and business and branding)
- Establish a BID (ETF)
- Market the Eastside effectively (ETF)

PUBLIC EVENTS

- West Hollywood Day to celebrate the City
- Civic events, celebrations, and gatherings to bring people to the Eastside (ETF)
- Establish a few major community events – food and music in Plummer Park, street closures, nighttime farmers market/food trucks (ETF)
- Establish a visible presence, space, or hub for special events – visitor center (ETF)

PUBLIC SPACES

- (Positive) Parks
- More drought tolerant landscaping
- Improve alleys as green buffers between commercial and residential zones

PUBLIC SAFETY

- Safety improvements
- Need for increased public safety (ETF)
- Boost public safety visibility, e.g., sheriff's substation (ETF)

COMMUNITY SERVICES

- I especially appreciate the Plummer Park Community Center

OTHER

- (Positive) Soda fountain at Mendocino Farms
- (Improve) historic preservation
- (Improve) stormwater treatment