



**Eastside**

**Community Plan**

# **Eastside Working Group Meeting**

June 11, 2014  
6:30–8:00 p.m.



# Meeting Agenda

- 6:30 p.m. – call to order, pledge of allegiance, and roll call
- Public comment
- New business
  - Welcome
  - Working Group Meeting #2
  - Eastside Tour Impressions
  - Demographics: Who Are We Today? – Follow-up
  - Refine Topic List for the Eastside Community Plan
  - Next Steps
- Public comment
- Adjourn to next meeting



# Public Comment



# Welcome & Introductions



# **Summary of Working Group Meeting #2**



## Working Group Meeting #2 Summary

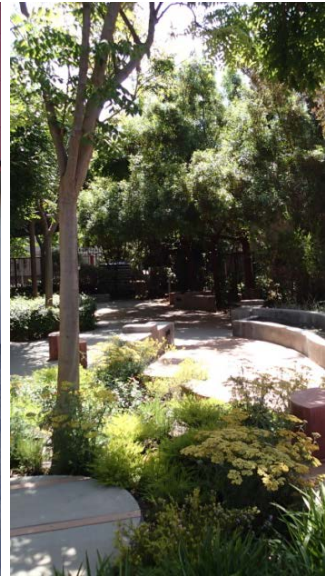
- Demographic data review and additional data requests
- Highest priority preliminary Community Plan topics
  - Economic development (growth, community identity and mobility)
  - Mobility (problematic intersections and road segments)
  - Urban design/community character (existing look, feel, and spirit)
  - Public safety (police presence and services)
  - Housing (additional units and flexible zoning)
  - Public spaces (places to gather, especially outdoors)



# Eastside Tour Impressions



# Eastside Tour Impressions







# Eastside Tour Impressions

- Economic development/community character
- New housing developments
- Green space
- Streetscape improvements/mobility
- Other thoughts?



# **Demographics: Who Are We Today? Part II**



- Population and gender
- Children and age breakdown
- Languages
- Affordability



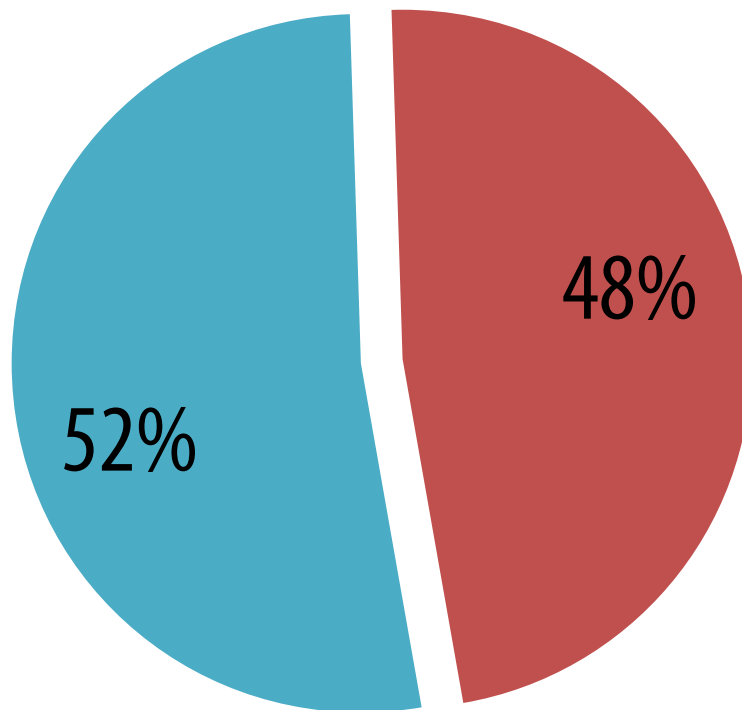
# Gender

**9,798**

Total Eastside  
Population



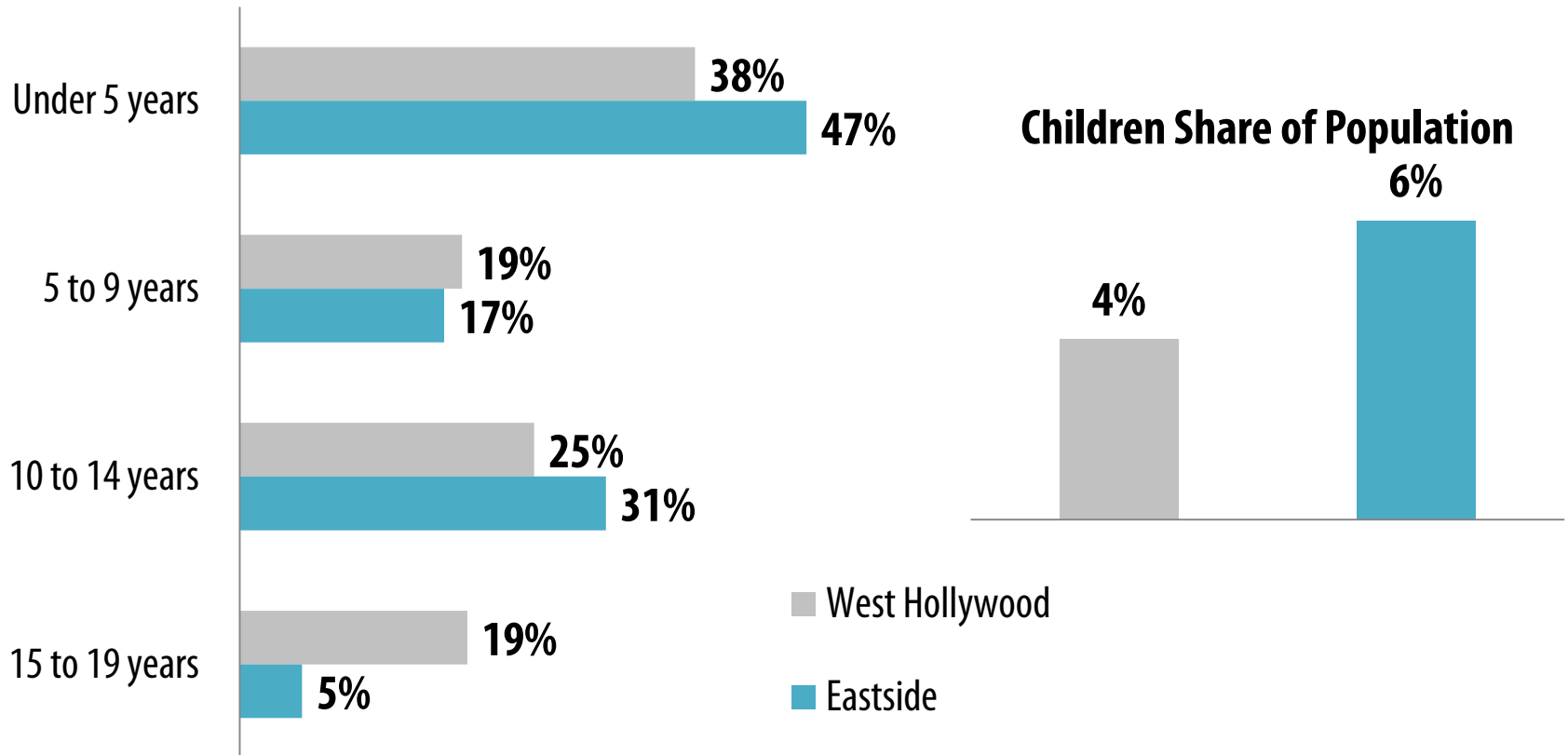
■ Male ■ Female



*Source: 2008-2012 American Community Survey (S0101)*



## Children Age Distribution

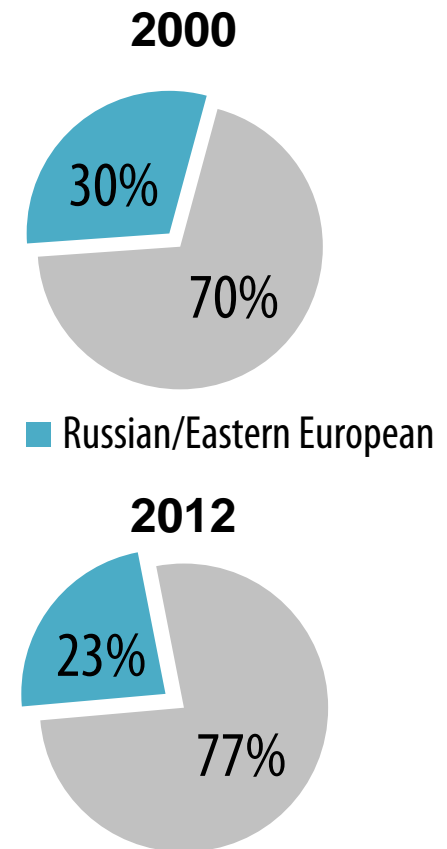


Source: 2008-2012 American Community Survey (S0101)



## Languages Spoken Changes Over Time: 2000 to 2012\*

Eastside	2000	2012	% Change
Russian	4,089	2,586	-37%
Polish	24	16	-33%
Serbo-Croatian	69	96	39%
Other Slavic	66	144	118%
Armenian	38	0	-100%
Hungarian	93	134	44%
<b>Total</b>	<b>4,379</b>	<b>2,976</b>	<b>-32%</b>



\*Due to small samples, the margin of error is high

Source: 2000 Census (QT-P16), 2008-2012 American Community Survey (B16001)



Figure 13: Housing Affordability by Occupation – West Hollywood

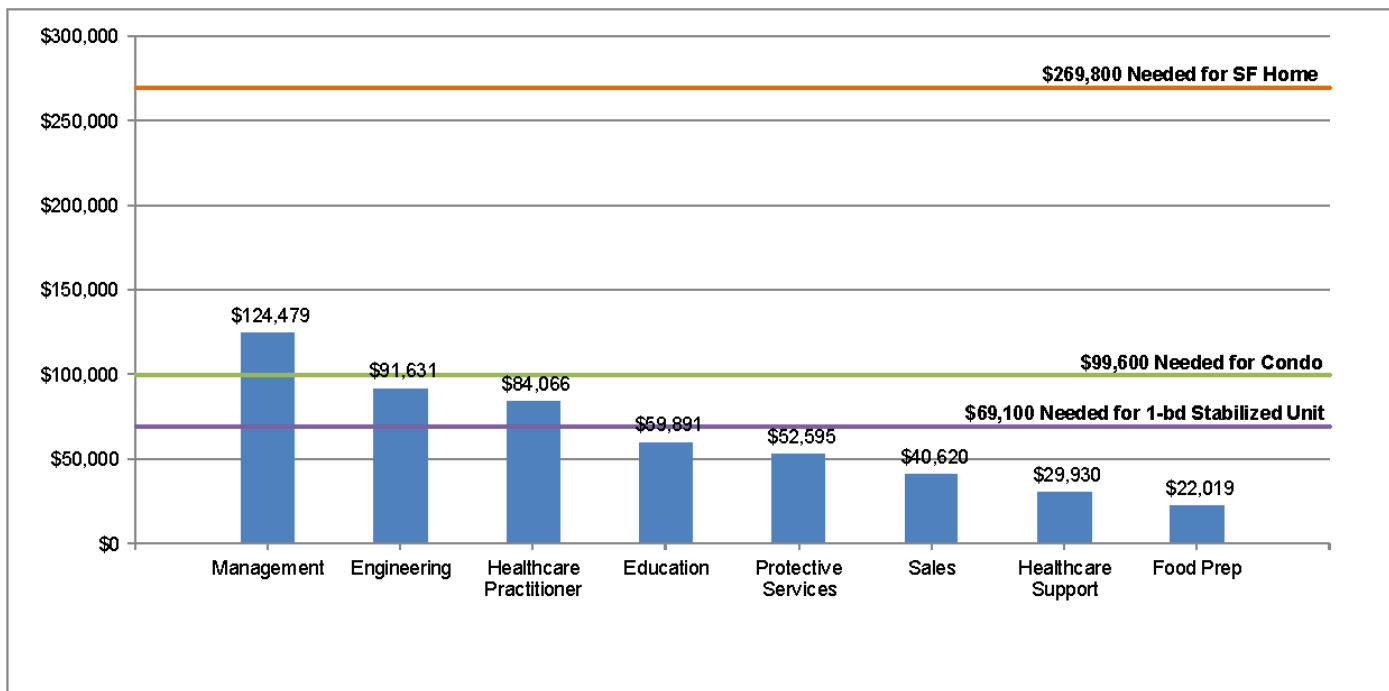


Figure from 2013-2021 Housing Element Technical Appendix. Assumptions:

1. Affordable housing costs based on Health and Safety Code standards
2. Median price of single-family home = \$1,081,000
3. Median Price of one-bedroom condo = \$399,000
4. Average stabilized rent for one-bedroom unit = \$1,440 (2011)



# **Discussion of Eastside's Identity and Community**





# **Review Preliminary Topics for the Eastside Community Plan**



**Economic Development** (*growth, community identity*)

**Mobility** (*balance the needs of cars, transit, bicycles, and pedestrians*)

**Urban Design/Community Character** (*existing look, feel, and spirit and green spaces*)

**Public Spaces** (*places to gather*)

**Housing** (*meeting the needs of residents – both existing and future*)

**Public Safety** (*police presence and services*)



- Economic Development
  - Programs to support businesses
  - Identification of key business types to meet the needs of existing and future residents or existing large businesses
  - Strategies to encourage neighborhood-serving shops or local jobs
  - Branding and promotion
  - Business associations
  - Other tools to support a strong local economy



- **Mobility**
  - How we move around the Eastside
  - How we balance the needs of cars, transit, bikes, and pedestrians
  - Increase pedestrian connections to improve walkability
  - Improve safety
  - Reduce congestion
  - Manage limited parking resources



- Urban Design/Community Character
  - Address the buildings and spaces that make up our community
  - Identify what makes a place more comfortable, safe, and attractive to be in
  - Programs to encourage active storefronts or sidewalk dining, improve signage
  - Address relationship between commercial and residential streets
  - Develop community priorities for new development



- Public Spaces
  - Improvements to sidewalks, streets, and alleys
  - Opportunities for public gathering places or open spaces, street trees and plants
  - Opportunities for other amenities to meet the diverse needs of the community



- Housing
  - Address the needs of people who will be moving in, as well as existing residents
- Public Safety
  - Address how we can all feel more safe on the Eastside
  - Improvements such as street lights, visibility of safety officers, community education

# Prioritization Activity for Community Plan Topics

*Instructions: Use the prioritization matrix on the sheet in front of you to help establish what are the highest priority topics for the Eastside Community Plan.*



- Use your keypad to register your response
- For answer #A, press “A” on your keypad

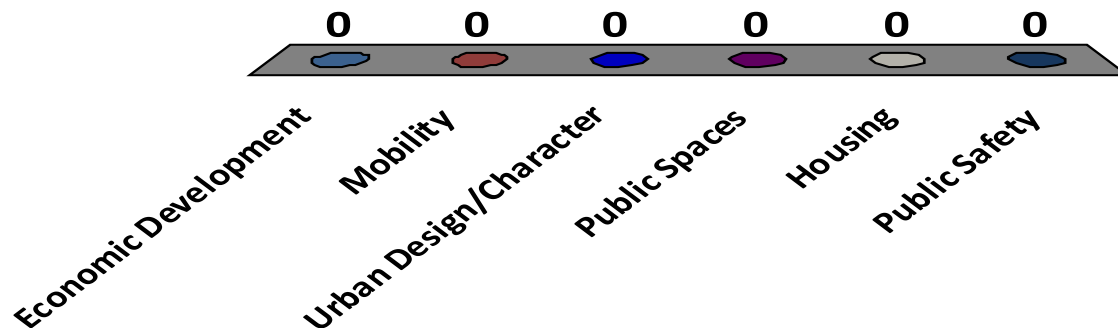
*Note:  
Electronic polling is not  
statistically valid*





## What are the priority Eastside Community Plan topics?

- A. Economic Development
- B. Mobility
- C. Urban Design/Character
- D. Public Spaces
- E. Housing
- F. Public Safety



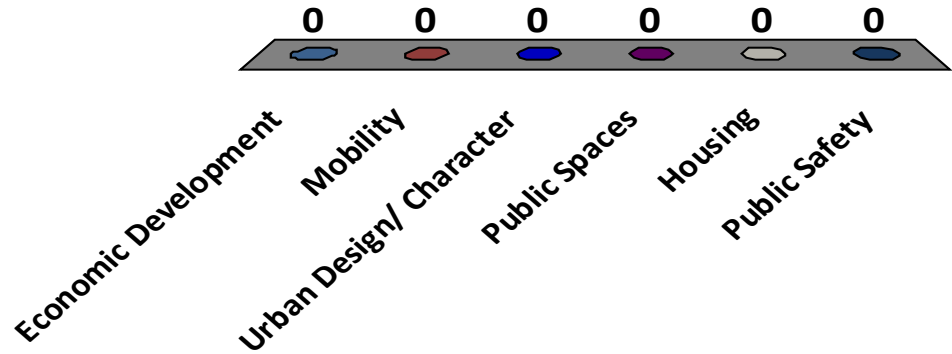


# Round 1 Prioritization Discussion



## What are the priority Eastside Community Plan topics?

- A. Economic Development
- B. Mobility
- C. Urban Design/ Character
- D. Public Spaces
- E. Housing
- F. Public Safety



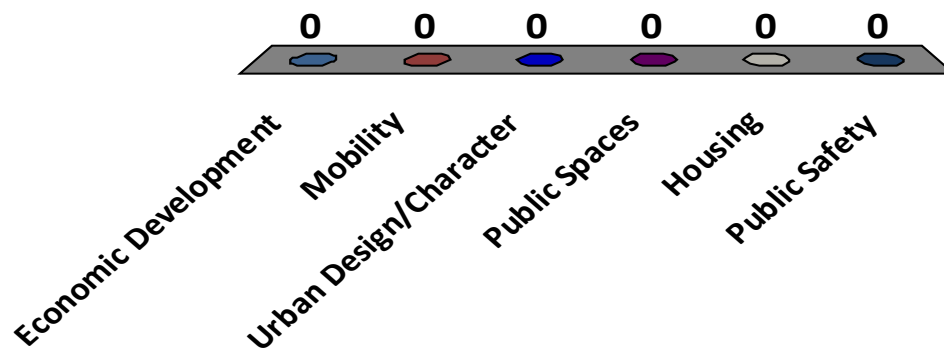


# Round 2 Prioritization Discussion



## What are the priority Eastside Community Plan topics?

- A. Economic Development
- B. Mobility
- C. Urban Design/Character
- D. Public Spaces
- E. Housing
- F. Public Safety





# Round 3 Prioritization Discussion



# **Eastside Working Group: Next Steps**



# Accomplishments

## Eastside Tour



### Meeting 1

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

### Meeting 2

- Review Eastside demographic profile
- Discuss topics for Community Plan RFP

### Meeting 3

- Reach agreement on priority topics for Community Plan





# Next Steps

- Community Plan Topic Recommendations to City Council
- Staff releases RFP for Consultant Team



**July 9**

- Confirm Community Plan topic priorities memo to City Council
- Topic presentation from City Staff
  - *Housing*
  - *Mobility*
  - *Public Safety*

**August 13**

- Continue Topic presentations

**September 10**

- Eastside Economic Study Presentation and Discussion



# Questions and Discussion



# Public Comment



# Adjourn

***Thank you and good night!***