



# Vision Concept Committee

for  
1343 N. Laurel Ave.

*July 30 2014  
Agenda Packet*



**Plummer Park Community Center  
7377 Santa Monica Blvd.  
Rooms 5 & 6  
West Hollywood, CA 90069**



**AGENDA**  
**1343 NORTH LAUREL AVENUE**  
**VISION CONCEPTS COMMITTEE**  
**CITY OF WEST HOLLYWOOD**  
**Wednesday, July 30, 2014**  
**6:30 PM**

**PLUMMER PARK COMMUNITY CENTER,**  
**7377 SANTA MONICA BOULEVARD, ROOMS 5 & 6**  
**WEST HOLLYWOOD, CALIFORNIA 90069**

To comply with the Americans with Disabilities Act of 1990, assistive listening devices (ALD) will be available for check-out at the meeting. If you require special assistance to participate in this meeting (e.g., a signer for the hearing impaired), you must call or submit your request in writing to the Department of the City Manager at (323) 848-6460 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

Special meeting-related accommodations (e.g., transportation) may be provided upon written request to the Department of the City Manager at (323) 848-6460 at least 48 hours in advance. For information on public transportation, call (323) 466-3876 (GO METRO) or go to [www.metro.net](http://www.metro.net).

**I. CALL TO ORDER**

- A. Pledge of Allegiance
- B. Reminder to Speak Clearly into Microphone and to Turn Off All Mobile Devices
- C. Roll Call

**II. APPROVAL OF MINUTES**

**III. PUBLIC COMMENT:** This time has been set aside for members of the public to address the 1343 North Laurel Avenue. Vision Concepts Committee on items within the subject matter jurisdiction of the Vision Concepts Committee. Although the Vision Concepts Committee values your comments, under the Brown Act, the Vision Concepts Committee cannot discuss or take any action on items not listed on the posted agenda.

**IV. NEW BUSINESS**

- Role of the Vision Concepts Committee
- Key themes from community outreach
- Overview of the draft recommendations report
- Input from Committee members on:
  - Level of site change
  - Level of programming
  - Key considerations

**AGENDA – July 30, 2014  
1343 NORTH LAUREL AVENUE  
VISION CONCEPTS COMMITTEE**

- Community-preferred uses
- Recommendations to City Council
- Next steps

**V. SCHEDULE**

**VI. UPCOMING AGENDA ITEMS**

**VII. ADDITIONAL PUBLIC COMMENT**

**VIII. COMMITTEE MEMBER COMMENTS**

**IX. STAFF COMMENTS**

**X. ADJOURN**

**1343 N. LAUREL AVE.  
VISION CONCEPTS COMMITTEE  
DRAFT MINUTES  
WEDNESDAY, MAY 29, 2014**

**PLUMMER PARK COMMUNITY CENTER,  
7377 SANTA MONICA BOULEVARD, ROOM 5 & 6  
WEST HOLLYWOOD, CALIFORNIA 90069**

**6:30 P.M. – REGULAR MEETING**

**CALL TO ORDER:** Staff called the meeting to order at 6:36 p.m.

**PLEDGE OF ALLEGIANCE:** Greg Woodell led the Pledge of Allegiance.

**REMINDER THAT MEETING WILL BE RECORDED AND TO SPEAK CLEARLY INTO MICROPHONE AND TO TURN OFF ALL MOBILE DEVICES**

**ROLL CALL:**

**PRESENT: EDWARD S. LEVIN, GAIL OSTERGREN, MARC YEBER,  
HEIDI SHINK, DONNA SAUR, ALLEGRA ALLISON, KEITH  
ANTHONY, TODD WILLIAMSON, FRITZ HOELSCHER**

**ABSENT: YELENA ZHELEZOV**

**ALSO PRESENT: City Staff: Lisa Marie Belsanti, Francisco Contreras,  
Jeffrey Huffer, Bobby Safikhani  
City Consultants: PMC – Andrea Nelson, Abby Woods**

**PUBLIC COMMENT:**

MICHAEL VIDKOLAVICH, WEST HOLLYWOOD spoke regarding the historical overview of the property.

**NEW BUSINESS**

- a. Project Overview & Status
  - i. Overview of May 17, 2014 Open House
  - ii. Key Findings from Open House & Online Survey
  - iii. Revised Vision Concepts and Uses
- b. Committee Discussion of Key Findings
- c. Additional Considerations (Parking, Accessibility, Historic, etc.)

Allegra Allison shared concerns that the park currently has limited parking on weekdays and does not have parking on the weekends and will need to be considered upon future programming elements. She suggested removing the existing garages to accommodate other uses such additional parking.

Keith Anthony asked for clarification on the Committee's overall priority and task at hand. Staff clarified that the Committee's task is to report back to Council the Community's vision for the property and to consider feasibility based on experience in the community and membership of various City Boards and Commissions. Staff also clarified that a draft report will be presented to various Commissions for input and also asked the Committee members that are currently representatives of City Boards and Commissions to update those bodies throughout the process. He expressed concerns for the growing need for an off-leash dog park in the area. He spoke regarding the possibility of programming wine and beer tasting at the property and expressed concerns turning a community resource into a restaurant. He inquired whether Staff would draft the report to Council before or after the next Committee meeting. Staff clarified that an overall draft will be produced for review before the next meeting. He inquired on whether the intensity level being discussed included both the interior and exterior of the property. He spoke regarding the removal of the concept for a Movie and Entertainment history museum and requested that there still be an acknowledgement reflecting the history of the entertainment industry in the city.

Ed Levin suggested that complete feasibility for the options being considered be examined before appearing before Council. Staff clarified that the primary focus of the group is to present Council with the Community's vision for the property. He mentioned that public bathrooms will need to be added to the property. He expressed concerns regarding the possibility of a farmers market and that vendors not being able to drive up to the site would make it unfeasible.

Todd Williamson asked if the Historical status would prevent construction on the interior such as removing walls. Ed Levin responded construction could take place for adaptable re-use however several parts of the interior were listed as character defining. Staff clarified that the Committee could include in the recommendation to Council not to pursue an element that could alter the local historic designation or prevent National historic designation. He suggested the Committee consider basic feasibility for options being considered at the next meeting. He spoke regarding the possibility of turning the garage in the rear of the property into a rehearsal hall. He asked for clarification as to whether the option of a 'sculpture garden' would be permanent or temporary fixtures. Staff clarified that both options could be considered by the Committee.

Donna Saur suggested residents use the CityLine Shuttle bus in regards to parking issues at the property. She also compared the parking issue with Kings Rd Park, which has a similar situation, but hasn't had any problems regarding parking. She mentioned that a ramp will need to be added to ensure ADA compliance. She spoke about the possibility of adding a dog park and the negative effects it could have on the adjacent residential neighbors. She spoke regarding securing the house, especially if a museum element is added to the interior of the property.

Gail Ostergren suggested the City develop an agreement with a near-by parking lot to address parking concerns. She shared concerns that the historic character including the trees and shady areas of the property should take priority in addition to maintaining National historic designation requirements. She spoke regarding the option of turning the property into a theatre and mentioned that with a theatre nearby at Plummer Park that this option would most likely not be recommended in the final report to Council. She inquired if "Artist in Residence" meant artists literally living on the property or simply having an Artist Studio. Staff clarified that "Artist in Residence" programs would contemplate an onsite studio and residence. She inquired whether the public input being presented included input prior to the data collected at the "open house". Staff clarified that the information prior to the open house were broader questions which funneled down the options suggested at the open house and presented to the Committee tonight. She spoke regarding the possibility of a coffee shop and expressed that there is not enough space and foot traffic to place a coffee shop on the property.

Marc Yeber expressed difficulty in consideration of the intensity level of programming for different elements being considered at the park, and mentioned that the specific question had not been asked to the public before. Staff clarified that the members of the Committee were selected due to the knowledge and experience of the community and that the members provide feedback based on needs of the community and feedback provided from the public thus far. He reminded the Committee that although certain options might be popular based on public input that the Committee members are to also consider if such options are feasible based on experience with the community.

Heidi Shink asked if the Committee should be considering budget parameters regarding programming elements for the property. Staff clarified that the Committee's focus is to present the vision for the property and financials will be considered later. She asked if feasibility can be considered before sending recommendations to Council. Staff clarified that potential considerations and their impacts could not fully be analyzed without a complete feasibility study and environmental impact.

#### **STAFF COMMENTS:**

Lisa Marie Belsanti informed the Committee that the next meeting will take place after the Fourth of July holiday.

#### **PUBLIC COMMENT:**

CHAD BLOUIN, WEST HOLLYWOOD, spoke regarding information being sent to various Boards and Commissions from the Committee and opposed the idea of an off-leash dog park.

LYNDIA LOWY, WEST HOLLYWOOD, spoke regarding the demographics and radius of public input received. She also spoke regarding the possibility of including musicians in an Arts and Cultural Center.

**ADJOURNMENT:** The 1343 N. Laurel Avenue Vision Concepts Committee adjourned at 9:10 p.m. to their next scheduled meeting, which will be on July 30, at 6:30 P.M. at The Plummer Park Community Center, 7377 Santa Monica Boulevard, Rooms 5 & 6 West Hollywood, California 90069



# Community Visioning for 1343 North Laurel Avenue

## Vision Concepts Committee Meeting #3 July 30, 2014



# Call to Order

Pledge of Allegiance  
Roll Call

# Approval of Minutes

# Public Comment

# New Business

# Purpose of Today's Meeting

- Review the role of the Vision Concepts Committee
- Review key themes from community outreach
- Provide an overview of the draft recommendations report
- Take comments on level of programming and site change
- Refine input from Committee members on considerations and community-generated uses
- Discuss next steps

# Vision Concepts Committee

# Committee Role

- Provide a broad understanding of community needs and feasibility to City Council
- Further refine community input into clear and concise recommendations to City Council
- Next phase of the project will address feasibility



# Key Themes from Community Outreach

# Community Visioning Process

## PHASE 1

**Establish a Baseline of current property uses and generate ideas for a shared community vision.**

## PHASE 2

**Define Community Vision through community workshops, online activities, and Committee meetings.**

## PHASE 3

**Refine Community Vision with Committee, Commissions, and City Council.**

# Community Visioning Process

## PHASE 1

## PHASE 2

## PHASE 3



# Summary of Findings to Date

- **Arts and Culture is Top Interest**
  - Many arts-based uses were included in the top 15 community-preferred uses, such as an art gallery, live theater, library, public art/sculpture garden, and outdoor amphitheater
- **Activated Space**
  - Also in Top 15: Farmers market, movie screening, outdoor amphitheater

# Summary of Findings to Date

- **Peace & Tranquility**

- Apparent from first survey and from four of the Top 15 uses: library with reading rooms, quiet areas for reading outdoors, flower garden, and fountain

- **Dogs**

- Most preferred outdoor use: dog area; many want to see current dog use maintained

# Summary of Findings to Date

- **Gardens and Main House Preservation**
  - But, also want to add programming and features that are balanced with existing uses
- **Access to Community Gathering Spaces**
  - Apparent from the first survey, Community Study, and top 15 preferred uses include: outdoor amphitheater, café, farmers market, and community events venue

# Summary of Findings to Date

## Refined Vision Concept & Summary of Preferred Uses

### Art Park & Events Venue

a place for culture and community gatherings



*Ideas are based on feedback provided by community members during the open house and matching online survey.*

# Levels of Programming and Site Change



# Definitions of Site Change Levels

- **Minimal site change.** Requiring limited initial setup (e.g., purchase and assembly of amenities)
- **Moderate site change.** Requiring initial setup (e.g., limited renovation, light new construction, rearranging of the grounds)
- **Intensive site change.** Requiring extensive initial setup (e.g., new construction or comprehensive renovation, redesign of the grounds)

# Definitions of Programming Levels

- **Minimal programming.** No City-run programming (e.g., no formally organized events, posted open hours, online sign-up sheet for use if necessary, temporary staff when needed)
- **Moderate programming.** Low maintenance, ongoing City-run programming (e.g., regularly scheduled events, part-time staff)
- **Intensive programming.** Ongoing, regularly refreshed City-run programming (e.g., weekly calendar of events, continual development of new programs, full-time staff)

# Level of Site Change and Programming by Use

Top 15 Community-Preferred Uses	# Votes	Level of Site Change	Level of Programming
Informal meeting space, i.e., tables and chairs	49	Minimal	Minimal
Flower garden	61	Minimal	Minimal
Live theater	63	Intensive	Intensive
Wine or beer tasting	64	Moderate	Moderate
Water feature / fountain	64	Moderate	Minimal
Outdoor amphitheater (with programming)	69	Intensive	Intensive
Library with reading rooms	70	Intensive	Moderate
Quiet area for reading	74	Minimal	Minimal
Outdoor movie screening	74	Minimal	Moderate
Café	78	Intensive	Moderate
Art gallery	81	Intensive	Moderate
Farmers market	81	Moderate	Intensive
Public art / sculpture garden	91	Minimal	Minimal
Dog area	102	Minimal	Minimal
Community events venue (plays, dances, music, lectures)	144	Moderate	Moderate

# **Committee Discussion: Recommendations to Council**

What are the key messages you  
want to communicate?

# Overall Considerations

- Parking and Accessibility
- Available Amenities
- Impacts on Neighbors
- Impacts to Historic Significance
- Economic Viability
- Funding and Resources
- Required Service Agreements

# Community-Preferred Uses

- Community Events Venue
- Dog Area
- Public Art/Sculpture Garden
- Farmers Market
- Art Gallery
- Café
- Outdoor Movie Screening
- Quiet Reading Area
- Library with Reading Rooms
- Outdoor Amphitheater
- Water Feature/Fountain
- Wine or Beer Tasting
- Live Theater
- Flower Garden
- Informal Meeting Space

# Recommendations for City Council to Study Further

- **Enhance Existing Uses** – General maintenance of the main house and grounds, a designated quiet reading space, some additional dog infrastructure, and some improvements to seating and landscape through a flower garden and water feature.
- **Focus on Arts and Culture Uses** – Incorporation of an outdoor amphitheater and sculpture garden; renovation of the main house to support a gallery, museum, and library; redesigning the garage spaces into art construction and rehearsal spaces; and designating the upstairs of the main house and some of the rear quarters as artist-in-residence accommodations.
- **Focus on Event and Meeting Space Uses** – Renovating the house to period conditions and allowing community members to reserve rooms and areas of the grounds for events and meetings.
- **Some Variation of All Supported Uses (Existing, Arts and Events)** – A combination of all uses described in the options above.

# Next Steps

- Draft recommendation report will be revised and shared with commissions:
  - Arts and Cultural Affairs Commission
  - Historical Preservation Commission
  - Planning Commission
  - Public Facilities Commission
- Recommendation report will be finalized and shared with City Council
  - Do you want to meet again before City Council sees the report?
  - Do you support a recommendation to City Council to continue with committee-driven feasibility analysis?
- What message do you want to communicate to the public at this point in the process?



# Public Comment

# Committee Comments

# Staff Comments

**Thank you for your  
time and input!**

**Stay connected at:**

**[www.1343NLaurelAve.org](http://www.1343NLaurelAve.org)**

Questions or additional comments can be directed to:

[info@1343NLaurelAve.org](mailto:info@1343NLaurelAve.org)

# **Attachment 1**

## **Online Survey Results Summary**



# MEMO

**To:** Lisa Belsanti, City of West Hollywood

**From:** Andrea Nelson, PMC  
Abby Monroe, PMC

**Cc:** Jeff Huffer, City of West Hollywood

**Date:** October 28, 2013

**Re:** Online Survey #1 – Results Summary

The City of West Hollywood kicked off the Community Visioning for 1343 N. Laurel Avenue with an online survey. The survey was designed to ask general questions about individual interest in the 1343 N. Laurel Avenue property and frequency of use. High-level questions about future use preferences were also included to get a pulse on the community prior to the first community visioning workshop. The survey was available via a link from the project website ([www.1343nlaurelave.org](http://www.1343nlaurelave.org)) from September 17 – October 12, 2013.

Two-hundred and forty-eight (248) people completed the survey. The survey's results are outlined below:

## 1. Which of the following best describes you? (Check all that apply)

Answer Options	Response Percent	Response Count
I am a resident of West Hollywood.	64.5%	160
I live near the property.	36.7%	91
I work in West Hollywood.	25.8%	64
I visit West Hollywood often, but I am not a resident.	16.5%	41
I represent a local community organization.	10.1%	25
I am a City Official (City Council, City Commission, or Board member).	7.7%	19
Other (please specify).	6.5%	16
I am considering moving to West Hollywood.	4.4%	11
I am a local business owner.	3.6%	9

Responses to “other” include: former resident, friend of resident, property owners, residents of Los Angeles living near the border of West Hollywood, general interest in the property.

**KEY FINDING:**

*Most survey participants are residents living near 1343 N. Laurel Avenue.*

**2. How often have you visited the 1343 N. Laurel Avenue property?**

Answer Options	Response Percent	Response Count
Several times per year	27.2%	67
I have never visited the property	23.6%	58
Less than once per year	15.4%	38
Monthly	11.0%	27
Weekly	9.8%	24
Annually	6.9%	17
Every day	6.1%	15

**KEY FINDING:**

*Most survey participants are not frequent users of the existing park at 1343 N. Laurel Avenue.*

**3. If you have visited 1343 N. Laurel Avenue, which of the following best describes your reason? (Check all that apply)**

Answer Options	Response Percent	Response Count
Personal exercise	39.5%	62
Social gathering	36.3%	57
Cultural resource	35.7%	56
Other (please specify)	35.0%	55
Pet exercise	26.1%	41
Picnic	16.6%	26
Youth activity	4.5%	7
Group exercise	2.5%	4

Responses to “other” include: curiosity, quiet and peaceful place to reflect, beautiful landscape, architectural interest, photography, meeting place, learn more about the property.

**KEY FINDING:**

*1343 N. Laurel Avenue is already used in a variety of ways, meeting the needs of several community groups.*

**4. Are you aware that 1343 N. Laurel Avenue was designated as a local cultural resource by the City and is eligible for placement on the National Register of Historic Places?**

Answer Options	Response Percent	Response Count
Yes	79.6%	195
No	20.0%	49
I don't know what a local cultural resource and/or the National Register of Historic Places is/are.	0.4%	1

**KEY FINDING:**

*Most survey participants are aware of the historical nature of 1343 N. Laurel Avenue.*

**5. To what extent do you agree with the following statement? The historic status of the property influences my opinion about how the property should be used in the future.**

Answer Options	Strongly agree	Moderately agree	Neutral/No opinion	Moderately disagree	Strongly disagree	Rating Average	Response Count
Response percent	53.1%	25.5%	10.3%	4.1%	7.0%		100%
Response count	129	62	25	10	17	1.86	243

**KEY FINDING:**

*Most survey participants will consider the property's historical characteristics when proposing a future use for 1343 N. Laurel Avenue.*

**6. Please summarize your overall impression of the 1343 N. Laurel Avenue property by listing up to 4 key words in the spaces below.**





**KEY FINDING:**  
*The four most repeated words are: historic, beautiful, community, peaceful.*

**7. What community resources would you like to see more of in West Hollywood? (Check all that apply)**

Answer Options	Response Percent	Response Count
Parks/open space	71.2%	151
Arts and culture	54.2%	115
Community gathering spaces	48.6%	103
Recreation	29.2%	62
Social services (e.g. health services, job placement services)	26.4%	56
Housing	23.6%	50
Other (please specify)	20.3%	43

Education	16.5%	35
Programming for children	13.2%	28
Nothing; West Hollywood has enough community resources	2.4%	5

Responses to “other” include: business incubator, dog park, rentable space, playgrounds, museums, police presence, wedding venue, parking, programming for all community groups, senior housing.

**KEY FINDING:**

*Most survey participants are interested in seeing more parks, cultural resources, and community gathering spaces in West Hollywood.*

**8. Below is a general list of potential future uses for 1343 N. Laurel Avenue. Please select up to 5 potential uses that you would support. (You are not obligated to select 5 options, but are welcome to choose any number of them from 1 to 5)**

Answer Options	Response Percent	Response Count
Park/open space use	72.4%	152
Cultural use	67.1%	141
Recreation use	51.0%	107
LGBT-oriented use (e.g. Pride event, same-sex wedding)	32.4%	68
Educational use	31.0%	65
Community/social services use (e.g. health services, job placement services)	29.0%	61
Pet-oriented use	28.1%	59
Senior-oriented use	23.3%	49
Memorial use (e.g. memorial service, commemorative holiday use)	18.1%	38
Child-oriented use	17.1%	36
Residential use	14.3%	30
Private use	8.1%	17
Office use	3.3%	7
Commercial use	2.4%	5
Parking	1.4%	3

**KEY FINDING:**

*Most survey participants would like to see 1343 N. Laurel Avenue meet the needs identified in Question 7: park, recreation area, cultural use.*

**9. Of the list below, which potential uses would you NOT like to see at the site?**

**(You are not obligated to select 5 options, but are welcome to choose any number of them from 1 to 5)**

Answer Options	Response Percent	Response Count
Parking	78.0%	163
Commercial use	71.3%	149
Office use	60.8%	127
Private use	57.9%	121
Residential use	47.4%	99
Child-oriented use	22.5%	47
Pet-oriented use	19.6%	41
Memorial use	11.5%	24
Senior-oriented use	11.0%	23
Community/social services use	9.1%	19
LGBT-oriented use	7.2%	15
Park/open space use	5.3%	11
Recreation use	3.8%	8
Cultural use	3.3%	7
Educational use	2.4%	5

**KEY FINDING:**

*Most survey participants would be opposed to private, office, commercial or parking uses at 1343 N. Laurel Avenue.*

**10. What impacts or issues need to be considered most when selecting the future use for the site? (Choose up to 5 answers)**

Answer Options	Response Percent	Response Count
Preservation of historic structures	77.0%	161
Preservation of existing mature trees	72.7%	152
Pedestrian access	48.8%	102
Noise	40.2%	84
Safety	33.5%	70
Parking	27.3%	57
Diversity of opinions in the community	27.3%	57
Construction impacts	23.9%	50
Bicycle access	11.0%	23

Automobile access

8.6%

18

**KEY FINDING:**

*Most survey participants are concerned about protecting the existing landscapes and historic structures at 1343 N. Laurel Avenue.*

**11. What do you hope this community visioning effort for 1343 N. Laurel Avenue will accomplish?**

One hundred and eighty-three participants responded to this question. Key themes include:

- Provide options for the community
- Preservation of existing structure and landscape
- A community-driven plan
- A future use that is welcoming to all West Hollywood residents
- Community building
- More resources for this neighborhood
- More community visioning projects
- Increased real estate values/economic activity
- Appreciation for the history of the property and West Hollywood
- The property becoming a world-class destination
- Reduced time and money spent on maintaining this property
- A use that honors the donor's intention
- Satisfaction for the greatest number of people
- A simple plan for the property
- A use that serves real needs of the West Hollywood community
- Something the City can be proud of

**12. Do you have additional comments about the 1343 N. Laurel Avenue property?**

One hundred and twenty-five participants responded to this question. Key themes include:

- Support for the visioning process overall and an effort to conduct it in a shorter time frame than previous park projects
- Request for a minimal construction impact
- Acknowledgment of property limitations
- Strong support for an open, welcoming public use
- Deep admiration for the property's legacy
- Support for some commercial uses, such as wedding venue, museum, or arts center
- A few supporters of low-incoming housing/more private uses

- Request for more historical information on-site

# 1343 LAUREL AVENUE: SURVEY RESULT PROFILES

These user profiles are based on data gathered through an online survey as part of the Community Visioning outreach for 1343 N. Laurel Avenue. The survey was administered between September 17 – October 11, 2013. In total 246 respondents participated.



**LIVE NEAR THE PROPERTY**  
37%



**REPRESENT LOCAL COMMUNITY ORG.**  
10%



**MOVING TO WEST HOLLYWOOD**  
4%



**VISIT OFTEN, NOT A RESIDENT**  
17%



**WEST HOLLYWOOD RESIDENT**  
65%



**LOCAL BUSINESS OWNER**  
4%



**WORK IN WEST HOLLYWOOD**  
26%



**WEST HOLLYWOOD CITY OFFICIAL**  
8%

**SUPPORTED USES**

PARK/OPEN SPACE	75%
CULTURAL USE	69%
RECREATION USE	58%
PET-ORIENTED USE	37%
LGBT-ORIENTED	31%

PARK/OPEN SPACE	77%
CULTURAL USE	68%
RECREATION USE	55%
COMMUNITY/SOCIAL	42%
EDUCATIONAL USE or LGBT-ORIENTED	32%

PARK/OPEN SPACE	73%
EDUCATIONAL USE	73%
CULTURAL USE	64%
COMMUNITY/SOCIAL	55%
RECREATION USE or SENIOR-ORIENTED	46%

PARK/OPEN SPACE	70%
CULTURAL USE	70%
RECREATION USE	65%
LGBT-ORIENTED USE	43%
EDUCATIONAL USE	38%

PARK/OPEN SPACE	72%
CULTURAL USE	68%
RECREATION USE	50%
LGBT-ORIENTED USE	34%
PET-ORIENTED USE	30%

CULTURAL USE	100%
PARK/OPEN SPACE	89%
RECREATION USE	44%
LGBT-ORIENTED	44%
COMMUNITY/SOCIAL or MEMORIAL USE	33%

PARK/OPEN SPACE	82%
CULTURAL USE	69%
RECREATION USE	43%
COMMUNITY/SOCIAL	41%
EDUCATIONAL USE	35%

PARK/OPEN SPACE	84%
CULTURAL USE	68%
RECREATION USE	58%
PET-ORIENTED USE	42%
EDUCATIONAL USE	32%

**UNSUPPORTED USES**

PARKING	82%
COMMERCIAL USE	73%
OFFICE	65%
RESIDENTIAL USE	61%
PRIVATE USE	58%

COMMERCIAL USE	71%
PARKING	67%
RESIDENTIAL USE	57%
PRIVATE USE	57%
OFFICE USE	48%

PRIVATE USE	82%
COMMERCIAL USE	64%
OFFICE USE	46%
RESIDENTIAL USE	46%
PARKING	46%

PARKING	78%
COMMERCIAL USE	70%
PRIVATE USE	57%
OFFICE USE	54%
RESIDENTIAL USE	51%

PARKING	77%
COMMERCIAL USE	71%
OFFICE USE	63%
PRIVATE USE	57%
RESIDENTIAL USE	48%

OFFICE USE	89%
COMMERCIAL USE	78%
PARKING	78%
PRIVATE USE	67%
RESIDENTIAL USE	44%

PARKING	76%
COMMERCIAL USE	70%
PRIVATE USE	57%
OFFICE USE	54%
RESIDENTIAL USE	35%

COMMERCIAL USE	79%
OFFICE USE	79%
PARKING	74%
PRIVATE USE	68%
RESIDENTIAL USE	32%

**ISSUES 2 CONSIDER**

HISTORIC STRUCTURES	76%
MATURE TREES	76%
PEDESTRIAN ACCESS	49%
NOISE	49%
SAFETY	39%

HISTORIC STRUCTURES	77%
MATURE TREES	64%
NOISE	41%
PEDESTRIAN ACCESS	36%
DIVERSE OPINIONS	36%

HISTORIC STRUCTURES	64%
SAFETY	64%
PARKING	64%
MATURE TREES	55%
PEDESTRIAN ACCESS	46%

HISTORIC STRUCTURES	76%
MATURE TREES	70%
SAFETY	43%
PEDESTRIAN ACCESS	41%
NOISE	35%

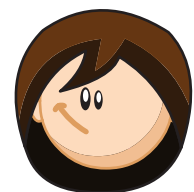
HISTORIC STRUCTURES	81%
MATURE TREES	77%
PEDESTRIAN ACCESS	51%
NOISE	41%
SAFETY	33%

HISTORIC STRUCTURES	89%
MATURE TREES	89%
PEDESTRIAN ACCESS	56%
NOISE	44%
PARKING	33%

HISTORIC STRUCTURES	67%
MATURE TREES	65%
PEDESTRIAN ACCESS	52%
NOISE	44%
PARKING	41%

HISTORIC STRUCTURES	90%
MATURE TREES	74%
PARKING	53%
SAFETY	42%
DIVERSE OPINIONS	42%

**HISTORIC STATUS OF PROPERTY INFLUENCES MY OPINION ABOUT FUTURE USES**



82%



71%



73%



85%



80%



100%



81%



74%

**Attachment 2**  
**Community Visioning Workshop & Online Activity**  
**Results Summary**

# Summary

## Community Visioning Workshops & Online Activity 1343 North Laurel Avenue

### Introduction

The City of West Hollywood hosted a community workshop for the project on October 12, 2013, between 10:00 AM and 12:00 PM at the Plummer Park Community Center in West Hollywood. Participants were invited to walk the grounds of the property at 1343 North Laurel Avenue prior to the workshop and ask questions of the project team. Approximately 45 people attended the workshop.

An online activity was available on the project's website between October 12, 2013, and April 14, 2014. The purpose of the online activity was to provide an opportunity for community members who could not attend the workshop on October 12 to participate in the community visioning process. The online activity reflected the workshop activities. Approximately 23 people completed the online activity.

This document provides a brief summary of the community visioning workshop and online activity for 1343 North Laurel Avenue. A photo documentation of the workshop can be found on the project website at <http://1343nlaurelave.org/>.

### Purpose

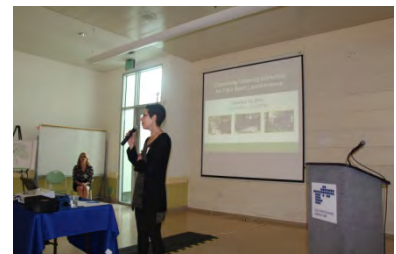
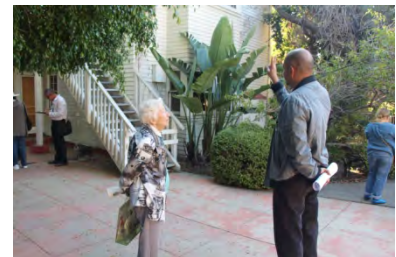
#### Purpose of the Workshop and Online Activity

The open house 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

### Community Workshop

#### Presentations





The workshop kicked off at 10:00 AM at the community center, where Mayor Abbe Land welcomed participants, introduced the project team, and gave a brief project overview. Mayor pro tem John D'Amico also welcomed participants and thanked them for their participation. The consultant team highlighted goals for the visioning workshop.

The consultant team guided participants through a virtual tour of 1343 North Laurel Avenue using current and historic photos. This was followed by a brief overview of the history of the property, preliminary historic significance research, and key findings of the opportunities and constraints assessment of 1343 North Laurel Avenue.



### Live Polling Activity

The consultant team facilitated a live polling exercise to gain an understanding of participants' views on the 1343 North Laurel Avenue property and its future use. The participants were asked whether they agreed or disagreed with a number of key findings based on the preliminary opportunities and constraints research conducted to date. Key ideas identified during this activity include:

1. Top 3 Responses to Importance of 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
2. Current Use of the Park
  - Nearly 90% of participants visit the park
3. Top 3 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
4. Top 3 Considerations for Future Use of the Property
  - Community needs and vision
  - Accessibility for the community
  - Impacts on historic content

5. Top 3 Supported Potential Future Uses for the Property

- Park/open space use
- Cultural use
- Community/social service use

6. Top 3 Unsupported Potential Future Uses for the Property

- Residential use
- Private use
- Parking



**Vision Wall Activity**

Participants brainstormed three vision words that represent how they view the future of 1343 North Laurel Avenue. Participants wrote down vision words on a sticky note and placed it on the vision wall. These were then sorted and grouped by the following common themes (the numbers in parentheses represent the number of sticky notes placed on the vision wall with a word relating to that particular theme):



- 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)

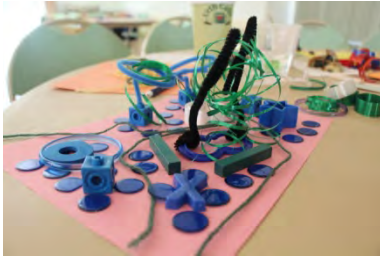


**Creative Brainstorm of Potential Future Uses**

In small groups, participants were given a piece of colored construction paper that served as an abstract base map of the 1343 North Laurel Avenue property. A large table at the back of the room was filled with a number of materials for participants to select from and construct and/or convey their 3-D vision diagram of how the 1343 North Laurel Avenue property should be used. Emphasis was placed on thinking about future “uses” and “users” rather than specific property design attributes. Each person shared their future vision with their small group. The table facilitator led a discussion during which participants discussed the elements of each vision. The facilitator recorded key discussion topics, points of agreement, and points of disagreement on a worksheet. After the small group discussions, each table facilitator reported back to the larger group the key themes from their small table’s discussion.



Common elements of the diagrams that were generally supported include:



- 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)

Less common elements of the diagrams that garnered less agreement by the larger group include:



- Active park uses (e.g., dog park, exercise, recreation)
- Senior housing (e.g., assisted living for seniors)

The consultant team briefly discussed next steps, encouraged participants to complete their comment cards before leaving, and invited participants to continue to stay involved online and at future meetings.



### Children's Activity

Coloring books, construction paper, glue sticks, crayons, and markers were available for children to play with during the presentation portion of the meeting. Children were welcome to participate in all other visioning activities described above.

### Online Activity

The community visioning online activity questions reflected the workshop live polling, vision wall, and creative brainstorm of potential uses exercises. Key ideas identified during this activity reflect the workshop results and include:

1. Top 3 Responses to Importance of Preserving Historic Context
  - 65% 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
  - 22% of the participants want to preserve the exterior of the primary building
  - 13% of the participants want to preserve the landscape
2. Current Use of the Park
  - Nearly 96% of participants visit the park

3. Top 3 Reasons Participants Visit the Park
  - The property is a cultural resource
  - Social gathering
  - Personal or group exercise
  - Pet exercise
  - Picnic
  - "Other" which may include such activities as reading, taking photographs, and to experience the property
  
4. Top 3 Considerations for Future Use of the Property
  - Community needs and vision
  - Impacts on historic content
  - Accessibility for the community

### **Vision for the Property**

Online participants brainstormed three vision words that represent how they view the future of 1343 North Laurel Avenue. Responses were grouped by the following common themes (the numbers in parentheses represent the number of participants who shared a word relating to that particular theme):

- Oasis/Place of Tranquility (14)
- Historic Resources (8)
- Community Gathering/Events (7)
- Arts and Culture (7)
- Green/Nature (3)
- Park (7)

### **Creative Brainstorm of Potential Future Uses**

Online participants were asked to share their future ideas for the property. Common elements of the responses that were generally supported include:

- 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)

## **Attachment 3**

# **Open House & Online Activity Results Summary**

# Summary

## Open House & Online Activity

### 1343 North Laurel Avenue



#### Introduction

The City of West Hollywood hosted an Open House for the project on May 17, 2014, between 10:00 AM and 2:00 PM at 1343 North Laurel Avenue in West Hollywood. Participants were given an escorted tour of the property at 1343 North Laurel Avenue, which included an explanation of recent renovations to stabilize the main building, Chauffeur's Cottage, and garages, and a brief overview of the history of the property. After the escorted tour, visitors participated in a Preliminary Vision Concepts prioritization activity, detailed below. More than 150 people attended the Open House and provided input on potential future uses for the property. The majority of visitors who filled out comment cards indicated that they live within a five-minute walk of 1343 North Laurel Avenue.

In addition to the Open House event, a similar online activity was available on the project's website between May 16 and May 30, 2014. The purpose of the online activity was to provide an opportunity for community members who could not attend the Open House on May 17 to participate in the community visioning process. The online activity reflected the Open House Preliminary Vision Concepts activity. In total, 28 people participated in the online survey, most of whom indicated that they live within a five-minute walk of the site.

This document provides a brief summary of the community visioning Open House and online activity for 1343 North Laurel Avenue. A photo documentation of the workshop can be found on the project website ([www.1343nlaurelave.org](http://www.1343nlaurelave.org)).

#### Purpose

The Open House and corresponding online activity provided an opportunity for participants to:

- Identify preferred indoor and outdoor future uses for the site.
- Select a preferred overall vision concept for the property.
- Provide additional feedback and engage in the planning process for the future of the site.



## Open House

### Welcome & Sign in

The Open House kicked off at 10:00 AM. Visitors were welcomed as they arrived, asked to sign in, and provided with a guide and verbal explanation of the day's activities and purpose. Participants were shown for the location of the next house tour, encouraged to participate in the preliminary vision concepts prioritization activity, and asked to submit their comment cards in the comment box before leaving. Food and beverages were provided by the City throughout the day. Youth were also encouraged to participate through a coloring activity.



### House Tours

Escorted tours of the main house were provided every 30 minutes on the half hour starting at 10:00AM, resulting in seven tours total. Each escorted tour began with an orientation covering information about the recent renovations to stabilize the property, a process known as "mothballing," by Peyton Hall with Historic Resources Group and Dan Adams with Heery, International.



Then, Margarita Wuellner with PCR and Jennifer Alkire with the City of West Hollywood provided an overview of the historical context and the property's character-defining features. Project team members escorted participants through the interior of the main house following each orientation. Event attendees were also welcomed to explore the Chauffeur's Cottage, garages, and grounds in their own time. City staff and project team members were stationed throughout the grounds to answer questions and help guide participants.

## Preliminary Vision Concepts Open House Activity

Participants were invited to review four large banners hanging on the fences in the shaded southwest corner of the site. Each banner showed one overall vision concept and corresponding example indoor and outdoor uses. All indoor and outdoor use ideas were provided by community members who participated in initial online activities and the Community Visioning Workshop earlier in the process.

**4 Concept**

**Community Events Center**  
a place to go for special events and community gathering

*this is my favorite vision concept!*

**Community Priorities Established through the Visioning Process:**

- Preserve historic aspects of the grounds building
- Preserve mature healthy trees, landscaping, and plant specimens
- Allow for outdoor seating areas, if not too hot in summer

**example OUTDOOR uses**

- flower garden
- farmers market
- water feature / fountain
- festivals and fairs
- outdoor movie theater
- demonstration garden

**example INDOOR uses**

- community events venue - plays, dances, music, lectures
- banquet facility
- wedding venue
- meeting / conference rooms
- movie filming location
- pop-up retail shops

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



The participant guide, which was distributed at the sign-in table, contained color-coded stickers for voting on concepts and uses. Visitors were instructed to vote for one overall vision concept (blue sticker), up to six preferred indoor uses (yellow stickers), and up to six preferred outdoor uses (green stickers) across all concept posters. Large Post-it pads were provided next to each concept banner for additional written feedback. Project team members were available to explain the vision concepts activity to visitors, if necessary. Participants placed stickers to express their preferences for an overall vision concept and indoor and outdoor uses, and wrote additional comments on the pads.



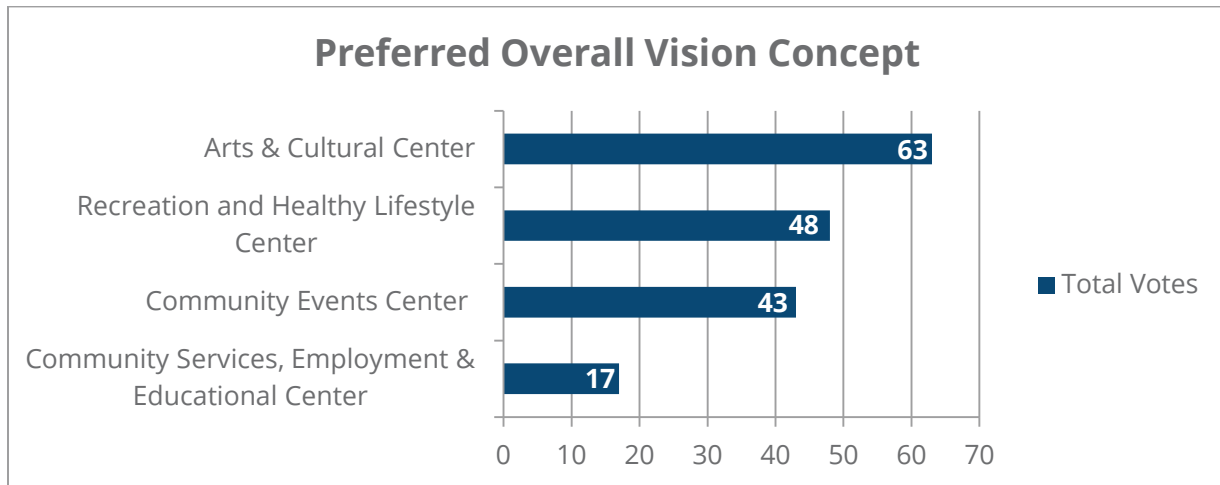


## Preliminary Vision Concepts Online Activity

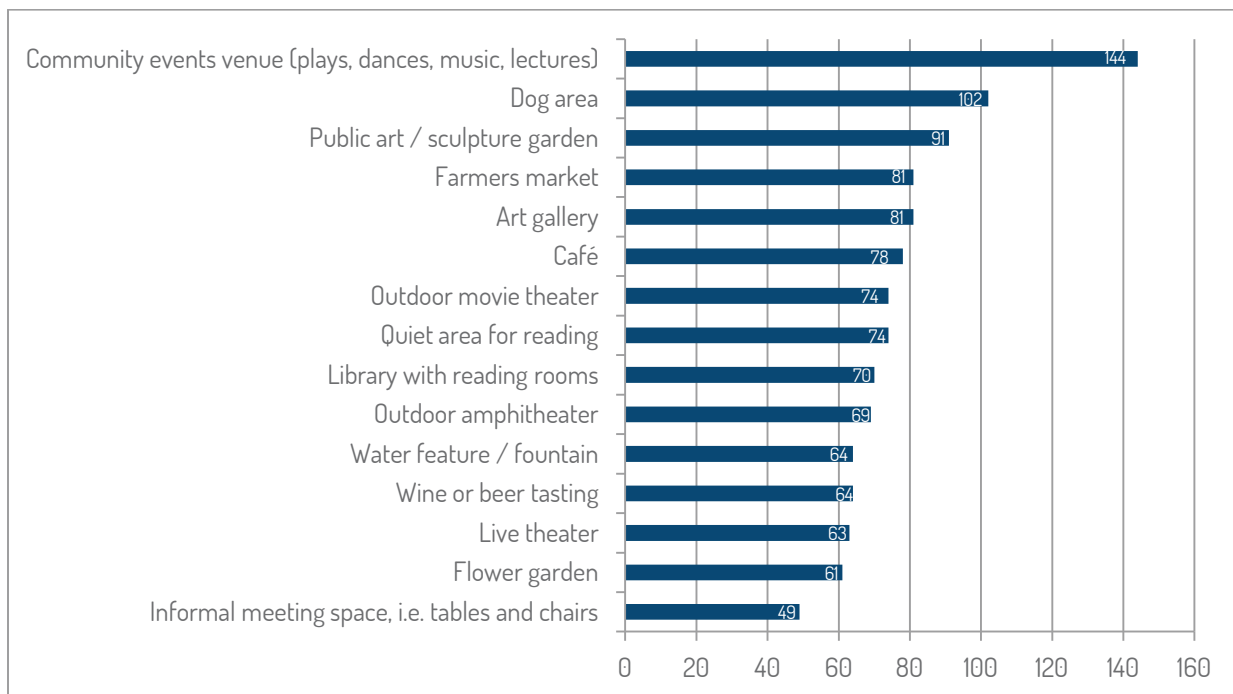
The community visioning online activity questions reflected the Open House vision concept voting activity and comment cards. The online survey asked the same questions and allowed for free-form comments. The survey was available from May 17–June 1 and was advertised through the project website, emails to participants of past project events, the City of West Hollywood’s Facebook page, and on the brochure at the Open House event.

## Open House & Online Vision Concepts Activity Results

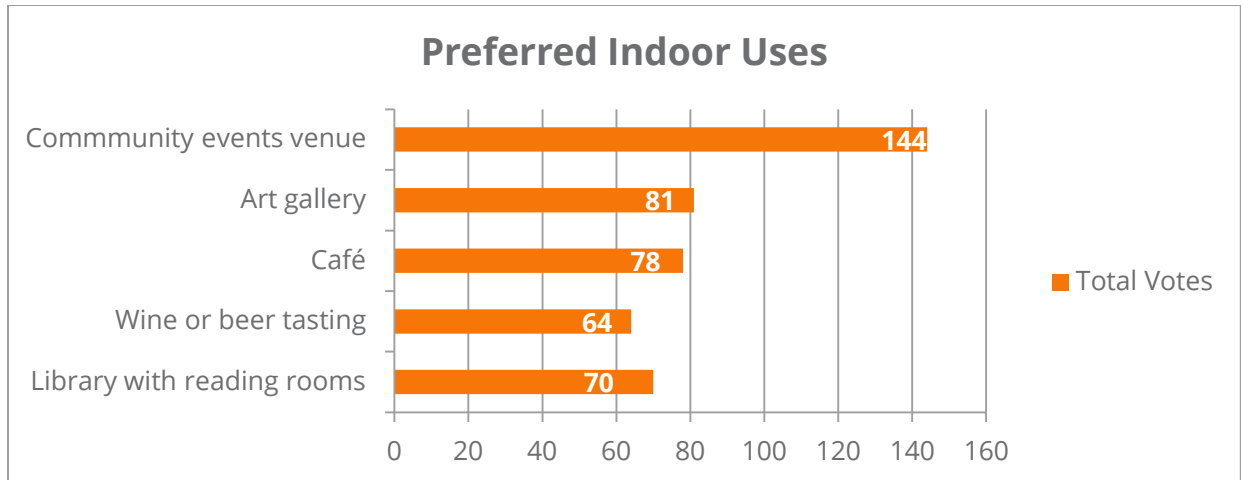
The overall preferred vision concept was the “Arts and Cultural Center.” Some of the top preferred indoor and outdoor uses were also arts-related, including “art gallery,” “live theater,” “public art/sculpture garden,” and “outdoor amphitheater.”



The top 15 most popular indoor and outdoor uses are shown below in order of preference.

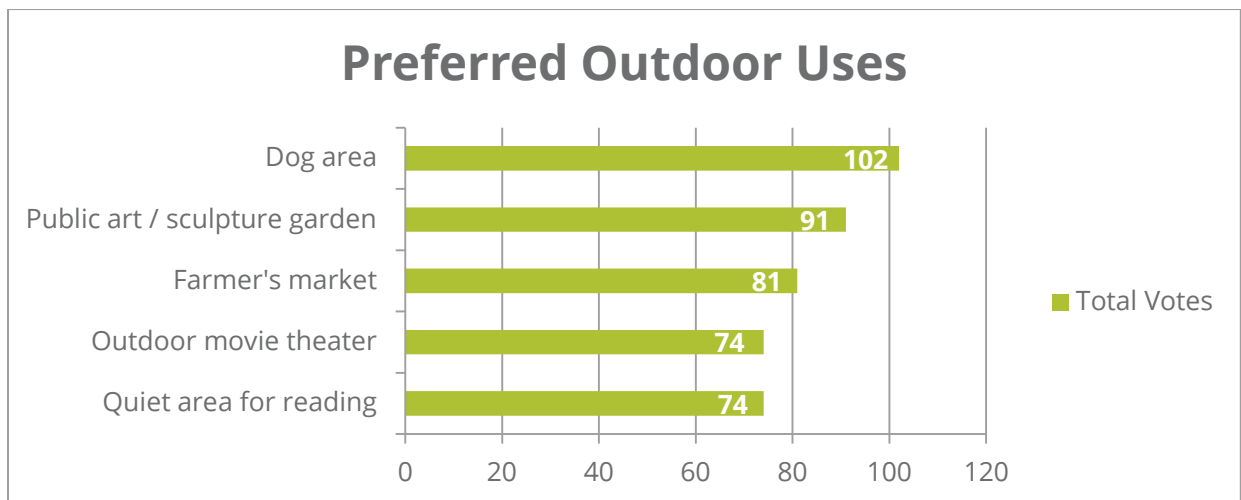


The single most preferred indoor use was “community events venue.” As expressed on the notepads for additional comments next to each poster, many participants suggested using the revenue from events to maintain the property. Many are also in favor of offering a café with wine and beer tasting on-site.



A large number of participants want to maintain the current peaceful atmosphere of the park. This was expressed through the large number of votes for “library with reading rooms” and a “quiet area for reading” outside.

The most popular outdoor use was “dog area.” However, in the comment cards, a few participants expressed a desire to keep dogs separated, and suggested designating some of the south side of the property as the dog area.



Many participants were also in favor of using the park to host a farmers market, outdoor movie theater, and outdoor amphitheater. As expressed on the notepads and comment cards, some nearby residents were concerned about noise and suggested restricting these uses to limited hours.

## Handling Increased Activity

A large notepad was provided for participants to write suggestions for how the City should handle any increase in activity at the site. Ideas included encouraging bike usage, offering a shuttle service from Plummer Park, increasing public transportation access, and validating parking in the nearby Sunset Boulevard garage. On the other hand, some suggested that the City should take no action, so as not to overwhelm the site with visitors. Similar ideas were raised in the online survey, with additional on-site bicycle parking receiving the most votes, following by a free shuttle to and from the property.

## Children's Activity

A shaded area with picnic tables was designated at the children's activity area. Children were provided with crayons and a two-sided sheet of paper asking them to write or draw their answers to the questions: "What do you love about visiting 1343 N. Laurel Avenue?" and "What are your ideas for 1343 N. Laurel Avenue?" Responses were displayed inside the tent.



## **APPENDIX A – Open House & Online Preliminary Vision Concept Activity Results**

The matrix below shows the complete results for the Open House and Online Preliminary Vision Concept activities. The horizontal gray sections show the overall vision concepts, of which there are four. The lettered items beneath each vision concept represent the corresponding example uses for the property. The most preferred concept and top 15 most preferred uses are shown in **bold**.

	<b>TOTAL Votes</b>	<b>Open House</b>	<b>Online</b>
<b>1. Arts &amp; Cultural Center</b>	<b>63</b>	52	11
<b>Art gallery</b>	<b>81</b>	72	9
Entertainment industry cultural museum	44	41	3
Locally crafted retail	11	7	4
Craftsperson work studios	24	21	3
Artists residency program	35	33	2
Specialized classes – drama, art, music	40	35	5
<b>Live theater</b>	<b>63</b>	58	5
Florist	4	3	1
<b>Wine or beer tasting</b>	<b>64</b>	62	2
<b>Public art/sculpture garden</b>	<b>91</b>	77	14
<b>Outdoor amphitheater</b>	<b>69</b>	66	3
Vendor carts/kiosks	5	3	2
Self-guided walking tour	16	11	5
Interactive art playground	21	17	4
<b>2. Recreation and Healthy Lifestyle Center</b>	<b>48</b>	<b>40</b>	<b>8</b>
Exercise facility	30	27	3
Fitness studios – yoga, Pilates, martial arts, gymnastics, dance	26	25	1
Nutrition classes	12	11	1
Community kitchen/healthy cooking classes	41	35	6
Bike repair shop	15	14	1
<b>Café</b>	<b>78</b>	69	9
Athletic-oriented retail	1	1	0
<b>Dog area</b>	<b>102</b>	93	9
Playground/tot lot	35	24	11
Bocce court	11	9	2

BBQ pit	5	5	0
Additional picnic tables and benches	37	29	8
Food swap	22	20	2
<b>3. Community Services, Employment &amp; Educational Center</b>	<b>17</b>	<b>15</b>	<b>2</b>
<b>Library with reading rooms</b>	<b>70</b>	61	9
Technology lab	7	6	1
Specialized classes – computers, language, special skills, etc.	28	28	0
Shared office space for small businesses	5	5	0
Business incubator	2	2	0
Nonprofit office space	16	9	7
Public health services/clinic	9	8	1
LGBT services	14	12	2
Rehabilitation services	6	4	2
Adult education center	15	14	1
Youth center	11	6	5
Job training center	2	2	0
Assisted senior living	7	7	0
Senior center	24	21	3
Community group meeting space	32	23	9
<b>Quiet area for reading</b>	<b>74</b>	65	9
<b>Informal meeting space, i.e., tables and chairs</b>	<b>49</b>	44	5
Chess/game tables	14	14	0
Ecology discovery kiosk	10	9	1
<b>4. Community Events Center</b>	<b>43</b>	<b>36</b>	<b>7</b>
<b>Community events venue (plays, dances, music, lectures)</b>	<b>144</b>	133	11
Banquet facility	9	7	2
Wedding venue	45	39	6
Meeting/conference rooms	34	27	7
Movie filming location	30	27	3
Pop-up retail shops	8	5	3
<b>Water feature/fountain</b>	<b>64</b>	53	11
<b>Flower garden</b>	<b>61</b>	49	12

<b>Farmers market</b>	<b>81</b>	75	6
Festivals and fairs	36	32	4
<b>Outdoor movie theater</b>	<b>74</b>	71	3
Demonstration garden	11	9	2

### **Appendix B –Demographics**

Out of the 150+ attendees of the Open House, 23 filled out a comment card, which included demographics questions. The online activity included the same demographics questions. The data for both is shown below.

<b>Which of the following best describes you? (Check all that apply)</b>	<b>Online Survey</b>		<b>Open House Comment Card</b>		<b>TOTAL</b>	
	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>
I am a resident of West Hollywood.	82.1%	23	91%	21	86%	44
I live near the property.	60.7%	17	87%	20	73%	37
I work in West Hollywood.	7.1%	2	26%	6	16%	8
I visit West Hollywood often, but I am not a resident.	0.0%	0	0%	0	0%	0
I represent a local community organization.	0.0%	0	0%	0	0%	0
I am a City Official (City Council, City Commission, or Board member).	10.7%	3	13%	3	12%	6
I am considering moving to West Hollywood.	0.0%	0	0%	0	0%	0
I am a local business owner.	0.0%	0	4%	1	2%	1
Other (please specify)		0	0%	0	0%	0
<b>answered question</b>		<b>28</b>	100%	<b>23</b>		<b>51</b>
<b>skipped question</b>		<b>0</b>	0%	<b>0</b>		<b>0</b>

<b>If you indicated above that you live near the property, how close do you live to the property?</b>	<b>Online Survey</b>		<b>Open House</b>		<b>TOTAL</b>	
	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>
5 - 15 minutes walking	74%	20	78%	18	84%	38
5 - 15 minutes biking/driving	18.5%	5	4%	1	13%	6
15 + minutes biking/driving	0.0%	0	4%	1	2%	1
Other (please specify)	7.5%	2		0	4%	2
<b>answered question</b>		<b>27</b>		<b>20</b>		<b>45</b>
<b>skipped question</b>		<b>1</b>		<b>3</b>		<b>6</b>

**Appendix C - Handling Increased Activity**

At the Open House, participants were asked to respond to the question “How should the City accommodate future increased activity at 1343 North Laurel Avenue?” The online survey included the same question with multiple choices and an open text box. The results are shown below.

**A. Open House** (summary of free responses)

- Bike racks
- Shuttle service
- Study for highest and best use
- Increased public transit
- Leave as is
- Offer validated parking in garage on Sunset Boulevard

**B. Online Survey**

**Given the residential location and limited available parking at the site, how should the City accommodate future increased activity at 1343 N. Laurel Ave.? (Check all that apply.)**

<b>Answer Options</b>	<b>%</b>	<b>Count</b>
Provide a free shuttle to and from the property	35.7%	10
Add bicycle parking on-site	64.3%	18
Increase on-site parking	25.0%	7
Offer valet service for a fee	7.1%	2
Reduce parking restrictions in the surrounding area	21.4%	6
Implement noise restrictions (no activities or amplification after a certain hour)	46.4%	13
Other (please specify)		5
	<b><i>answered question</i></b>	<b>28</b>
	<b><i>skipped question</i></b>	<b>0</b>





# Vision Concepts Committee Recommendations to City Council for 1343 North Laurel Avenue

July 30, 2014

## I. Overview of the Community Visioning Process

### Community Visioning Process

The Community Visioning process comprises three phases.



#### Phase 1

Phase 1 of the Community Visioning process for 1343 North Laurel Avenue kicked off with an online survey that asked questions about individual interest in the property and frequency of use. High-level questions about future use preferences were also included to get a pulse on the community prior to the Community Visioning Workshop. The survey was available from September 11 to October 12, 2013 and 248 people participated.

Following the online survey, the City hosted a Community Visioning Workshop on October 12, 2013, between 10:00 AM and 12:00 PM at the Plummer Park Community Center. Participants were invited to walk the grounds of the property at 1343 North Laurel Avenue prior to the workshop. During the workshop, participants were engaged in a series of creative brainstorming activities to generate ideas for a shared community vision for the property. Approximately 45 people attended the workshop.

An online visioning activity was also available on the project's website between October 12, 2013, and April 14, 2014. The purpose of the online activity was to provide an opportunity for community members who could not attend the workshop on October 12 to participate in the Community Visioning process. The online activity reflected the workshop activities. Approximately 23 people completed the online activity.

## Phase 2

Phase 2 of the Community Visioning process included the first Vision Concepts Committee meeting, which was held at Plummer Park on April 30, 2014. During the first meeting, the Committee reviewed the project team's approach to gathering community input at the Community Open House event scheduled for May 17, 2014.

A Community Open House event on May 17, 2014, was held on the property from 10:00 AM to 2:00 PM. Over 150 people attended the open house and voted for their preferred uses. A similar activity was also offered online from May 17 to June 1, 2014. Seventeen additional people participated online.

The second Vision Concepts Committee was held at Plummer Park on May 29, 2014, from 6:30 to 9:00 PM. The meeting focused on reviewing all community input to date and discussing high-level feasibility of the most popular future use ideas.

## Phase 3

Phase 3 of the Community Visioning process included the third Vision Concepts Committee meeting held at the Plummer Park Community Center on July 30, 2014. For the third meeting, the Committee refined its recommendations to City Council, as outlined in the following section. After the third meeting, the Public Facilities Commission, Arts and Cultural Affairs Commission, and Historic Preservation Commission reviewed the Committee's draft recommendations and provided comments.

## Vision Concepts Committee Overview

The following Vision Concepts Committee was appointed by City Council in May 2014:

Todd Williamson, Arts and Cultural Affairs Commissioner  
Yelena Zhelezov, Arts and Cultural Affairs Commissioner  
Allegra Allison, Historic Preservation Commissioner  
Gail Ostergren, Historic Preservation Commissioner  
Edward S. Levin, Historic Preservation Commissioner  
Heidi Shink, Planning Commissioner  
Marc Yeber, Planning Commissioner  
Keith Anthony, Public Facilities Commissioner  
Donna Saur, Public Facilities Commissioner  
Fritz Hoelscher, Property Owner at 1355 N. Laurel Ave. (directly adjacent)

The Vision Concepts Committee convened on three occasions between May and August 2014. The primary role of the Vision Concepts Committee was to review public input, assist with refinement of the overall community engagement program, and develop a set of future use recommendations based on community input and their collective expertise for City Council to study further.

## II. Summary of Community Input

To frame the included recommendations, this section provides a brief overview of results from the community outreach process. Detailed summary reports from the initial online survey, the Community Visioning Workshop and online activity, and the Open House event and online activity can be found in the appendix of this document and can be accessed through the project website: [ww.1343nlaurelave.org](http://ww.1343nlaurelave.org).

### Overall Key Findings

Overall key findings from the Community Visioning process include:

- Participants would like to have access to more community gathering spaces.
- Arts and Cultural Center was the overall preferred vision concept and a supported theme throughout this process. Many arts-based uses were included in the top 15 preferred uses, such as an art gallery, live theater, library, public art/sculpture garden, and outdoor amphitheater.
- The peacefulness and beauty of the property were discussed often throughout the visioning process. Many people would like to see the property's current uses maintained or enhanced, through a library with reading rooms or designated quiet areas for reading outdoors. The space already offers shady outdoor spaces to relax, and maintaining the existing, mature trees was originally a top concern of the community.
- Participants primarily want to see the main house and gardens preserved, but would also like to activate the space with new features and programming. Some ideas could be implemented as a temporary feature, such as a farmers market, movie night, pop-up library, or café use. Others might require more extensive renovations, such as a live indoor theater.
- Many people want to make sure that dog walking continues to be permitted on the property, as the park is currently used by several dog owners.

### Phase 1

As an outcome of the initial Community Visioning Workshop and online activity, participants agreed on three key guiding principles that should apply to any future use of the property:

- Preserve the 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

Common themes from the responses of both in-person and online participants were as follows:

- 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)
- Historic resources (e.g., preserve house)

Based on input gathered through the Phase 1 Community Visioning, four vision concepts were developed and shared for additional input at the Open House. The results of the Open House event are shared in later sections of this document.

## Phase 2

The guiding principles, combined with the online survey results and additional input from Community Visioning Workshop, generated four overarching, preliminary vision concepts that were presented at the Open House event:

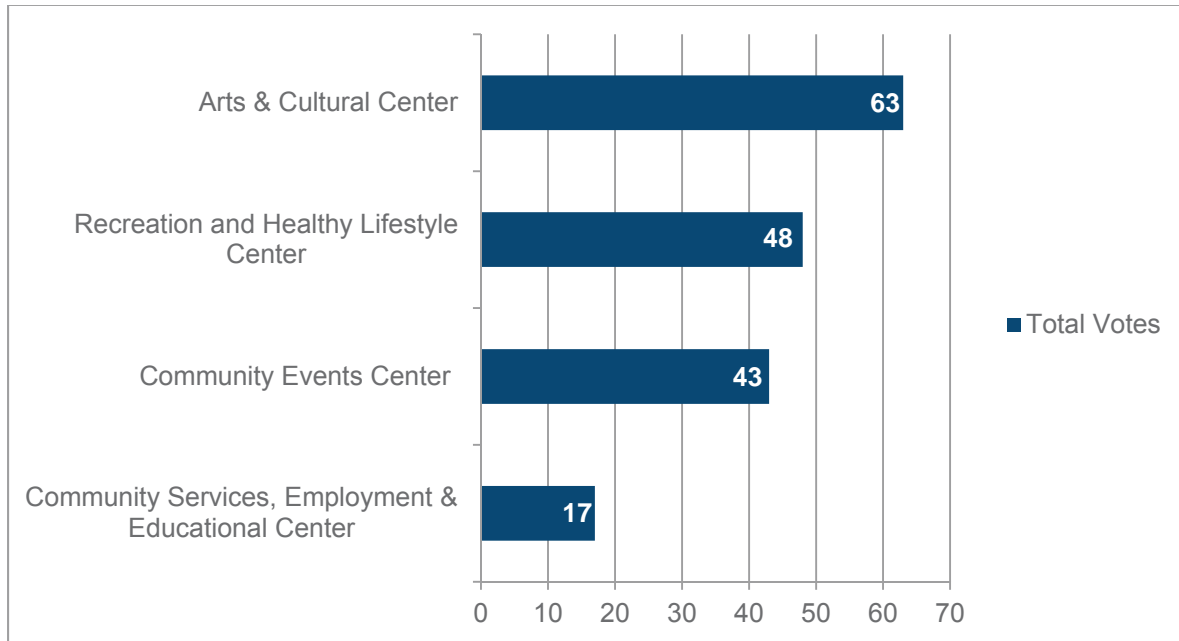
- **Arts and Cultural Center** – a place for art, creativity, and cultural preservation
- **Recreation and Healthy Lifestyle Center** – a place to exercise and be healthy
- **Community Events Center** – a place to go for special events and community gathering
- **Community Services, Employment, and Educational Center** – a place to go for learning, enrichment, and networking

These concepts were a distillation and categorization of the most repeated or popular community-supported use ideas. Not every idea fit neatly into one category or the other, but the vision concepts framework helped participants to think about their preferences in terms of potentially compatible uses.

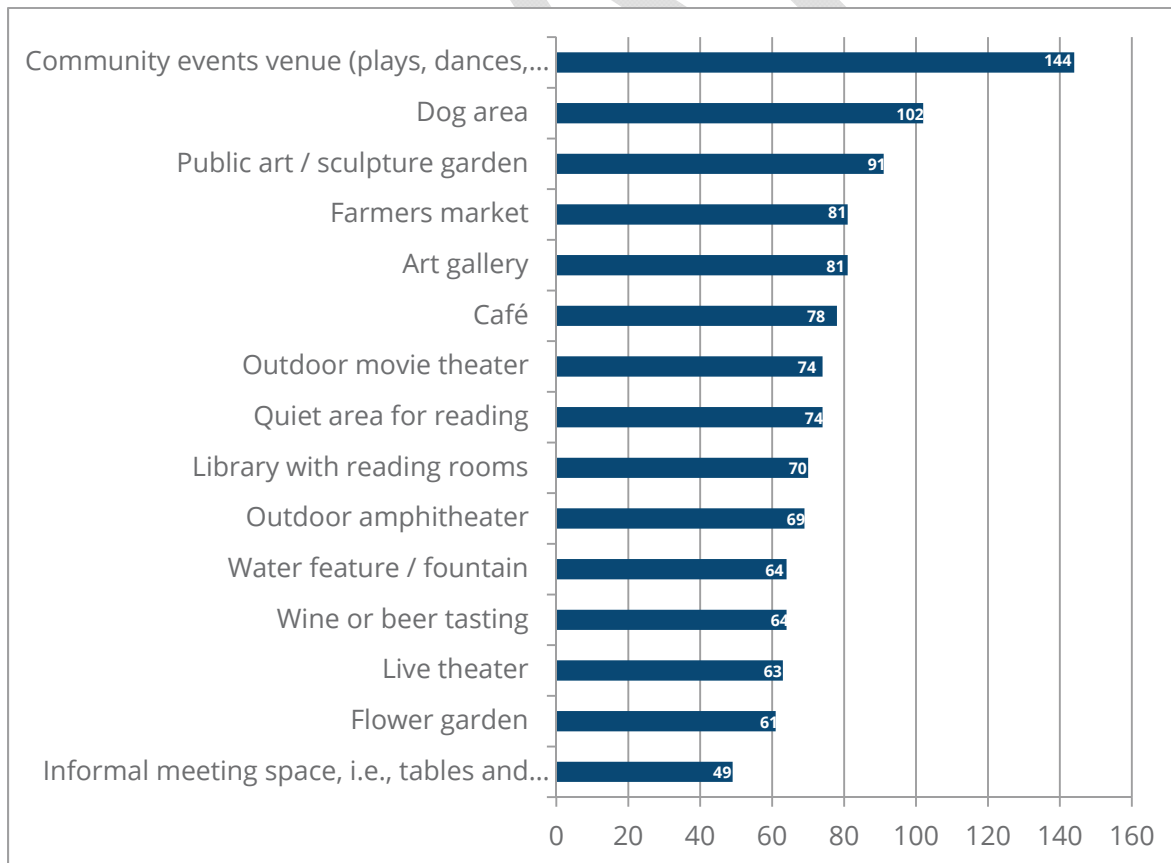
## Community Preferred Uses

At the Open House event and online between May 17 and June 1, 2014, over 160 participants voted for their overall favorite concept, up to six preferred indoor uses and up to six preferred outdoor uses. The results are as follows:

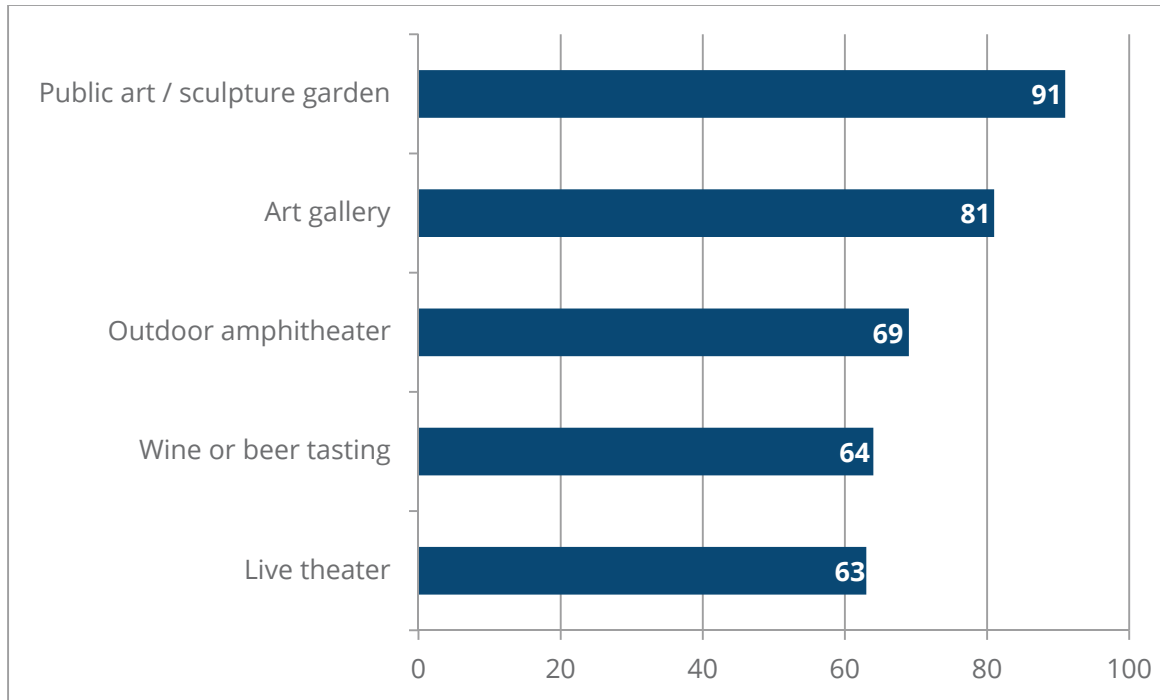
## Overall Favorite Vision Concept



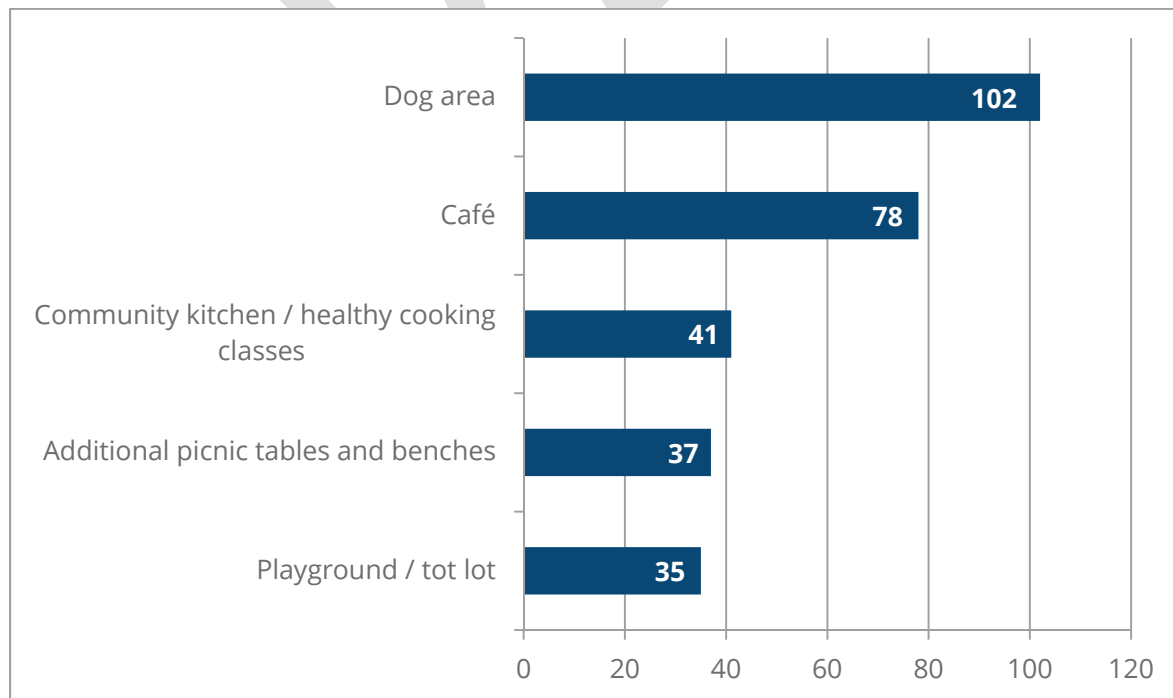
## Top Fifteen Uses Overall



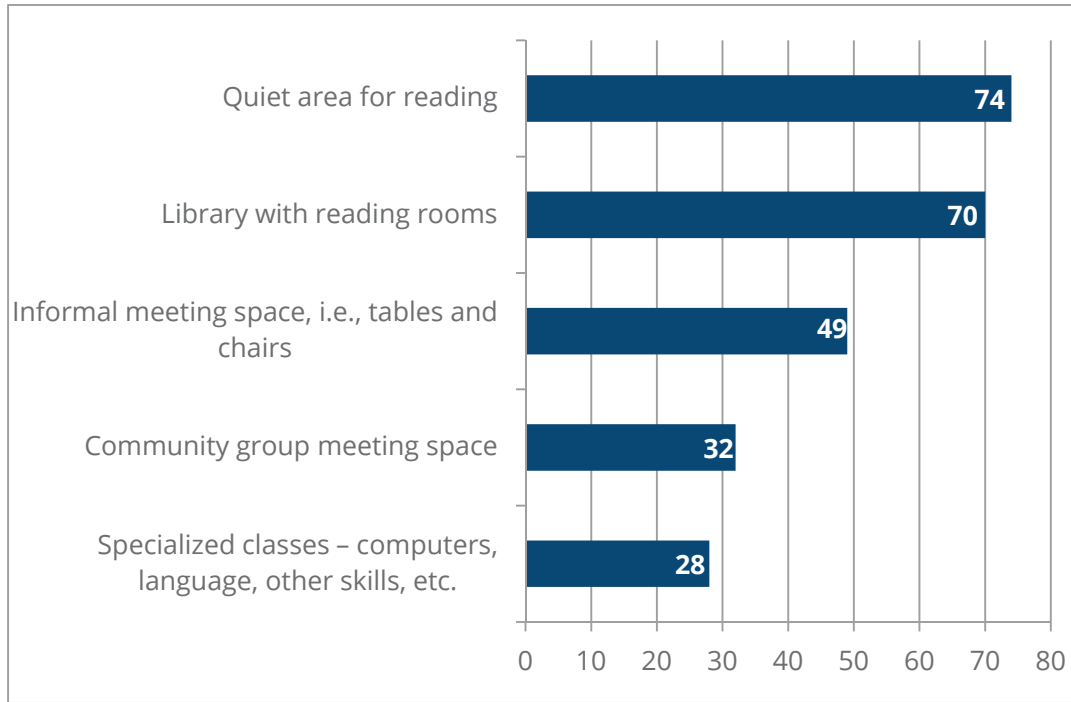
### Top Five Uses from Vision Concept #1 – Arts and Cultural Center



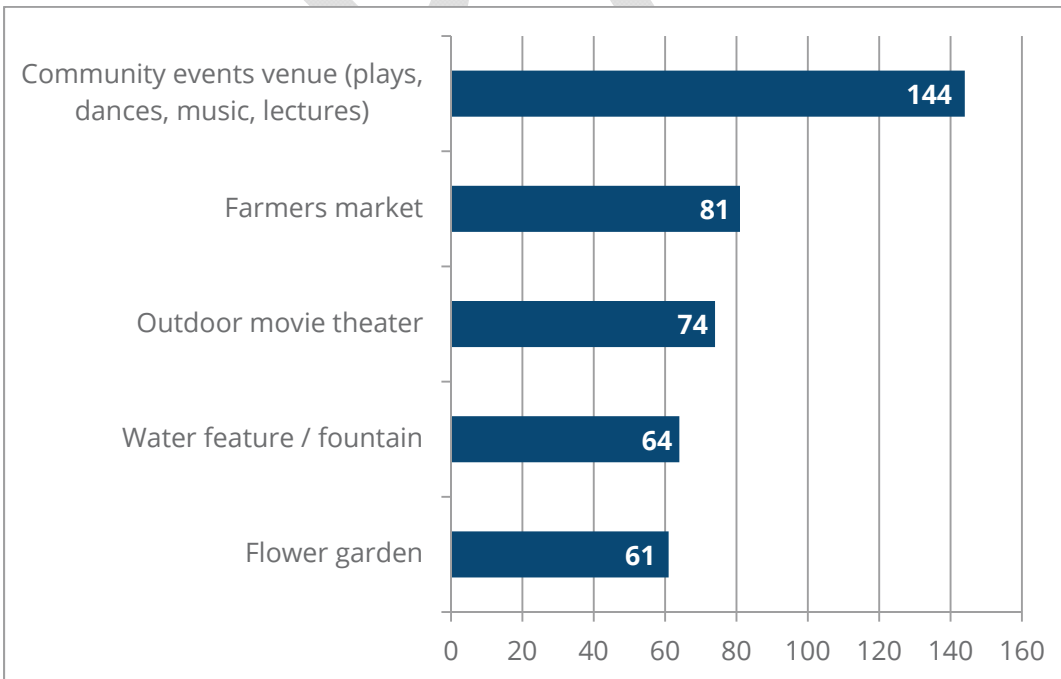
### Top Five Uses from Vision Concept #2 – Recreation and Healthy Lifestyle Center



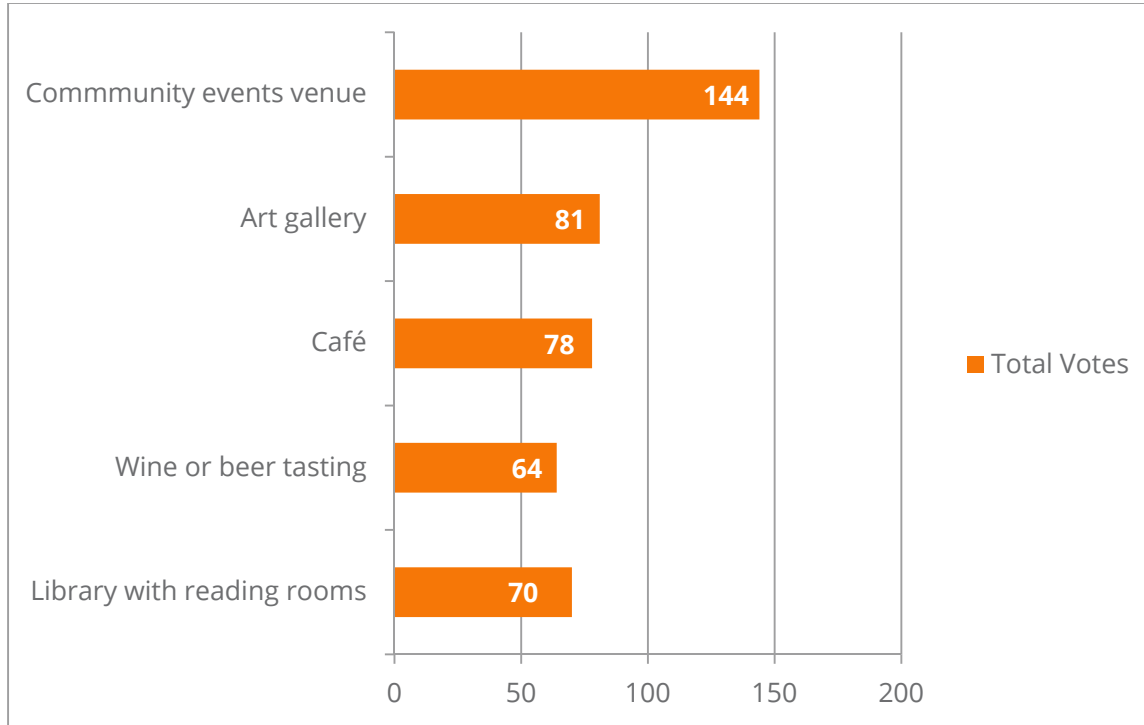
**Top Five Uses from Vision Concept #3 – Community Services, Employment & Educational Center**



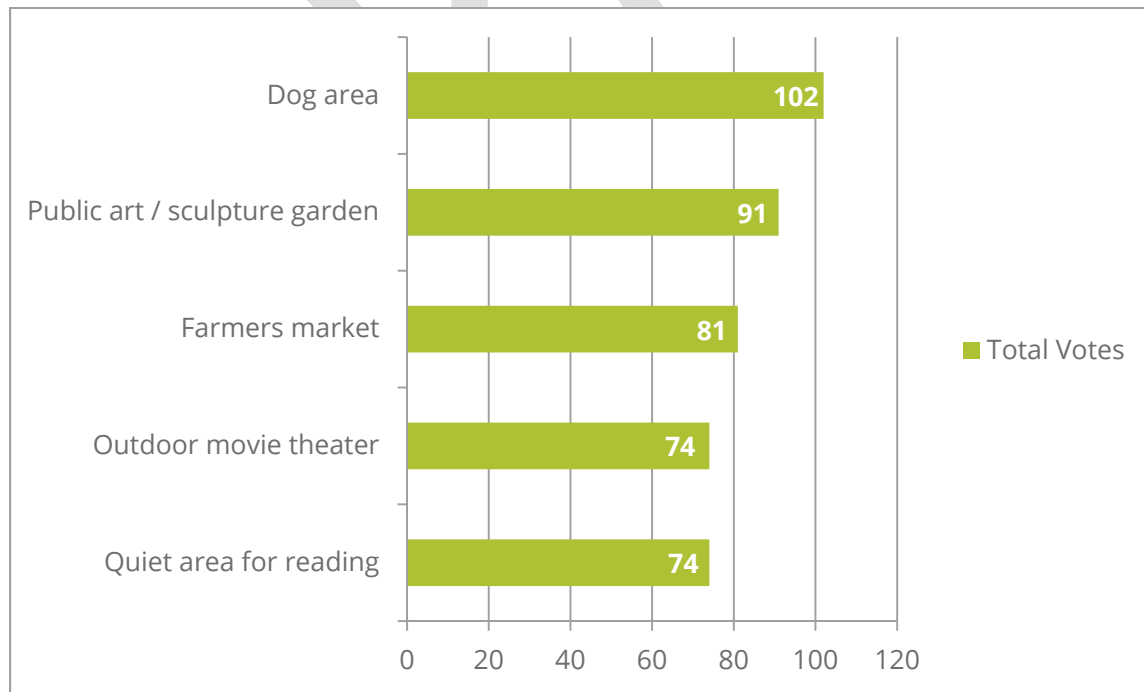
**Top Five Uses from Vision Concept #4 – Community Events Center**



### Top Five Indoor Uses Overall



### Top Five Outdoor Uses Overall





The following refined vision concept is a depiction of what the community's top 15 preferred uses could look like, if all ideas were implemented together.

## Art Park & Events Venue

a place for culture and community gatherings



Ideas are based on feedback provided by community members during the open house and matching online survey.

### III. Potential Considerations of Community-Preferred Uses

#### Level of Programming and Site Change

Out of the top 15 most popular uses, the majority would require minimal to moderate levels of site change and programming, which suggests that the community would prefer not to have intensive site change or programming for the uses that are implemented on the site. Throughout the visioning process, many members of the community have expressed a desire to maintain the peaceful atmosphere of the grounds. Uses that maintain the tranquil nature of the property, such as outdoor reading areas, a dog area, and a sculpture garden, require minimal site change and minimal programming.

The most preferred overall use, Community Events Venue, would require some renovations to the main house and moderate programming on behalf of the City in order to book events, but would not require intensive programming. Other community-preferred uses, such as an art gallery or library with reading rooms, would also not require more than moderate programming, but would require some intensive initial site change.

#### Definitions

The following definitions distinguish different levels of site change.

- **Minimal site change.** Requiring limited initial setup (e.g., purchase and assembly of amenities).
- **Moderate site change.** Requiring initial setup (e.g., limited renovation, light new construction, rearranging of the grounds).
- **Intensive site change.** Requiring extensive initial setup (e.g., new construction or comprehensive renovation, redesign of the grounds).

The following definitions distinguish different levels of programming.

- **Minimal programming.** No City-run programming (e.g., no formally organized events, posted open hours, online sign-up sheet for use if necessary, temporary staff when needed).
- **Moderate programming.** Low maintenance, ongoing City-run programming (e.g., regularly scheduled events, part-time staff).
- **Intensive programming.** Ongoing, regularly refreshed City-run programming (e.g., weekly calendar of events, continual development of new programs, full-time staff).

#### Community-Preferred Uses – Level of Site Change and Programming

The top 15 community-preferred uses are categorized below according to the level of programming and level of site change that will likely be required. The Vision Concepts Committee confirmed the content of this table during its third meeting using the definitions above.

Top 15 Community-Preferred Uses	# Votes	Level of Site Change	Level of Programming
Informal meeting space, i.e., tables and chairs	49	Minimal	Minimal
Flower garden	61	Minimal	Minimal
Live theater	63	Intensive	Intensive
Wine or beer tasting	64	Moderate	Moderate
Water feature / fountain	64	Moderate	Minimal
Outdoor amphitheater (with programming)	69	Intensive	Intensive
Library with reading rooms	70	Intensive	Moderate
Quiet area for reading	74	Minimal	Minimal
Outdoor movie screening	74	Minimal	Moderate
Café	78	Intensive	Moderate
Art gallery	81	Intensive	Moderate
Farmers market	81	Moderate	Intensive
Public art / sculpture garden	91	Minimal	Minimal
Dog area	102	Minimal	Minimal
Community events venue (plays, dances, music, lectures)	144	Moderate	Moderate

\*\*\* This table will be updated with committee input after the July 30 meeting. \*\*\*

## Additional Issues to Consider

The Phase 1 online survey asked participants to choose the top five issues that need to be considered most when selecting the future use for the site. Most survey participants are concerned about protecting the existing landscapes and historic structures at 1343 North Laurel Avenue. The following table provides participant responses to the online survey question.

### What issues need to be considered most when selecting the future use for the site?

Answer Options	Response Percent*	Response Count
Preservation of historic structures	77%	161
Preservation of existing mature trees	73%	152
Pedestrian access	49%	102
Noise	40%	84
Safety	34%	70
Parking	27%	57
Diversity of opinions in the community	27%	57
Construction impacts	24%	50
Bicycle access	11%	23
Automobile access	9%	18

\*Response percentages do not add up to 100% since survey participants could choose up to five choices.

During the Phase 2 Open House event, participants suggested the following solutions to accommodate increased activity on the property:

- Add bike racks and encourage biking/walking
- Validate parking for Sunset Boulevard
- Free shuttle to/from Plummer Park
- Increase accessibility to public transit
- Implement noise restrictions

## IV. Committee Recommendations

### Overall Considerations for Community-Preferred Uses

The Vision Concepts Committee reviewed the following considerations in relation to all potential future uses for 1343 North Laurel Avenue. These criteria were also used to subsequently evaluate each of the top 10 overall community-supported uses.

- **Parking and Accessibility**

The Committee recommends that parking and accessibility are primary considerations for City Council. The Committee developed several suggestions for resolving the lack of parking, such as shuttle service, valet service during events, more accessible and frequent transit connections, and parking validation at nearby garages. However, many felt that activating the park to a level beyond how it is currently used would create insurmountable parking issues and become a nuisance to property neighbors. Some Committee members felt that there is already ample parking nearby and that the best solution would be to revise current parking regulations to accommodate visitors on weekday evenings and weekends.

In regards to ADA accessibility specifically, the Committee recommends that City Council attempt to select uses that can be replicated on both floors of the main house, or that an elevator be considered as a part of the future use plan, if public uses are located on the second floor of the main house.

- **Available Amenities**

The Committee understands that in order to implement any of the community's preferred uses, some amenities (such as a commercial kitchen, public bathrooms, or staff parking) would need to be included in the plans and could impact the historical significance in some respects. The Committee recommends that City Council consider using the garages (south of the Bachelor's Quarters) to accommodate any required amenities.

- **Impacts on Neighbors**

The Committee recommends that City Council review existing noise restrictions for other park spaces in West Hollywood and implement a similar program at 1343 North Laurel Avenue. The Committee also recommends that property neighbors be given the opportunity to review and confirm any revisions to parking regulations along Laurel Avenue.

- **Impacts to Historic Significance**

The Committee unanimously agrees that no use should be allowed on the property that would revoke the site's local historical significance designation. The Committee recommends that City Council consider every potential future use in regard to the site's current eligibility for the National Historic Register. The Committee suggests that preserving the ambiance and feeling of the property is more important than achieving national historic status, if proper mitigation is possible for any significant impacts that result from new uses on the site.

- **Economic Viability**

The Committee recommends that City Council study the economic viability of any commercial use in advance of implementation. The Committee favors temporary “trial run” commercial uses to confirm economic viability.

- **Funding and Resources**

The Committee does not feel as though it is within its scope to make recommendations regarding funding and available resources to support the future use of 1343 North Laurel Avenue.

- **Required Service Agreements**

The Committee does not feel as though it is within its scope to make recommendations regarding possible service agreements to support the future use of 1343 North Laurel Avenue.

## Discussion of Community-Preferred Uses

- **Community Events Venue**

- The Committee recommends consideration of gathering spaces for informal community events over a full-scale wedding or events venue. The Committee is supportive of infrequent, larger events on the property, but prefers that it primarily stay open as a passive pocket park.

- **Dog Area**

- The Committee recommends that the current level of dog use is maintained (on leash) for those who walk dogs in the surrounding neighborhood. The Committee suggests that some additional dog-related infrastructure could be added, but not at the expense of the landscape.

- **Public Art/Sculpture Garden**

- The Committee supports this use and offers that additional arts and music programming would be an appropriate use of the property.
- Some Committee members would like to see an artist-in-residence program that contributes to the art displayed in the park. However, this use only earned 35 total votes during the Open House and online voting period. This may be due to the community’s disinterest in seeing any of the property used for private housing. The community feels that it is important to maximize public access to the main house and grounds. Currently, the Arts and Culture Commission is pursuing a resident dance company and poet laureate, both of which would be good candidates for living and performing at the site.

- **Farmers Market**
  - The Committee does not recommend this use due to the number of vehicles required to deliver produce and other goods at farmers market events. The Committee feels as though there are already ample produce market options in West Hollywood, such as the farmers market at Plummer Park.
- **Art Gallery**
  - The Committee supports this use if the City is able to secure the main house properly to avoid theft of valuable objects. The Committee would also like to see a museum use that commemorates the property's history and the history of the film industry in West Hollywood incorporated into the art gallery, if this use is further considered by City Council.
- **Café**
  - The Committee supports this use in a temporary capacity, initially. The Committee feels that it will be important to establish economic viability before permanently altering the site to accommodate a commercial use.
- **Outdoor Movie Screening**
  - The Committee did not discuss this community-preferred use in depth at the second meeting. More information will be collected at the third meeting.
- **Quiet Area for Reading**
  - The Committee supports this use and the maintenance or enhancement of all existing property uses. Improvements would be simple and affordable to implement, such as additional benches, reclining reading chairs, or shading.
- **Library with Reading Rooms**
  - The Committee supports this use in conjunction with but not ahead of other arts-related uses.
- **Outdoor Amphitheater**
  - The Committee supports the addition of an informal outdoor amphitheater space, as long as the landscaping is not negatively impacted and noise restrictions are in place. Programming for the amphitheater could either be developed by the City or could be used informally by the community.
- **Water Feature/Fountain**
  - The Committee supports this use and the maintenance or enhancement of all existing property uses.

- **Wine or Beer Tasting**
  - The Committee supports this use as a permitted activity accompanying event space rentals, but not as a permanent site feature. The Committee feels that this use is not economically viable given the multitude of beer and wine establishments in the area.
- **Live Theater**
  - The Committee does not support a formal live theater use for two main reasons. First, there are existing theaters in West Hollywood that are better suited to accommodate large crowds in terms of seating and accessibility. Second, this use presents the most uncertainty in regard to potential impact on the historical significance of the main house.
- **Flower Garden**
  - The Committee supports this use and the maintenance or enhancement of all existing property uses.
- **Informal Meeting Space**
  - The Committee supports the incorporation of informal community meeting spaces on the property, in conjunction with other uses.

### Committee Recommendations to City Council

In summary, the Committee recommends that City Council further study the following four options:

1. **Enhance Existing Uses** – This would entail general maintenance of the main house and grounds, a designated quiet reading space, some additional dog infrastructure, and some improvements to seating and landscape through a flower garden and water feature.
2. **Focus on Arts and Culture Uses** – This would entail incorporation of an outdoor amphitheater and sculpture garden; renovation of the main house to support a gallery, museum, and library; redesigning the garage spaces into art construction and rehearsal spaces; and designating the upstairs of the main house and some of the rear quarters as artist-in-residence accommodations.
3. **Focus on Event and Meeting Space Uses** – This would entail renovating the house to period conditions and allowing community members to reserve rooms and areas of the grounds for events and meetings.
4. **Some Variation of All Supported Uses (Existing, Arts and Events)** – A combination of all uses described in the options above.

## Next Steps

City staff will provide City Council with an update and seek its direction to determine the best course of action for completing a committee-driven feasibility analysis of the ideas generated by the community and further refined above. This next phase of the project will begin in early 2015.

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