MEMO

Date: November 26, 2014

Re: West Hollywood Eastside Community Plan – Eastside Tour and Working Group Meeting #5
          Summary (November 12, 2014)

INTRODUCTION

This memorandum summarizes the seventh meeting of the Eastside Working Group conducted by the City of West Hollywood. The City organized three presentations by two developer firms, CIM Group and Avalon Bay, as well as two planners from the City of Los Angeles, Kevin Keller and Conni Pallini-Tipton. The presence of the developers was organized to give the public and Working Group members the opportunity to ask questions about the developers' perspective on economic trends and West Hollywood's attractive characteristics for development. The planners from the City of Los Angeles were integral to the creation of the Hollywood Community Plan and worked with the recent large, Hollywood developments. Each presentation lasted 5 minutes long with **10 total minutes allotted** for questions. This summary describes the purpose and composition of Working Group Meeting #7, presents the topics of discussion from the Q&A portion, and outlines next steps.

OVERVIEW

The City of West Hollywood hosted and facilitated Working Group Meeting #7 on November 12, 2014, at the Plummer Park Community Center from 6:30 to 8:30 p.m. Presenters from the City of West Hollywood at the meeting included Senior Planner Bianca Siegl and Cultural Affairs Administrator Andrew Campbell. The meeting began with an announcement that Raimi and Associates and team were selected from the RFP process to be the Eastside's consultant on the Community Plan. The consultant team will meet the Working Group members in January 2015.

The meeting was attended by **nine** Eastside Working Group members. Staff updated the Working Group regarding online outreach via neighborland.com/wehoeastside. Working Group members were encouraged to visit the site to stay updated on others' opinions. The Working Group received a presentation from Jeffrey Aubel and Anwar Zraikat on the City's code compliance operations and from Andi Lovano and Peter Noonan regarding the City's Annual Report on Rent Stabilization and Housing. The last presentation from Working Group member Marina Berkman elaborated on demographics and cultural characteristics of immigrants from the former Soviet Union. In addition, the public was invited to share comments at the beginning and end of the meeting.

MEETING #7 RESULTS

MEETING AGENDA

- Call to order, pledge of allegiance, and roll call
- Public comment
- Welcome and introductions
- Approval of minutes
- WeHo East Arts presentation
- Developer discussions – by Avalon Bay and CIM Group
- Hollywood, City of Los Angeles discussion
- Schedule and next steps
- Comments and adjournment

WEHO EAST ARTS

Andrew Campbell raised awareness of the abundance of art on the Eastside by presenting the past and recent arts activity that has taken place. A few events he recalled were the "Go to the Park" initiative involving Plummer Park and the On Route-66 Lights for West Hollywood's 25th anniversary project. Recent events are the Winter Sounds and Summer Sounds as well as Free Theatres in the Parks. Not only are there several arts events that occur, but there are permanent structures such as the Three Horned Beast and Baby Beast that populate the Eastside. Campbell also explained how temporary art installations are commissioned and the flexibility in the time frame based on popularity. Another type of opportunity for more art is to have developers incorporate art into their buildings. He referenced the Monarch project's art of the Stud Wall and Corner Glory as recognizable examples.

DEVELOPER DISCUSSIONS

Avalon Bay - Next was the presentation on Movietown by Avalon Bay, which was represented by Mark Janda and Sam Pan. Mark and Sam presented the commercial uses they imagined fitting into the neighborhood, and emphasized how their business plan banks on the project's ability to serve the community. For this reason, they are looking for high quality restaurants with integrity that will fit into the fabric of the neighborhood. Mark and Sam state that Movietown incorporates a public alley that leads to the center corridor, which will activate the two levels of commercial uses (one facing the street and a row of uses behind this layer). In terms of incorporating art, Movietown's public art by Christian Moeller titled "M" ties the development to the movie history of that era. It also restored a movie camera that will be featured in the central corridor.

CIM Group – CIM Group was represented by Bradley Aaronson and Clyde Wood. Their discussion covered three different projects, The Lot, Sunset La Cienega, and 7617 Santa Monica Blvd (the car wash location). The two completed phases of the Lot were said to be attractive to creative tenants such as Will Smith's Funny or Die and Oprah Winfrey's organization that was originally located on Wilshire. CIM recognizes that there is an existing creative demographic that lives on the Eastside and believes its project will continue to attract nearby residents. Sunset La Cienega's 2-acre land is expected to offer 286 hotel keys and 198 units amongst 4 towers. They hope this project will offer more night life to the Eastside. And for the third project, 7617 Santa Monica Blvd, Bradley and Clyde highlight that they are still only conceptualizing the project, with a hotel as a possibility. Opportunities to incorporate the fire station on the adjacent lot or build a new fire station across the street were recognized.

HOLLYWOOD, CITY OF LOS ANGELES DISCUSSION

Andi Lovano and Peter Noonan presented an update on the RSH Annual Report 2013, which summarizes policy trends and availability of affordable housing per year. Affordability has been harmed by the dissolution of the CRA, sequestration, and the Costa Hawkins Act. Working Group members and RSH staff discussed the difficulties of maintaining the number of affordable units and challenges to creating meaningful incentives.

NEXT STEPS

The next meeting is scheduled to be on Wednesday, January 14, 2014. The meeting will introduce the chosen consultants Raimi and Associates to the Working Group and public.

EASTSIDE WORKING GROUP MEETING #5 TRANSCRIPTION NOTES

The following are notes from comments made by Working Group members.

CODE COMPLIANCE PRESENTATION

- Exterior paint jobs are often not done within the 7 year requirement
- Commercial buildings are less likely to be reported
- Push for more proactive Code Compliance approach
- People may have a perception that their one complaint won't make a difference. Hopes that it will be easier to find out what complaints have already been filed on a specific property. Optimism about WeHo Direct – to engage neighbors in reporting Code issues
- Concern over shared economy and businesses like AirBnB and wonders how code enforcement handles these home occupancies

RENT STABILIZATION AND HOUSING ANNUAL REPORT UPDATE

- Suggest scheduled inspections of all rent stabilized buildings
- City should consider incentives for landlord to maintain exteriors, especially for some landlords cannot afford it
- Maintenance standards are currently not applied to common area flooring that are not carpet – tile or linoleum
- Question of what is considered sufficient maintenance – replacing one broken tile is enough
- Suggestion that the city keep record of exterior painting
- Eastside identity is largely based on moderate housing stock
- Difficulty of incentivizing moderate housing as the state sees moderate as market rate
- What is the City doing about the aging housing stock? Difficult to address because they are privately owned; for example, difficult to assure buildings will become seismically standard while maintaining rent stabilized units
- RSH's priority is to maintain rent stabilized units

RUSSIAN-SPEAKING COMMUNITY PRESENTATION

- The Working Group members greatly appreciated Marina's presentation and became more open-minded and knowledgeable of their Russian neighbors.
- Recommendations to reach out to Russian Community
- Presentation should be a tool to help others in the community understand Russian-speaking population