

**MINUTES  
EASTSIDE WORKING GROUP  
CITY OF WEST HOLLYWOOD  
JUNE 11, 2014  
6:30 P.M.**

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

**1. CALL TO ORDER**

The meeting was called to order at 6:30 p.m. by Bianca Siegl.

- A. Pledge of Allegiance  
Lisa Andreson led the Pledge of Allegiance.
- B. Reminder to Speak Clearly Into Microphone and to Turn Off All Cellular Phones and Pagers

Working Group Members and public were reminded to speak clearly into their microphones to accommodate the public record tapes and the hearing-impaired.

**C. Roll Call**

Working Group Members present:

Lisa Andreson, Marina Berkman, Cathy Blaivas, Justine Block, Chad Blouin, Michael Dolan, Jared Meisler, Jesse Slansky, Jeff Yarbrough, Neal Zaslavsky

Working Group Members absent:

Rica Burton, Carlos Florez, Emily Gable, Jeanine Olander, Andrew Rakos

Staff present:

Melissa Antol, Long Range and Mobility Planning Manager  
Bianca Siegl, Senior Planner  
Georgia Sheridan, Assistant Planner  
Loreli Cappel, Consultant, PMC  
Dana Hoffman, Consultant, PMC  
Danny Casillas, Administrative Specialist III

D. Approval of Minutes

Motion: Approve minutes, Working Group meeting of May 14, 2014 with the following correction:

*Correct Neal Zaslavsky's name throughout*

Moved: Chad Blouin

Second: Neal Zaslavsky

Aye: Cathy Blaivas, Justine Block, Chad Blouin, Michael Dolan, Jared Meisler, Jesse Slansky, Jeff Yarbrough, Neal Zaslavsky

Abstain: Lisa Andreson, Marina Berkman

Motion passed.

2. PUBLIC COMMENT

Laura Boccaleti, WEST HOLLYWOOD, spoke about working group members speaking clearly into the microphone.

3. NEW BUSINESS

A. Eastside Tour Discussion

Cathy Blaivas expressed concern for the identity of the eastside changing and mobility.

Michael Dolan stated that the City has a clear, identifiable gateway entry on the Eastside because of successful development in the area.

Chad Blouin stated he would prefer keeping the neighborhood as it is, rather than developing a new identity.

Lauren Meister, WEST HOLLYWOOD, suggested having visual examples of what the area could look like, as well as minding the demographics as they will be changing.

B. Eastside Demographic Profile

Bianca Siegl reviewed demographic information requested at the previous meeting.

Chad Blouin clarified comments regarding maintaining the identity of the east side.

Jeff Yarbrough agreed that there should be organic development rather than imposing a brand on the area.

Lisa Andreson said that she likes the idea of the current neighborhood with a fresh coat of paint.

Marina Berkman agreed and added that most issues are the same throughout the city.

**Motion: For the purposes of the Eastside Community Plan, refer to the Eastside as a neighborhood but know that it is part the City of West Hollywood.**

Moved: Michael Dolan

Second: Chad Blouin

All Aye.

Motion passed.

C. Discussion of Topics for Eastside Community Plan

Loreli Cappel, helped the Working Group prioritize the list of topics for the Eastside Community Plan using a voting system.

D. Next Agenda

Bianca Siegl explained next steps.

State of the City Event-

Lisa Andreson, Chad Blouin, Michael Dolan, Neal Zaslavsky, Jeff Yarbrough will attend. Cathy Blaivas will be an alternate.

4. WORKING GROUP MEMBER COMMENTS

Neal Zaslavsky stated that no landlords are losing money due to rent control.

Michael Dolan said that he does not support big box businesses in the neighborhood, but knows that market demands may dictate what businesses come into the neighborhood.

Cathy Blaivas expressed concern for single family development in neighborhoods on the eastside and suggested creating Overlay Zone and Design Guidelines. She commended staff and the working group.

Jesse Slansky thanked staff and listed a few items.

- An example of good planning is the development on the corner of Fairfax and Waring.
- Sometimes buildings outlive their usefulness
- Placing utilities underground
- Eliminating some left turns on Santa Monica Boulevard
- Utilizing one-way streets and angled parking
- Satellite library

Chad Blouin suggested restoring lost driveways.

5. PUBLIC COMMENT

Larry Block, WEST HOLLYWOOD, spoke about businesses affecting the area and public safety.

Victor Omelczenko, WEST HOLLYWOOD, spoke about zoning.

Lauren Meister, WEST HOLLYWOOD, spoke about economic redevelopment and zoning.

6. ADJOURNMENT

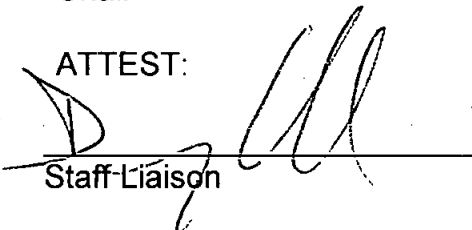
Action: The Eastside Working Group adjourned at 8:29 p.m. until the next meeting on July 9, 2014, 6:30 p.m., Plummer Park Community Center, 7377 Santa Monica Boulevard, Room 5, West Hollywood, California 90069

APPROVED BY MOTION OF THE EASTSIDE WORKING GROUP THIS 9TH DAY OF JULY 2014.



Chair

ATTEST:



Staff Liaison