



City of West Hollywood
California 1984



EASTSIDE

community plan

Eastside Working Group Meeting

March 22, 2016

AGENDA

1. Public Comment
2. Welcome and Introductions
3. Economic Development
4. Community Event Update
5. Next Steps
6. Public Comment

Economic Development

- Existing Conditions/Key Issues
- Current Programs or Initiatives
- Future Opportunities

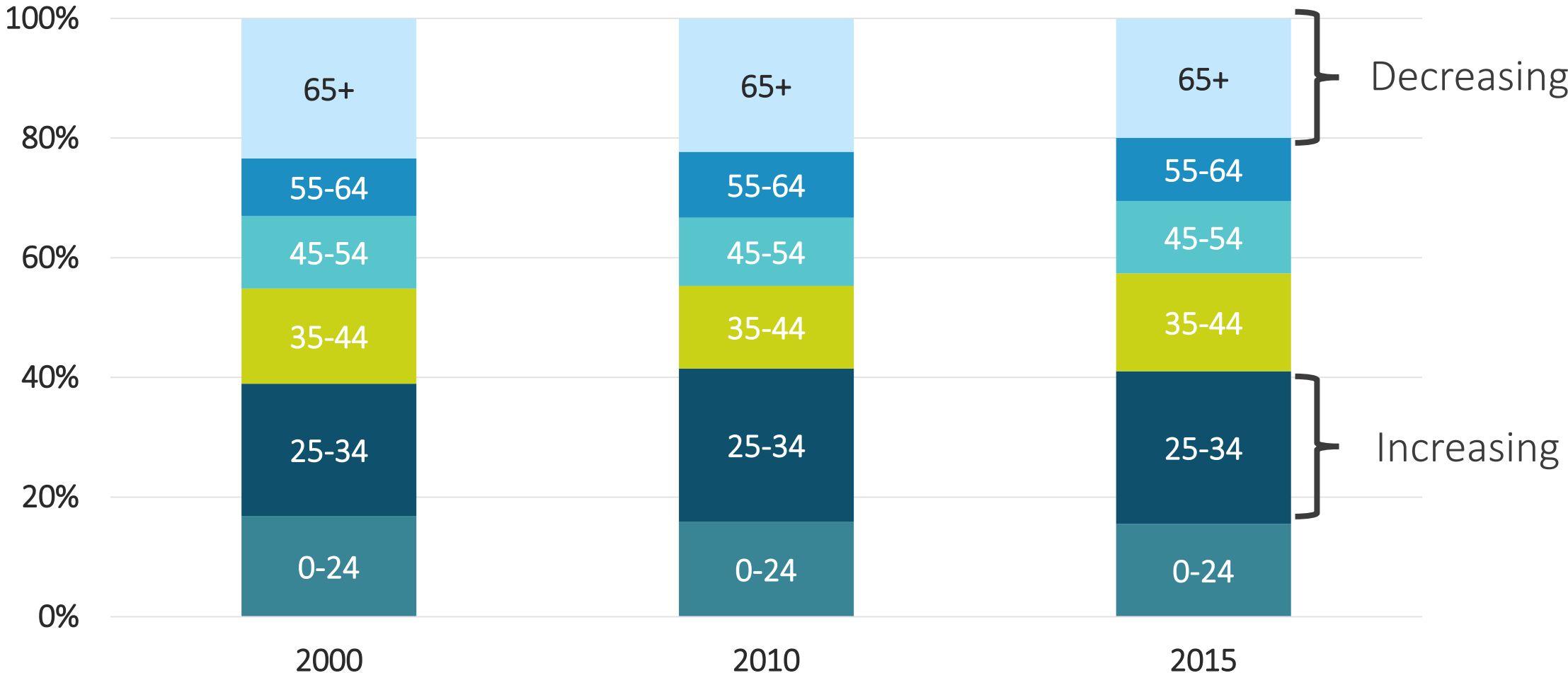
Existing Conditions/Key Issues



- The changing face of neighborhood-serving retail
 - Demographics have been shifting
 - New residents expected to be younger, and some more affluent
 - “Growth spurt” in process with 900 new units

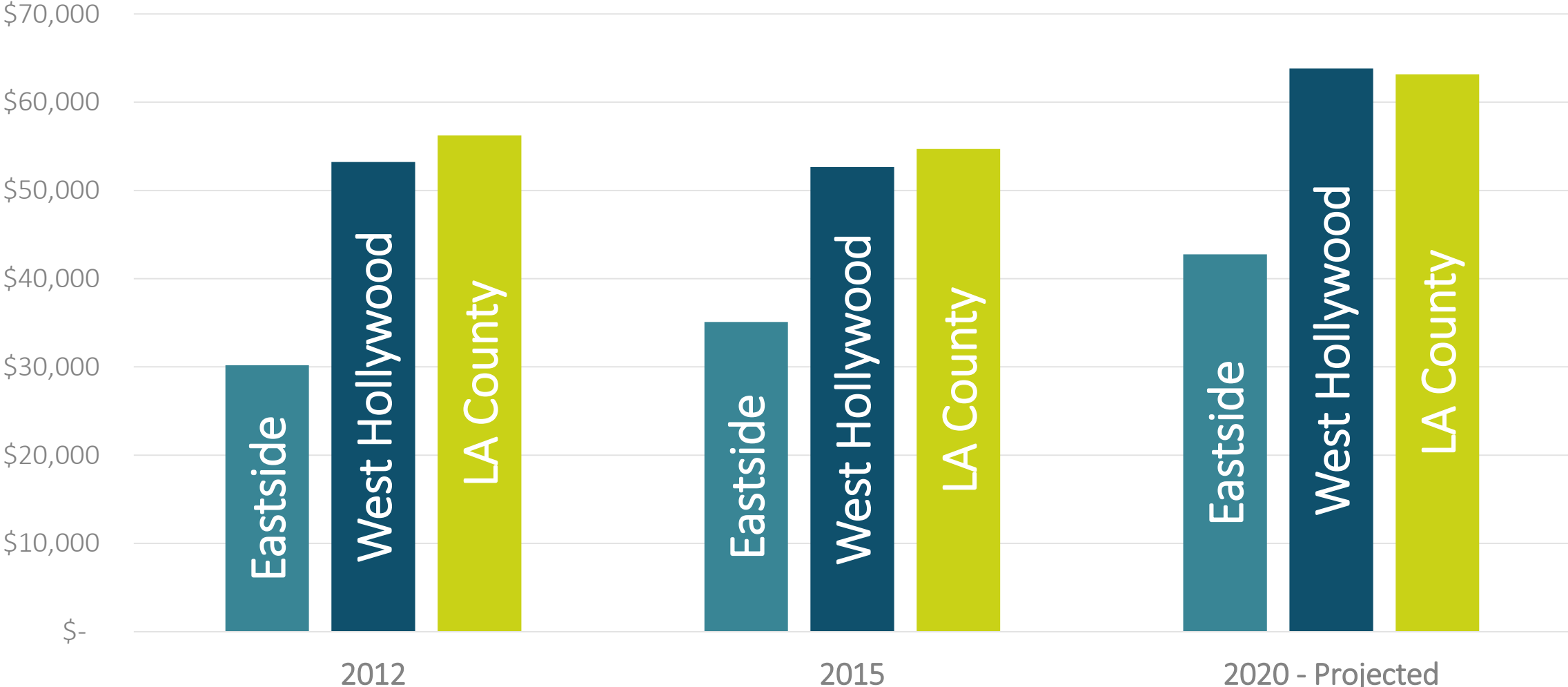


Eastside Population by Age



Sources: US Census Bureau and ESRI

Median Income



Discussion



1. What do you value about the Eastside environment?
2. How would you define the character of the Eastside compared to other areas of town?
3. What kind of environment or “vibe” is preferred in the commercial corridors?

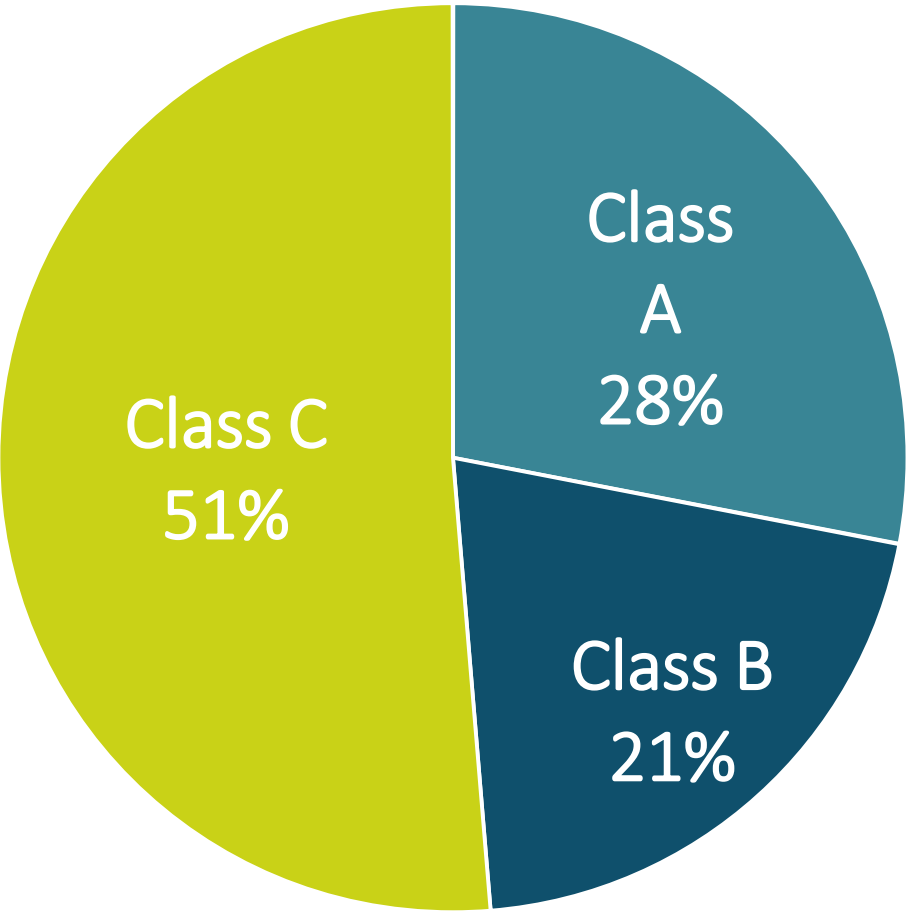
Existing Conditions/Key Issues



- Older buildings and small parcels
 - Difficult to reuse
 - Parking may not be adequate for certain types of businesses
 - Buildings may not support desired types of businesses (retail, office)



Office Space by Class



Source: Costar, 2016

Class A



Class B



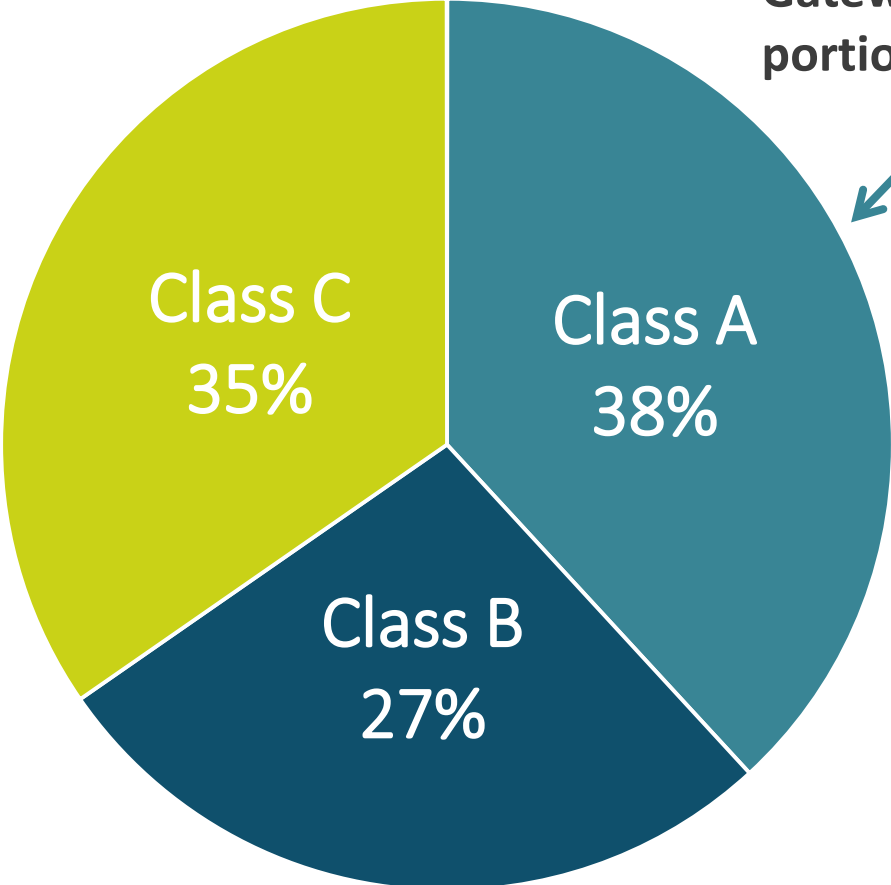
Class C





Retail Space by Class

West Hollywood Gateway makes up large portion of Class A



Class A



Class B



Class C



Source: Costar, 2014

Discussion Question



What commercial uses are most important to the area's ability to serve and thrive?

Existing Conditions/Key Issues



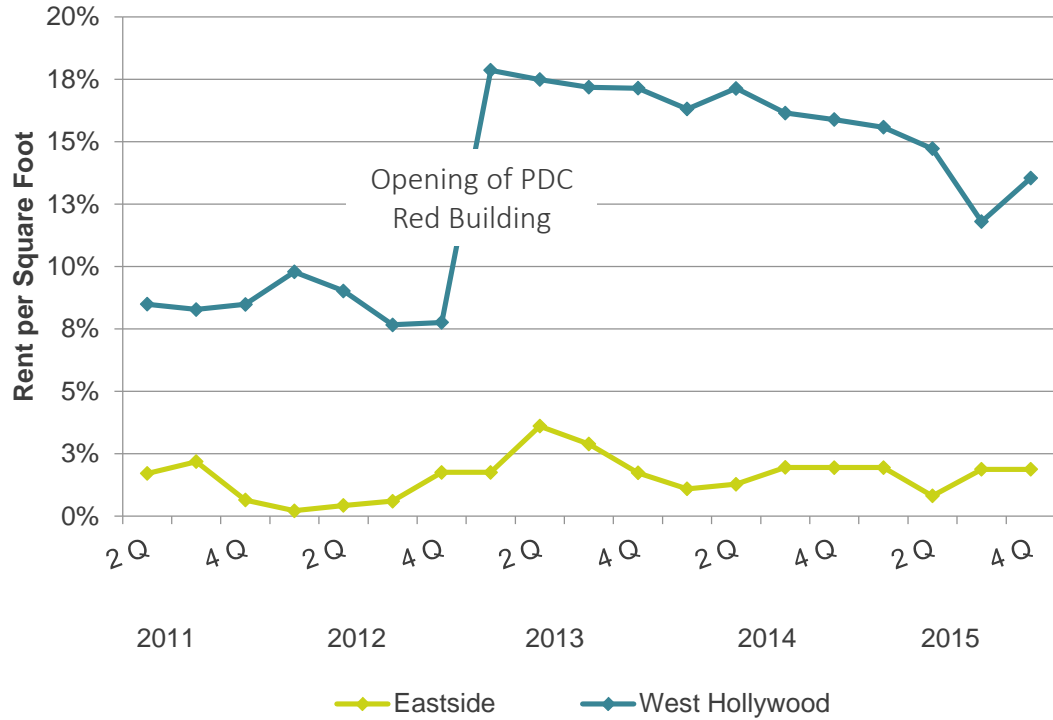
- Vacant and underutilized spaces
 - Vacant storefronts
 - Spaces with potential for more appropriate uses



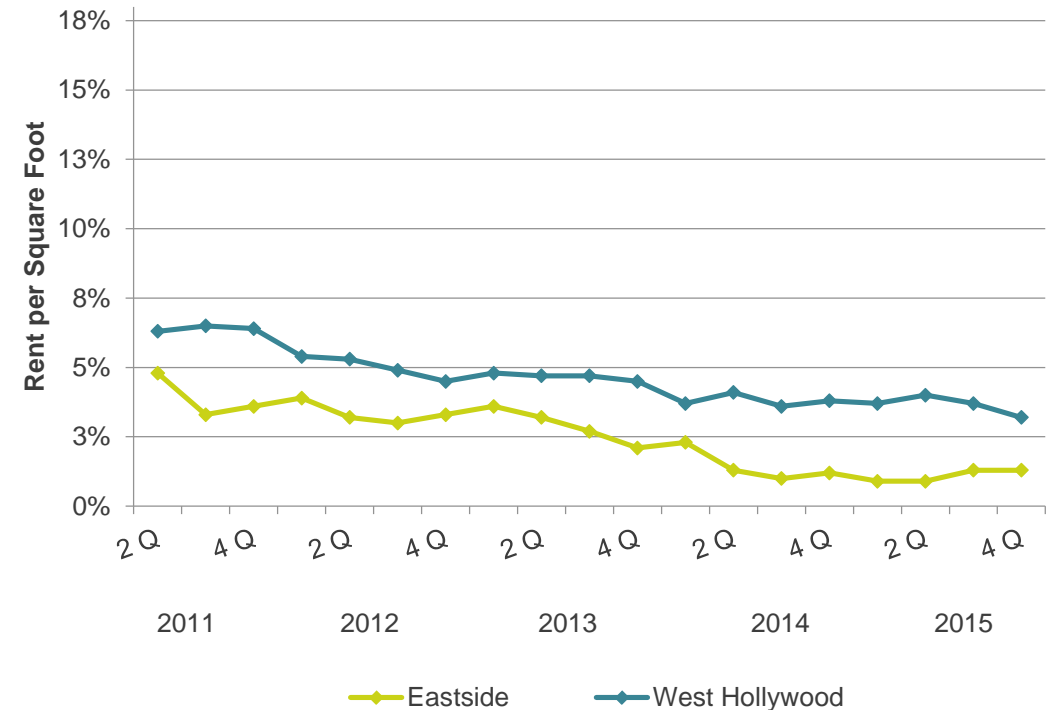
Vacancy Rates



Office Vacancy Rate



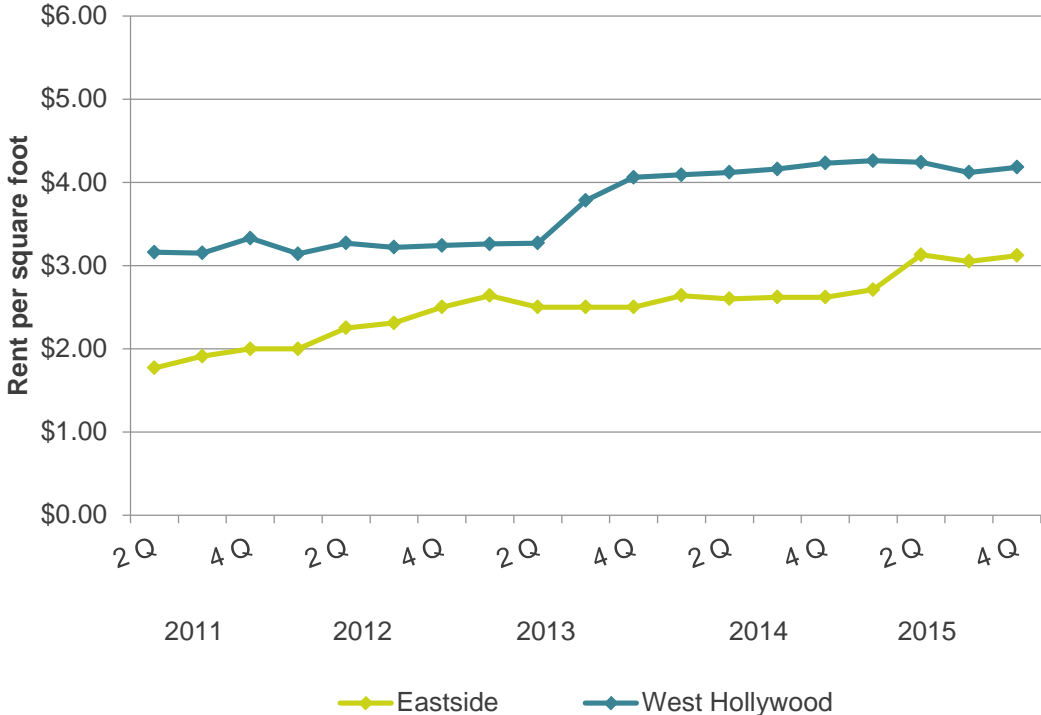
Retail Vacancy Rate



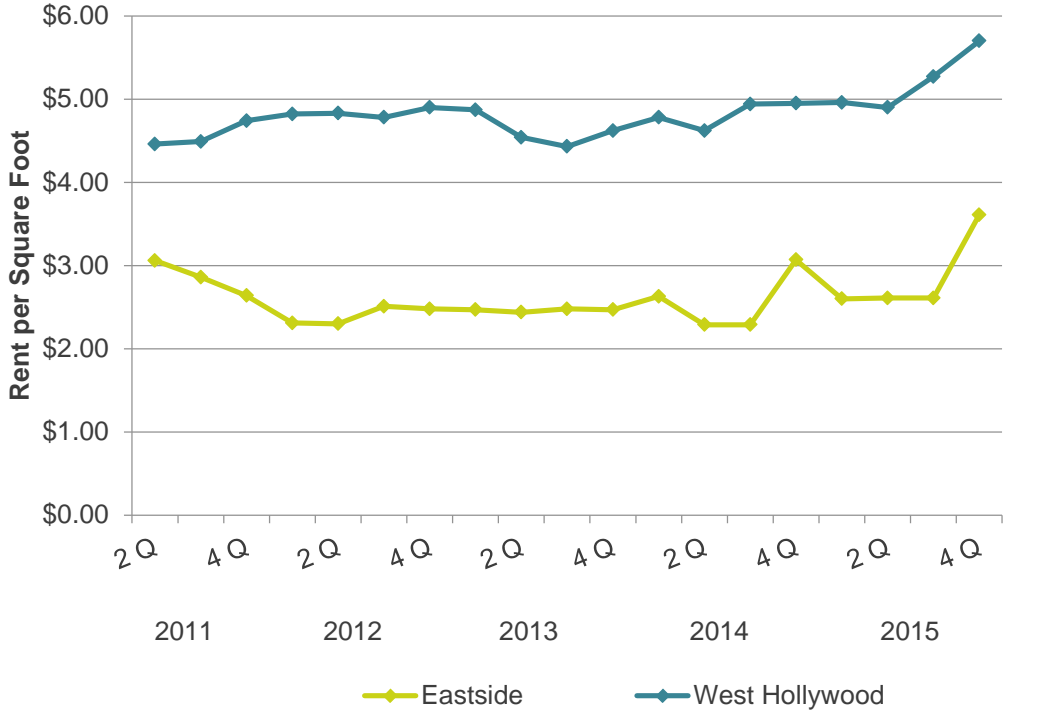
Lease Rates



Office Asking Rents



Retail Asking Rents



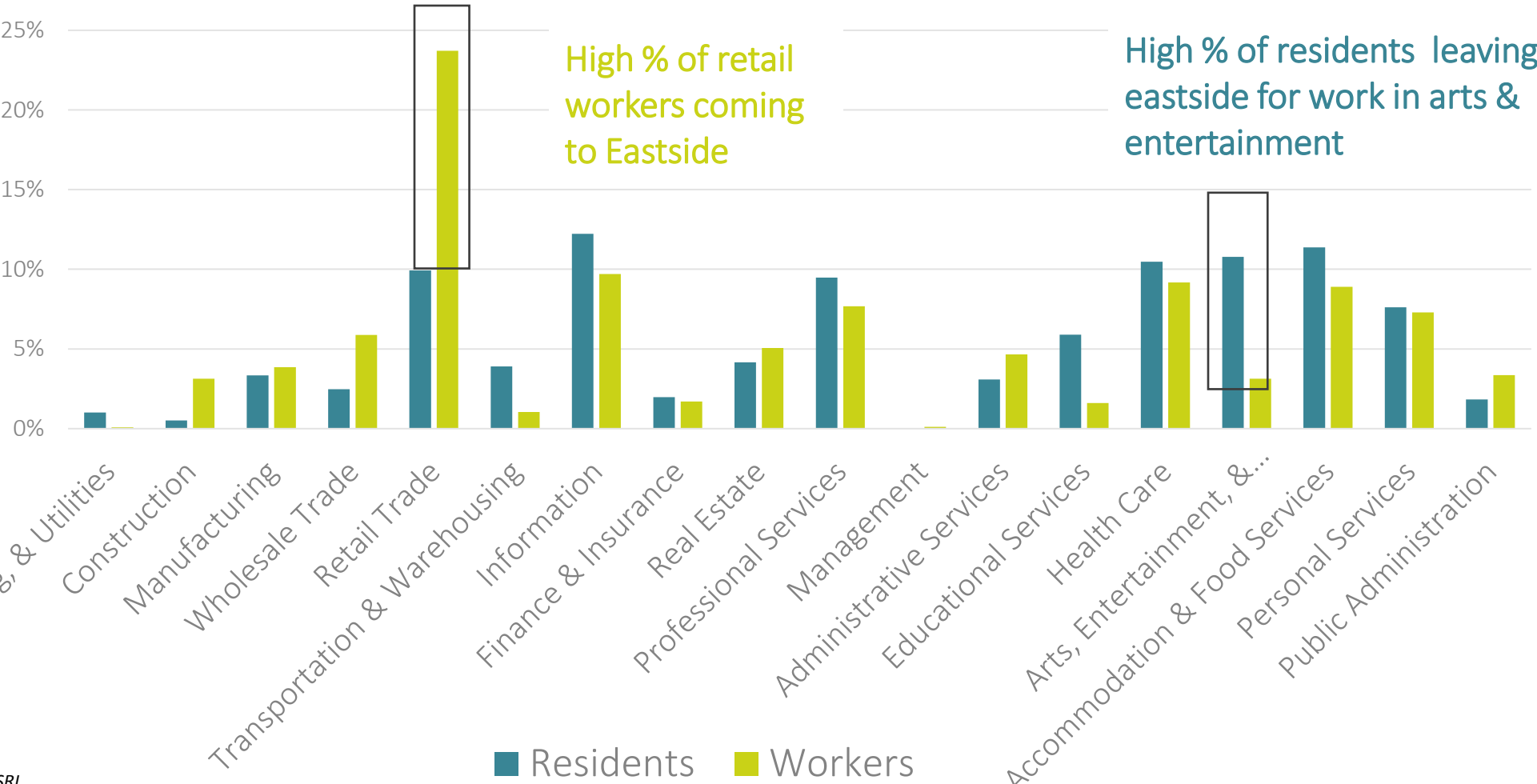
Existing Conditions/Key Issues



- Jobs and wages
 - Most eastside jobs are in retail
 - Median incomes are low in immediate area



Employment Balance



Sources: US Census and ESRI

Discussion Questions



What mix of uses feels right? And does the location of those uses matter?

Does the existing infrastructure on the Eastside support the desired uses/environment?

In what ways do you see property owners or businesses implementing changes over the last few years, and how successful do those changes seem to be?

Current Programs or Initiatives



- Eat, Shop, Play
- I am West Hollywood
- The Pickup Line
- 10-day permit turnaround
- Networking Events with the Chamber of Commerce
- Start up in a day (program underway)



Future Opportunities

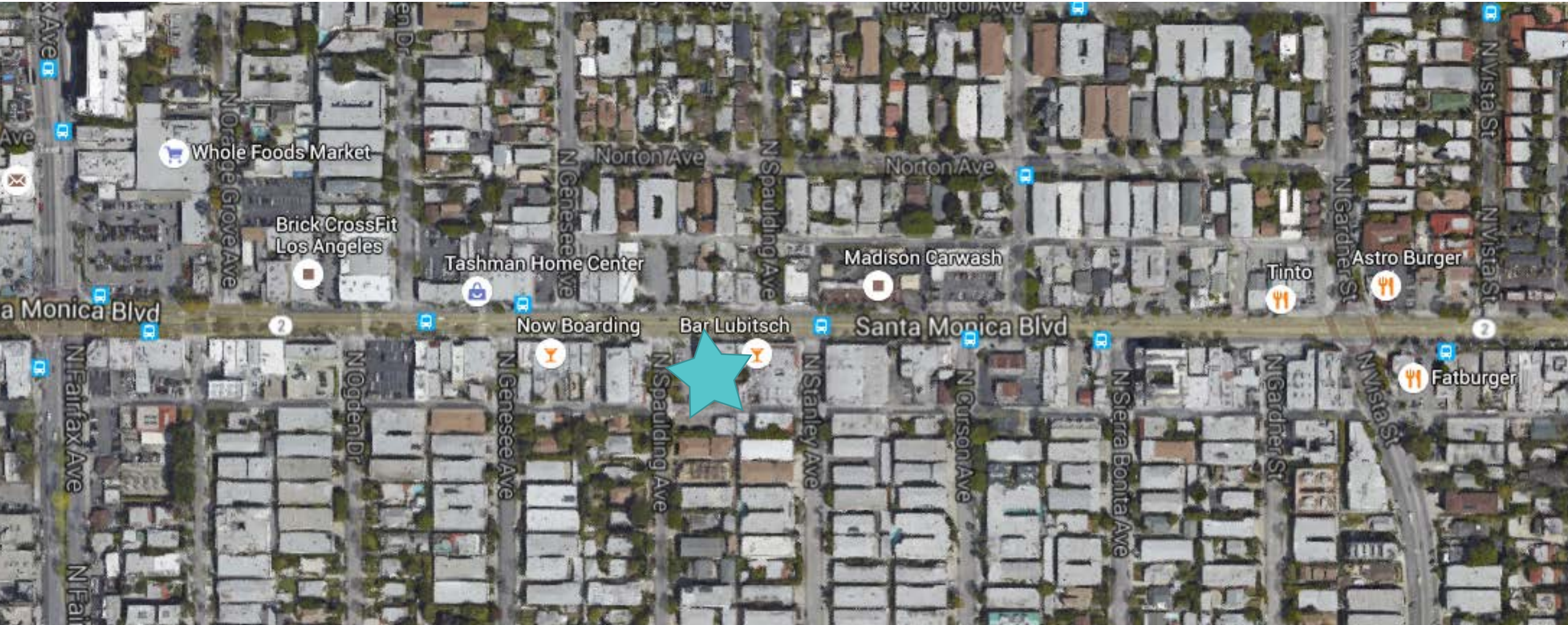


Additional Ideas?

EASTSIDE COMMUNITY EVENT

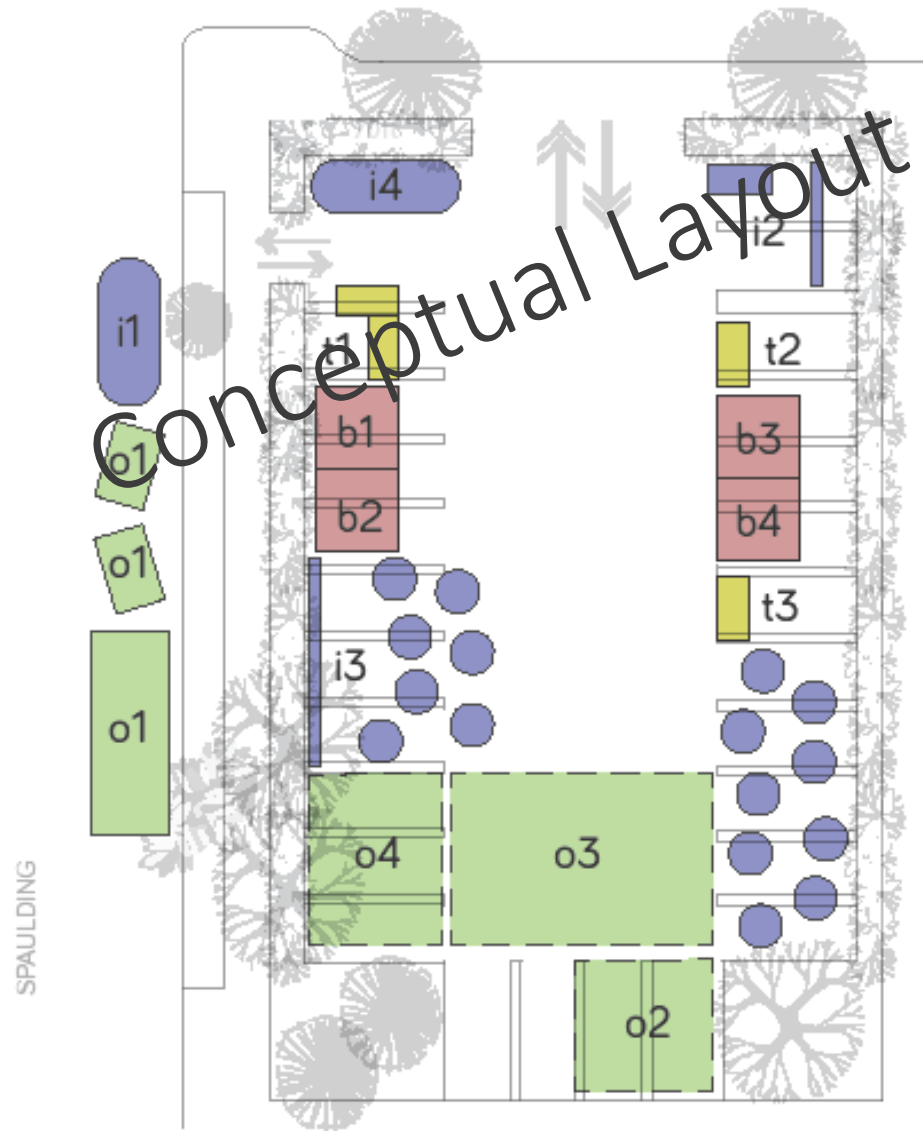
Community Event Details

Parking Lot at corner of Spaulding Ave + Santa Monica Blvd



Site Layout + Activities

SANTA MONICA



- Interactive Activities
- Informational Activities
- Other Programming

Eastside Kick-Off

1" : 20'

Booths	Tables	Installations	Other Programming
b1: Com. Plan Overview	t1: "Check-in", Passport & map of community assets	i1: Parklet & Public Space Types	o1: Food Trucks / Carts
b2: Issue Priorit.	t2: City Initiatives	i2: Eastside Collage	o2: Musicians
b3: Housing Cond.	t3: Traffic Calming	i3: Clothesline	o3: Dance / Class Area
b4: Business Types		i4: Bike Parking	o4: Art Area

NEXT MEETING



- Tuesday, April 26, 2016 (6:30PM -8:00PM)
@ City Hall
- Topic will be Mobility
- Materials will be made available to you the week of April 18th