

SUBJECT: EASTSIDE WORKING GROUP TOPIC RECOMMENDATIONS  
FOR THE EASTSIDE COMMUNITY PLAN

INITIATED BY: COMMUNITY DEVELOPMENT DEPARTMENT  
(Stephanie DeWolfe, AICP, Director of Community Development)  
(Melissa Antol, Long Range & Mobility Planning Manager)  
(Bianca Siegl, Senior Planner)

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STATEMENT ON THE SUBJECT:

The City Council will receive a memo from the Eastside Working Group regarding topics to be addressed in the scope of work for the Eastside Community Plan, and authorize staff to prepare a Request for Proposals (RFP) to solicit a consultant team for this project.

RECOMMENDATION:

1. Receive and file the West Hollywood Eastside Community Plan Topic Recommendations Memo (Attachment A).
2. Authorize staff to release a RFP, with a scope of work informed by the input of the Eastside Working Group, for a consultant team to assist with development of the Eastside Community Plan and related tasks.

BACKGROUND AND ANALYSIS:

In February, 2014, the City Council appointed 15 Eastside community stakeholders to form an Eastside Working Group (EWG). The EWG will lead development of a community plan to address the most pressing issues and concerns for the Eastside, as recommended by the City's former Eastside Task Force. The City Council further directed that the EWG should participate in the development of the scope of work for the Community Plan. As a result, the Eastside Community Plan project was divided into two main phases. Phase 1 consisted of initial Working Group meetings to discuss existing conditions, review background information, and develop a list of topics to be considered in the Community Plan. Staff will use the EWG's topic list to develop a Request for Proposals (RFP) to solicit qualified consultant teams to assist the Working Group with the substantial scope of work anticipated for Phase 2 of the project. Phase 2 will include development of the Draft and Final Eastside Community Plan, including any associated technical studies, as well as community engagement efforts in multiple languages.

## **Eastside Working Group Topic Recommendations**

At the conclusion of Phase 1, the EWG recommends the following topics be given priority consideration in the Eastside Community Plan:

1. Economic Development
2. Mobility
3. Urban Design/Community Character
4. Public Spaces
5. Housing

The EWG also identified desired outcomes from the Community Plan process, and developed as a statement guiding how the identity of the Eastside neighborhood should be addressed in the Plan. Detailed descriptions of each of these topics are included in Attachment A, the EWG Memo to the City Council.

The EWG topic recommendations will be used to develop the scope of work for the consultant team RFP. It is expected that the five key topics will form the basis for the Community Plan. At the EWG's suggestion, other topics important to the Eastside community, including public events, public safety, and community identity, may also be addressed in the Community Plan, but to a lesser extent.

## **Eastside Working Group Process**

The first four meetings of the EWG focused on identifying, distilling, and prioritizing key issues to be addressed in the Community Plan. Consultant firm PMC was engaged to assist with demographic research, development of a community engagement strategy, and facilitation of initial EWG meetings. The recommendations contained in the attached Memo were developed through an incremental process, starting with a broad discussion in Meeting 1, and resulting in a careful prioritization of topics in Meeting 4. Attachment B contains a detailed summary of each meeting, including a tour of the Eastside. Meetings were structured as follows:

### *Meeting 1 – April 9, 2014*

Introductions, review role of EWG and purpose of Eastside Community Plan, review sample community plans, discuss initial impressions of the Eastside, and solicit suggestions for outreach strategies.

### *Meeting 2 – May 14, 2014*

Present overview of the West Hollywood General Plan, Eastside neighborhood demographics, and participate in small-group discussions to further refine topics identified in initial impressions during Meeting 1.

### *Eastside Tour – May 31, 2014*

Bus and walking tour featuring tours of recent mixed-use developments (The Huxley and Sierra Bonita Apartments), The Lot, key residential and commercial nodes, and streets and public spaces.

#### *Meeting 3 – June 11, 2014*

Large-group discussion of how the identity of the Eastside neighborhood should be addressed in the Community Plan and review of key topics for Community Plan, followed by a multi-step voting and discussion process to determine the final prioritization of six topics.

#### *Meeting 4 – July 9, 2014*

Presentation by Housing and Rent Stabilization Division regarding the City's existing housing policies and programs, group review and approval of draft West Hollywood Eastside Community Plan Topic Recommendations memo (Attachment A).

### **Community Engagement**

A project website has been established at [www.wehoeastside.com](http://www.wehoeastside.com), and features regular blog posts with project updates, event announcements, and related news. The City is also partnering with Neighborland to gather broad input from Eastside stakeholders. The website [www.neighborland.com/wehoeastside](http://www.neighborland.com/wehoeastside) asks "What could make the Eastside of West Hollywood even better?" Community members can post photos or other details to illustrate their suggestions, and can view and support their neighbors' ideas. Ideas can also be posted to the website by using Twitter or SMS text messaging. At National Night Out events, staff engaged community members using an in-person version of the web tool, and will hold additional pop-ups at the Plummer Park farmers' market and other Eastside events. Ideas posted on the website will be used to inform development of the Community Plan. The community engagement program will continue throughout Phase 2 of the project, and may include an oral history project, pop-up workshops, and special events.

### **NEXT STEPS:**

#### **Consultant Scope of Work for Phase 2**

Phase 2 consists of development of the draft and final Eastside Community Plan, including technical studies and extensive community engagement efforts, in collaboration with the Eastside Working Group. The scope of work for Phase 2 will require a consultant team with demonstrated expertise in community engagement, economic development, land use, urban design, housing, mobility, and community services, among other potential disciplines as suggested by the Working Group.

An economic consulting firm, Rosenow Spevacek Group (RSG), has been engaged to prepare a Market Study of the Eastside. The study will be completed this Fall, and will provide valuable information and analysis to launch development of the Draft Community Plan.

#### **Schedule**

While the selection process for the consultant team is underway, the EWG will continue to hold regular meetings in preparation for beginning work on the Community Plan. The

EWG will hear presentations from City staff, outside experts, and local developers on topics including: housing, mobility, code compliance, the Eastside Russian community, and development trends in Hollywood and West Hollywood. The EWG will also receive a report regarding Eastside market conditions, trends, and opportunities from the City's consultant at the conclusion of the Eastside Market Study this fall.

The proposed project schedule is as follows:

<i>September 2014</i>	<ul style="list-style-type: none"> <li>• <i>Release RFP</i></li> </ul>
<i>November 2014</i>	<ul style="list-style-type: none"> <li>• <i>Council approves contract with consultant team</i></li> <li>• <i>Eastside Market Study complete</i></li> </ul>
<i>December 2014</i>	<ul style="list-style-type: none"> <li>• <i>Begin development of Draft Community Plan</i></li> </ul>
<i>Fall 2015</i>	<ul style="list-style-type: none"> <li>• <i>Release Draft Community Plan</i></li> </ul>
<i>December 2015</i>	<ul style="list-style-type: none"> <li>• <i>Council adopts Eastside Community Plan</i></li> <li>• <i>Implementation begins</i></li> </ul>

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:

This item is consistent with the Ongoing Strategic Program of: **Adaptability to Future Change** and the General Plan Goal to **G-1: Ensure that the Community is active and engaged in the decision-making process.**

EVALUATION:

Regular reports on the progress of the Eastside Working Group will be presented to the City Council.

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

N/A

OFFICE OF PRIMARY RESPONSIBILITY:

Long Range and Mobility Planning

FISCAL IMPACT:

None.

ATTACHMENTS:

- A. West Hollywood Eastside Community Plan Topic Recommendations Memo
- B. Eastside Working Group Meeting Summaries

# MEMO

**To:** City of West Hollywood City Council

**From:** City of West Hollywood Eastside Working Group

**CC:** Bianca Siegl, City of West Hollywood

**Date:** July 9, 2014

**Re:** **West Hollywood Eastside Community Plan Topic Recommendations**

This memorandum summarizes the City of West Hollywood Eastside Working Group's (EWG) topic recommendations for priority consideration in the Eastside Community Plan. The topic priorities and recommendations contained in this memo should be used as a guide to inform the City's preparation of a Request for Proposals (RFP) and selection of a qualified consultant team to lead development of the Community Plan.

## OVERVIEW

### EASTSIDE COMMUNITY PLAN OUTCOMES

We, the Eastside Working Group, look forward to developing the Eastside Community Plan, with support from City staff and an expert consultant team. Our primary goal is the completion of an Eastside Community Plan that includes a long-term vision and priority implementation actions which are workable and realistic. The Plan should address issues specific to the Eastside, seek to enhance what is great about our neighborhood, and identify opportunities for improvements. The community planning process should generate community involvement, excitement, and support.

### EASTSIDE COMMUNITY IDENTITY

The City of West Hollywood is one unified city with a number of different neighborhoods, including the Eastside. The Eastside neighborhood is an eclectic, inclusive, changing, and engaging community that we cherish and want to enhance and protect. We do not feel that Eastside-specific branding is needed, but we do think that additional City of West Hollywood signage in the area is desirable.

### RECOMMENDATIONS TO CITY COUNCIL

Based on suggestions from the previous Eastside Task Force, as well as topics identified in our first meeting, the Working Group identified ten topic areas for consideration in the Community Plan, including: Community Identity, Mobility, Civic Engagement, Urban Design/Community Character, Housing, Economic Development, Public Events, Public Spaces, Public Safety, and Community Services.

After much discussion, we have identified five priority topic areas that should be the focus of the Community Plan:

1. Economic Development

2. Mobility
3. Urban Design/Community Character
4. Public Spaces
5. Housing

The EWG represents a diversity of opinions and perspectives. The following points indicate a range of issues that could be addressed within each topic, based on our discussions over four meetings. This list is not comprehensive and will evolve as we develop the Community Plan content. The following is a summary of our discussion regarding each of the five priority topic areas in order of preference.

## PRIORITY TOPICS

### ECONOMIC DEVELOPMENT

Economic development to support a strong local economy should be the top priority for the Community Plan. This topic relates to community identity and mobility and is also tied to housing and demographics. The Community Plan should recognize and support the relationship between housing, retail, restaurants, and other services to maintain affordability, diversity, and vibrancy in the neighborhood.

Issues and opportunities that may be addressed include:

- Support a mix of retail and commercial businesses.
- Identify key business types to meet the needs of existing and future residents on the Eastside.
- Encourage neighborhood-serving businesses that keep the Eastside affordable for low- and middle-income households to live and shop.
- Develop strategies to encourage neighborhood-serving shops or local jobs.
- Support additional business types that complement the needs of new commercial tenants, such as entertainment and media companies.
- Develop programs to support existing small and local businesses, including façade improvement programs.
- Study best practices of other arts-oriented communities including NoHo, Long Beach, etc.
- Support limitations on nuisance businesses, such as marijuana dispensaries and pawn shops, and develop guidelines for large-format retail stores.
- Consider Zoning Ordinance incentives to support neighborhood-serving businesses on the Eastside.

### MOBILITY

The Community Plan should support the mobility of pedestrians as well as people in cars, on transit, and on bicycles in and around the Eastside. This topic is integrally linked to economic development and urban design considerations.

Issues and opportunities that may be addressed include:

- Support strategies to improve the pedestrian experience and to increase walkability and safety.
- Encourage transit service improvements, including future subway extensions to the Eastside.
- Explore innovative parking solutions, including options for providing additional parking, in commercial and residential districts.
- Support safe alternative transportation options for bicyclists.
- Support street cleanup efforts, particularly in alleys.
- Identify problematic intersections and road segments and propose visionary solutions.

- Support solutions to reduce congestion and improve safety and transportation efficiency.
- Encourage greater coordination with the City of Los Angeles on mobility issues.

#### URBAN DESIGN/COMMUNITY CHARACTER

The urban design and community character of the Eastside neighborhood’s residential and commercial areas contribute to the area’s look, feel, and spirit. While the neighborhood is constantly evolving and has a tradition of welcoming change and new residents, we desire to protect and enhance the existing eclectic character of residential neighborhoods and commercial areas.

Issues and opportunities that may be addressed include:

- Support programs that encourage active storefronts or sidewalk dining and improve signage.
- Develop strategies to address the transition between commercial and residential streets.
- Articulate community priorities for new development.
- Identify ways to preserve neighborhood character and streetscape design and to limit mansionization in certain areas, such as design guidelines or standards.
- Develop building façade improvement programs for businesses and residents.
- Encourage undergrounding of utilities.

#### PUBLIC SPACES

The Community Plan should explore opportunities to provide open and/or green spaces for residents to gather, particularly as the population and density of the Eastside increases. This topic addresses the types, conditions, and uses of public space on the Eastside.

Issues and opportunities that may be addressed include:

- Support the provision and expansion of green space, parks, open spaces, community gardens, and other similar features in the neighborhood.
- Encourage acquisition of land for park space.
- Identify opportunities to enhance public spaces on sidewalks, streets, and alleys.
- Explore opportunities to introduce more green along thoroughfares with street trees, landscaping, and benches.
- Support innovative opportunities for community gatherings in public spaces.

#### HOUSING

The Community Plan should support programs to protect renters, tenant rights education programs, and programs to support housing stock maintenance and improvement. We believe that it is important to maintain and expand the variety of housing choices for all socioeconomic levels and household types to maintain the character of the Eastside.

Issues and opportunities that may be addressed include:

- Encourage programs to support renters and residents living in rent stabilized and affordable housing units.
- Support tenant education programs.
- Support programs that preserve existing, quality housing units.
- Support proactive code enforcement standards on residential unit and building upkeep.
- Explore opportunities to meet the housing needs of new residents and residents of all income levels
- Consider additional incentives for moderate income housing.

- Develop strategies to incentivize maintenance of residential building exteriors and landscaping.
- Support homeownership opportunities and types.

## OTHER TOPICS

Other potential topic areas discussed for the Eastside Community Plan include public safety, civic engagement, community identity, community services, and public events. We determined that these potential topics do not need to be featured as primary topics, but should be considered and included in the Eastside Community Plan as appropriate.

Issues and opportunities that may be addressed include:

- Public Events – Encourage public events on the Eastside (nighttime farmers markets, street fairs, arts events, children’s events, senior socials, food trucks, etc.).
- Public Safety – Continue support for public safety, and increased presence of block-by-block patrol.
- Community Identity – Install West Hollywood signage and flags at key Eastside entry points to the city.
- Promote sustainable strategies in each topic area.
- Develop a demographic trends analysis for the Eastside to inform development of the Community Plan.



# MEMO

**To:** Bianca Siegl, City of West Hollywood

**From:** Andrea Nelson, PMC

**CC:** Jeff Henderson, PMC  
Loreli Cappel, PMC

**Date:** April 28, 2014

**Re:** West Hollywood Eastside Community Plan – Working Group Meeting #1 Summary

## INTRODUCTION

This memorandum summarizes the first meeting of the Eastside Working Group conducted by the City of West Hollywood and PMC for the purpose of developing a larger community engagement strategy and ultimately an Eastside Community Plan that will identify the community's goals and priorities for the future of the neighborhood. This summary includes the purpose and composition of Working Group Meeting #1, findings established from the meeting discussion, and a transcript of the meeting, and outlines the next steps in the process.

## OVERVIEW

The City of West Hollywood and PMC hosted and facilitated Working Group Meeting #1 on April 9, 2014, at the Plummer Park Community Center from 6:30 to 8:00 p.m. Presenters at the meeting included Senior Planner Bianca Siegl and Mayor Pro Tem Jon D'Amico from the City of West Hollywood and Loreli Cappel and Andrea Nelson from PMC. The meeting was attended by 14 Eastside Working Group members, including residents, business owners, and community-based organization representatives. At the meeting, presenters conducted introductions and discussed the group's purpose, expectations, and schedule, including an overview of Brown Act procedures. In addition, City staff provided an overview on the background of the project, the outcomes of the Eastside Task Force, and an overview of community plan examples conducted throughout the country. The remainder of the meeting was devoted to a discussion of outreach strategies for the community.

## MEETING #1 RESULTS

### MEETING AGENDA

The meeting followed the following agenda:

- Call to order, pledge of allegiance, administration of Eastside Working Group member oath of office, and roll call
- Brief public comment forum
- Introductions and discussion of procedures and ground rules
- Background presentation
- Outreach strategy discussion
- Schedule of upcoming events
- Comments and adjournment

### WORKING GROUP MEMBER INTRODUCTIONS

During the introductions, Working Group members were invited to answer:

1. What do you hope this process and the community plan will achieve?
2. What do you cherish about the Eastside neighborhood?

### 3. What things that could be improved in Eastside?

A transcription of meeting notes can be found at the end of this document.

#### **Eastside Community Plan Outcomes**

Working Group members emphasized the ultimate completion of the Eastside Community Plan (primary goal) that includes a long-term vision which is workable and realistic while catalyzing economic and cultural opportunities. Certain members emphasized that the plan should also preserve what is great about Eastside (see next section) while improving it. Members also indicated that the process should achieve community buy-in and excitement.

#### **Favorite Aspects of the Eastside Neighborhood**

Overall, Working Group members cherish and deeply value the Eastside neighborhood. The diversity in the Eastside community is a favorite and valuable aspect of the neighborhood. They also described the neighborhood as vibrant, socially conscious, hip, and evolving. Some members pointed to the walkable nature of the neighborhood; jobs, parks, and commercial and entertainment amenities alike are all within easy walking distance.

#### **Opportunities for Improvement**

One major theme of items for improvement was the issue surrounding traffic and circulation. Working Group members mentioned traffic and poor experiences for pedestrians and bicyclists in the area. An additional common theme was the need to improve community, e.g., neighbors know neighbors, and the public in the area getting involved with community issues and events. It was also commented that the neighborhood needs to embrace economic development and modernization, but in a way that retains the history and quaint nature of the area.

#### **OUTREACH STRATEGY DISCUSSION**

Working Group members shared a number of community engagement strategies that will work well to reach and engage Eastside neighborhood community members during the Community Plan process. A full transcription of meeting notes can be found at the end of this document. Members emphasized utilizing existing events and social gathering spots including the farmers market, art shows, grocery stores, and schools, and discussed hosting pop-up workshops at existing events and hosting block parties. Group members suggested using social media, newsletters, and multilingual postcard mailings and offering free food to get the word out and boost participation. They supported using the following tools and activities at outreach events: live polling exercises, analogue surveys, and storytelling booths. They emphasized the need to break out of the “public meeting as usual” outreach approach.

#### **NEXT STEPS**

This Working Group meeting was the first of three scheduled meetings, the second of which will take place on May 14, 2014, at Plummer Park from 6:30 to 8:00 p.m. The second meeting will include an overview of Eastside demographics, and the General Plan policy framework that applies to the Eastside, as well as preliminary identification of topics to be addressed in the Eastside Community Plan. City staff will work with Eastside Working Group members to schedule a tour of the Eastside neighborhood in May. Based on the input of the Working Group, PMC and City staff will continue to develop the overall outreach strategy for the Eastside Community Plan and a community profile to provide data and context for that process.

# EASTSIDE WORKING GROUP MEETING #1 TRANSCRIPTION NOTES

## DISCUSSION

The following are notes from comments made by Working Group members in response to three identified questions.

What do you hope this will achieve?

- Our goals
- A plan—we all feel confident that development and transportation develops as we want it to be developed
- Maintain what is so delightful about Eastside
- Catalyze economic development opportunities (cultural opportunities)
- A workable, realistic plan (aware of limitations)
- Affordable to live and work here
- Long-term vision
- Bring in community outreach and excite community
- Preserve deserving old development: what needs improvement and serves the vision
- Address issues and achieve community buy-in
- Serve the community and make residents aware; draw community together
- A list of priority implementation actions and a tools for the City to use as a guide moving forward
- Save City staff time

What is your favorite thing about Eastside?

- Ever-developing area, so many changes; I especially appreciate the Plummer Park Community Center
- Parks
- “Nothing daunts us city”
- Diversity
- Diversity of housing and commercial
- Creative, diverse, human-scaled
- My home! Important to my health and life
- My home! Gentrifying and exciting area, “the Eastside is the new Eastside”
- My job, diversity, vibrancy, socially conscious
- Soda fountain at Mendocino Farms
- Initially my favorite thing about the Eastside was that it wasn’t Westside; it was a small town. Diversity, sense of neighborhood, safety improvements.
- Green and two blocks away from the middle of everything; you can have both
- Don’t have to get in my car—grocery store, park
- Cool, hip, trend-setting
- Diversity, very special
- Walkable to doctor, gym, dentist, groceries, optometrist

What is one thing you would like to improve?

- Traffic
- All neighbors to meet each other—get out and step out
- Bike and pedestrian experience
- Increase walkability, reduce traffic
- Total economic development (residential and business and branding)
- Expectations

- Involvement of public
- Street-by-street connectivity
- Affordable housing
- Walkability, traffic
- Traffic – take it into consideration with development
- Handle increased residents/traffic
- Drought tolerant, historic preservation, stormwater treatment
- Community awareness
- Embrace modernization, keeping neighborhood quaint and old fashioned

#### Outreach Strategy Ideas

- Live polling exercises
- Keep a record/template for asking folks about the same issues
- Street-by-street pop-up workshops/street party (with street closed off?)
  - Orange Grove potentially a good spot
- “Analog” surveys
- Social media for all
  - Include links in newsletters
- Media outlets (use WeHo TV to promote and report on the plan development process)
- Tap food delivery service to distribute notices
- Booth at farmers market or art show
- Offer free food!
- Postcard mailings (multilingual)
- Break out of “public meeting as usual”
- Tap existing city events (senior house fair in May)
- Work with LAUSD to engage schools/youth
- Tap grocery stores
- Storytelling booth

# MEMO

**To:** Bianca Siegl, City of West Hollywood

**From:** Andrea Nelson, PMC

**CC:** Jeff Henderson, PMC  
Loreli Cappel, PMC

**Date:** June 3, 2014

**Re:** West Hollywood Eastside Community Plan – Working Group Meeting #2 Summary

## INTRODUCTION

This memorandum summarizes the second meeting of the Eastside Working Group conducted by the City of West Hollywood and PMC for the purpose of developing an Eastside Community Plan that will identify the community's goals and priorities for the future of the neighborhood. This summary describes the purpose and composition of Working Group Meeting #2, presents outcomes from the meeting discussion, and outlines the next steps in the process.

## OVERVIEW

The City of West Hollywood and PMC hosted and facilitated Working Group Meeting #2 on May 14, 2014, at the Plummer Park Community Center from 6:30 to 9:00 p.m. Presenters at the meeting included Senior Planner Bianca Siegl from the City of West Hollywood, and Jeff Henderson and Andrea Nelson from PMC. The meeting was attended by 11 Eastside Working Group members, including residents, business owners, and community-based organization representatives. At the meeting, presenters provided a brief overview of the results of Working Group Meeting #1, the City of West Hollywood General Plan, and Eastside neighborhood demographics. The remainder of the meeting was devoted to a discussion of preliminary topics for the Eastside Community Plan. In addition, the public was invited to share comments at the beginning and end of the meeting.

## MEETING #2 RESULTS

### MEETING AGENDA

The meeting followed the following agenda:

- Call to order, pledge of allegiance, and roll call
- Public comment
- Welcome and introductions
- Working Group Meeting #1 summary
- General Plan overview
- Eastside and citywide demographics
- Preliminary topics for the Eastside Community Plan discussion
- Eastside Tour logistics and schedule
- Comments and adjournment

### EASTSIDE AND CITYWIDE DEMOGRAPHICS

After a presentation of Eastside and citywide demographics, Working Group members shared comments regarding the data. Working group members are interested in reviewing additional data including:

- Age
  - Detailed age breakdown for children under 18
- Language spoken at home
  - Compare 2000 and 2010 US Census to 2012 American Community Survey data for percentage of households who speak Eastern European languages.
- Housing
  - Affordability of homes (to rent and to own) over time
- Gender
  - Male and female gender breakdown

## COMMUNITY PLAN DISCUSSION TOPICS

Working Group members worked in three small groups to discuss the following potential topics for the Eastside Community Plan, which were identified by the Eastside Task Force and the Working Group during their first meeting:

- Community identity, economic development, and public events (Group #1)
- Mobility, public safety, and urban design and community character (Group #2)
- Civic engagement, public spaces, community services, and housing (Group #3)

Each group discussed short-term and long-term priorities, considered which topics should be addressed in the Eastside Community Plan, and provided preliminary feedback on the following questions regarding each potential topic:

- Should this be a key focus of the Community Plan?
- What needs to be addressed immediately?
- What are the long-term priorities?

After discussing in small groups, each group reported out to the larger group. The following is a summary of the key findings from the small group discussions. Detailed notes from the small group discussion and report out is provided at the end of this summary. The entire Working Group will discuss and refine these topics and suggested prioritization at the next meeting.

## HIGHEST PRIORITY TOPICS

### **Economic Development**

The topic of economic development may include programs to support existing businesses, identification of key business types to meet the needs of existing and future residents and/or existing large businesses on the Eastside, strategies to encourage neighborhood-serving shops or local jobs, branding and promotion, business associations, or other tools to support a strong local economy.

Working Group members noted that economic development relates to community identity and mobility. There will be a need for new and existing businesses to meet the needs of residents living in new, larger residential developments. Working Group members recognized that the neighborhood's existing identity is eclectic, but likely to change with shifting demographics and new development. The Community Plan presents an opportunity to develop branding aligned with the community's identity.

### **Mobility**

In the Community Plan, mobility may address how we move around the Eastside, and how we balance the needs of cars, transit, bikes, and pedestrians in a limited space. It might include strategies to make better pedestrian connections to increase walkability, improve safety, reduce congestion, or manage limited parking resources, among others.

Working Group members discussed the importance of identifying problematic intersections and road segments and proposing visionary solutions. Working Group members support transit extensions, including the subway, and improving bus service in the Eastside. Providing angled parking along streets near Plummer Park was suggested as a potential parking solution. Providing bicycle lanes on side streets, rather than along major thoroughfares such as Fountain Avenue, was supported. Members also suggested increasing street clean-up efforts, particularly in alleys in the Eastside.

### **Urban Design and Community Character**

This topic addresses the buildings and spaces that make up our community, identifying what makes a place more comfortable, safe, and attractive to be in. It might include programs to encourage active storefronts or sidewalk dining, improve signage, address the relationship between commercial and residential streets, or develop community priorities for new development.

Working Group members commented that while the neighborhood is constantly in flux and has historically welcomed change and new residents, there is a need to protect the existing character of residential neighborhoods. The eclectic character in the Eastside neighborhood residential areas contributes to the area's look, feel, and spirit. The architectural style and character of existing single-family homes contribute greatly to the neighborhood's culture and are cherished by residents. Working Group members recognized that recently built larger, "big box" homes do not fit the character of the Eastside. To protect community character, members suggested addressing issues in the neighborhood that contribute to blight.

### **Public Safety**

The topic of public safety in the Community Plan would address how we can all feel more safe on the Eastside, and might include improvements like more street lighting, visibility of safety officers, or community education.

Working Group members recognized that public safety is related to and integral to many of the other potential Community Plan topics. Anticipated population increases and demographic changes will impact public safety resulting in potential for higher need for services such as officers on bicycles, care for the elderly, and undercover officers. Some members feel that the City already provides quality public safety services and will continue to provide services to meet Eastside needs in the future. Therefore, there was not consensus that this should be a priority topic area for the Community Study.

### **Housing**

The City's General Plan and Housing Element guide the amount and type of housing and address strategies for improving affordability. Given the new housing being built on the Eastside, the Community Plan might address the needs of people who will be moving in, as well as existing residents in older buildings.

Working Group members noted that approximately 1,000 housing units have been recently built or are in the pipeline within or adjacent to the Eastside neighborhood and will be built in the near future. It is anticipated that these units will attract new young and hip residents to the Eastside neighborhood. Working Group members identified short-term priorities including flexible zoning to accommodate housing needs at all economic levels, assessing impacts of new residents on the housing stock, and providing opportunity for existing residents to stay in the Eastside. Considering the neighborhood's changing demographics, there is a long-term need to provide housing that is affordable for all socioeconomic levels. Additionally, Working Group members identified a need to provide market rate housing and housing that can be purchased by residents interested in homeownership.

### **Public Spaces**

This topic addresses how we use public spaces on the Eastside, and might include improvements to sidewalks, streets, and alleys; opportunities for public gathering places or open spaces; street trees and plants; or other amenities to meet the diverse needs of the community.

Working group members expressed the need to provide spaces for residents to gather since it is increasingly important as the population and density of the Eastside increases. There is a need to provide green space, parks, open spaces, and other such areas in

the neighborhood. Additionally, streetscapes could be enhanced to introduce more green along thoroughfares with street trees, landscaping, and benches.

Plummer Park is a valuable resource in the community. Immediate opportunity exists to address open space needs by building consensus in the community and resolving recent issues to enhance Plummer Park's existing assets and meet additional open space, recreation, and community service needs.

#### **OTHER POTENTIAL TOPICS**

Working Group members generally determined that other potential topics were not a priority for the group and did not need to be featured in the Eastside Community Plan. Members agreed that the City is successfully meeting the needs of residents for civic engagement, community services, and public events.

#### **NEXT STEPS**

This Working Group meeting was the second of three scheduled meetings. The third will take place on June 11, 2014, at Plummer Park from 6:30 to 8:00 p.m. The third meeting will include an overview of the findings from Working Group Meeting #2 and present additional, requested demographic information. Additionally, Working Group members will further refine and prioritize the Community Plan topics. City staff will host a tour of the Eastside neighborhood for Working Group members on May 31, 2014, from 9:00 a.m. to noon. Participants will meet at Plummer Park. Based on input from the Working Group, PMC and City staff will continue to develop the list of priority topics for the Eastside Community Plan.



# EASTSIDE WORKING GROUP MEETING #2 TRANSCRIPTION NOTES

## DISCUSSION

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

## DEMOGRAPHICS

- Tremendous increase in population of children under 5
  - Can we get more detail on children? Perhaps a breakdown of different age groups
- Change in percentage of Russian languages spoken at home over time?
  - Anecdotal experience indicates that there is a decrease
  - Let's compare with 2000 and 2010 US Census data
  - Can we see a breakdown of all Russian languages over time?
- Statistics can be misleading
  - The Eastside-specific data shows a decrease in families in the Eastside versus citywide. If you do the math the Eastside is the largest contribution to the City's overall decrease in families.
- What is the demographic breakdown of males and females in the community over time?
- How will new housing units impact demographics in the near future?

## PRELIMINARY COMMUNITY PLAN TOPICS

### ECONOMIC DEVELOPMENT (GROUP #1)

- Number one priority for the group.
- Review what community wants the Eastside to look like and let that dictate what we look like.
- Faced with large developments that will be in place in 2016.
- Moratorium on pawn shops, marijuana dispensaries, and liquor stores. Contribute to blight.
- Overlaps with mobility.
- Signage to delineate and define the Eastside – take up blank spaces on buildings.

### PUBLIC EVENTS (GROUP #1)

- Not a top priority for the group.
- West Hollywood currently hosts wonderful events.
- Suggest having equal number of events on east and west sides of the city.

### COMMUNITY IDENTITY (GROUP #1)

- Identity exists as an eclectic community.
- Ethnic groups trending upwards and downwards and why?
- Branding/identity – 30% of the Eastside community identity is shifting with demographic changes.
- Community character and identity directly relate to economic development.
- Eastside community is changing – eclectic and hip, forward.

### MOBILITY (GROUP #2)

- Top priority for group.
- Bike lanes on side streets
- Fountain and Formosa: example of backed-up traffic.
- Identify problematic intersections and approach potential solutions with visionary thinking/planning.
- Consider: where is not working in the Eastside regarding mobility and access and address.

## **Mobility Comments from Group #1**

- Long-term issues:
  - Support the Pink Line subway extension.
  - Improve and clean up alleys and support bus extensions.
  - Fountain Avenue
    - Where the lane changes – conduct a traffic study and consider improvements.
    - Sharrows are not appropriate on Fountain Avenue.
  - La Brea traffic light.
- Immediate issues:
  - Direct traffic to Detroit.
  - Provide angle parking along Detroit and Vista – streets adjacent to Plummer Park

## **URBAN DESIGN AND COMMUNITY CHARACTER (GROUP #2)**

- Top priority for the group.
- Protect character of housing on the Eastside.
  - Thematic neighborhoods: look, feel, spirit of our community.
- Clean up blight (such as non-operable pay phones).
- Retain what we love about the Eastside.
- Links to mobility.
- Consider overlay zones that protect historic fabric, character; protect the “continuity” of the unique neighborhoods.
- Part of our urban design and personality has been surrendered to boxes, high rises, etc.
  - Place a 45-day moratorium on big box, private homes since they do not fit the character of the neighborhood.
- Incentivize homeowners to protect the character of the community. Consider economic incentives.
- Look toward the future.
- Implement regulations to limit billboards.

## **PUBLIC SAFETY (GROUP #2)**

- Top priority for the some members of the group.
- Public safety has tentacles into a number of other major topics.
- Increase in population will impact public safety need.
  - There will be a higher need for sheriffs on bicycles, and undercover officers.
  - Higher demographic of elderly requires heightened public safety consciousness/provision.
  - The City will not drop off services and will continue to provide public safety services.
- West Hollywood has a record of highest budget for public safety.

## **HOUSING (GROUP #3)**

- Top priority for the group.
- This should be a key focus of the Community Plan, especially given demographic information.
- Short-term priorities:
  - Flexibility in zoning code?
  - What are the impacts of the new residents? Including economic impacts as far as supply vs. demand and housing stock.
  - Pressure existing single-family residences housing stock to keep families in WeHo.
- Long-term priorities:
  - More housing at all economic levels that is: affordable, market-rate, and homeownership priorities.

## **Housing Comments from Group #1**

- More affordable housing.

- Target affordable housing density credit for low- and moderate-income brackets.

#### PUBLIC SPACES (GROUP #3)

- Second highest priority of group #3.
- Related to housing – people who live here, play here.
- This should be a focus of the Community Plan.
- Long-term priorities:
  - Increasing open spaces, parks and green space and other public spaces and increasing public access.
  - Lots of opportunity for creativity: “pop-up” open spaces, repurposing existing areas as public space (temporary, reoccurring)
  - Resolution of the issues and building consensus regarding Plummer Park.
- Short-term priorities:
  - Less concrete, more green.
  - Significant public landmarks. Planting more street trees.

#### CIVIC ENGAGEMENT (GROUP #3)

- Not a priority for this group.
- Should not be included in the Community Plan.
- Does not seem to be an issue that this group needs to focus on.

#### COMMUNITY SERVICES (GROUP #3)

- Not a priority for this group.
- Should not be included in the Community Plan.
- Not that this isn't important, but it's something that we already do very well.
- Doesn't need specific attention in the Eastside Plan.
- Already a strength of the City's.

# MEMO

**To:** Bianca Siegl, City of West Hollywood

**From:** Andrea Nelson, PMC

**CC:** Jeff Henderson, PMC  
Loreli Cappel, PMC

**Date:** July 1, 2014

**Re:** West Hollywood Eastside Community Plan – Eastside Tour and Working Group Meeting #3 Summary

## INTRODUCTION

This memorandum summarizes the Eastside tour and third meeting of the Eastside Working Group conducted by the City of West Hollywood and PMC for the purpose of developing an Eastside Community Plan that will identify the community's goals and priorities for the future of the neighborhood. This summary describes the purpose and composition of Working Group Meeting #3, presents outcomes from the meeting discussion, and outlines the next steps in the process.

## OVERVIEW

The City of West Hollywood and PMC hosted and facilitated Working Group Meeting #3 on June 11, 2014, at the Plummer Park Community Center from 6:30 to 8:00 p.m. Presenters at the meeting included Senior Planner Bianca Siegl from the City of West Hollywood, and Loreli Cappel and Dana Hoffman from PMC. The meeting was attended by nine Eastside Working Group members, including residents, business owners, and community-based organization representatives. At the meeting, City staff provided a brief overview of the results of Working Group Meeting #2 and the Eastside tour that had occurred on May 14 and 31, respectively. Working Group members were invited to share their thoughts and impressions from the tour. The presenters then provided additional demographic information requested by the Working Group at Meeting #2 on gender, children, languages spoken, and housing affordability in the Eastside neighborhood compared to West Hollywood as a whole. Next, the Working Group continued discussion from a previous meeting on how to address the Eastside community identity in the Community Plan. The remainder of the meeting was devoted to discussion and final selection and prioritization of primary topics for the Eastside Community Plan. The public was invited to share comments at the beginning and end of the meeting.

## MEETING #3 RESULTS

### MEETING AGENDA

- Call to order, pledge of allegiance, and roll call
- Public comment
- Welcome and introductions
- Working Group Meeting #2 and Eastside tour summary
- Eastside tour impressions discussion
- Eastside and citywide additional demographics
- Eastside identity discussion
- Eastside Community Plan Topics voting and discussion
- Schedule and next steps

- Comments and adjournment

## EASTSIDE TOUR IMPRESSIONS

After introductions and laying out the agenda, Working Group members shared their impressions from the Eastside walking tour that took place on May 31. The tour was open to the community as well as to Working Group members, and included visits to newly developed housing in the neighborhood (a new 294-unit condo building and a luxury apartment building), a repurposed historic commercial building, mixed-use office and retail centers, and the results of a streetscape project. The tour also included key residential and commercial areas on the Eastside. Tour details and Working Group written comments are available at the end of this document.

During the tour, Working Group members generally supported streetscape improvements including: traffic calming measures, roundabouts, and sidewalk and median landscaping, Working Group members would like to explore solutions to improve walkability and the pedestrian experience by increasing greenery, enhancing mid-block pedestrian crosswalk, and exploring solutions to beautify utility boxes. The group also discussed bicycle improvements, pocket parks, supporting active storefronts, supporting new business types, building façade improvements, among other opportunities to enhance the Eastside.

Working Group members had mixed reactions to the developments they visited in the neighborhood. Some expressed worry that the type of development coming into the neighborhood is not true to the historic and unique character of the existing community, while others expressed they were pleased with the aesthetics of the developments and that they improved the surrounding streetscape. Working Group members did agree that the type of development they saw, generally higher-end than existing development, raises concerns about gentrification and mobility in the Eastside.

Written comments from Working Group members, submitted following the tour, is included at the end of this document.

## EASTSIDE AND CITYWIDE DEMOGRAPHICS

Presenters provided additional demographic information on the Eastside and for the city as a whole in response to requests from Working Group members at a previous meeting. Data presented included:

- Gender breakdown
- Breakdown of children by age group, and children's share of population
- Languages spoken and change in language spoken between 2000 and 2012
- Housing costs and affordability of single-family homes, condos, and rental units

## EASTSIDE IDENTITY DISCUSSION

During Working Group Meeting #2, a number of Working Group members indicated the importance of preserving and improving the Eastside neighborhood identity. Consequently, several members voiced the need to define what identity means in this context and relative to the City's overall identity. The group discussed the Eastside identity, and what, if anything, the Eastside Community Plan should do to preserve or improve that identity.

After discussion, Working Group members generally agreed that the Eastside identity should be considered as part and parcel of the City of West Hollywood community, and that the Community Plan should not attempt to define or emphasize the neighborhood's differences from the West Hollywood community as a whole. They agreed that the Eastside Community Plan should not be used to attempt to create a logo, colors, tag line, or any similar branding or marketing. However, members did agree that there is value in improving the Eastside's identity in terms of visual character, streetscape design, and attention to retaining historic value and serving the needs of the existing population. Working Group members described the Eastside as an eclectic, inclusive, changing, engaging community.

## COMMUNITY PLAN TOPICS SELECTION

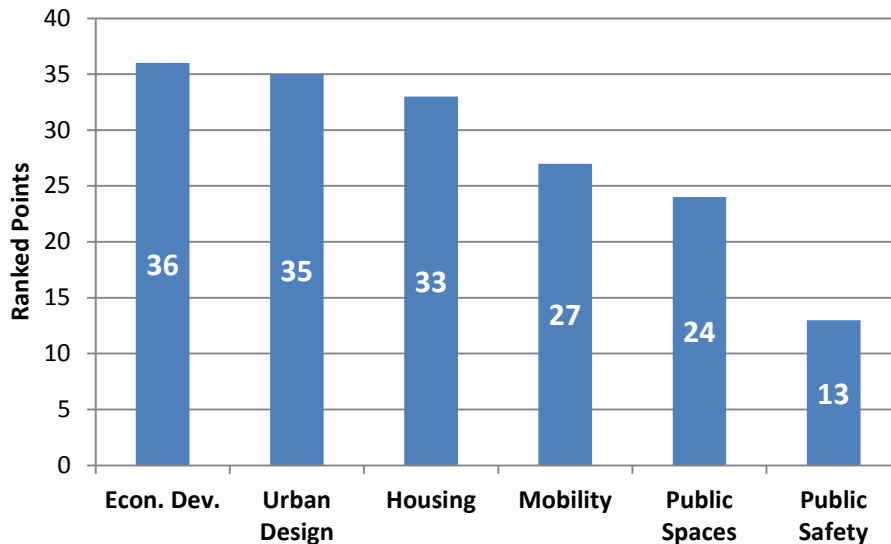
Presenters provided the Working Group with a list of six topic areas that had emerged from small group discussions in the previous Working Group meeting. PMC staff presented examples of the types of programs and policies that could be included in the Community Plan under each topic. The Working Group then went through a multi-step voting and discussion process on these topics, resulting in a final prioritization of the topics, and the issues and types of policies and programs Working Group members would like considered under each topic. Members ranked the topics twice, with discussion in between each ranking, allowing members to reconsider their rankings based on discussion. The voting results and final topic descriptions are summarized below.

### TOPICS VOTING AND DISCUSSION RESULTS

The six topics were:

- **Economic Development** (*growth, community identity*)
- **Mobility** (*balance the needs of cars, transit, bicycles, and pedestrians*)
- **Urban Design/Community Character** (*existing look, feel, and spirit and green spaces*)
- **Public Spaces** (*places to gather*)
- **Housing** (*meeting the needs of residents – both existing and future*)
- **Public Safety** (*police presence and services*)

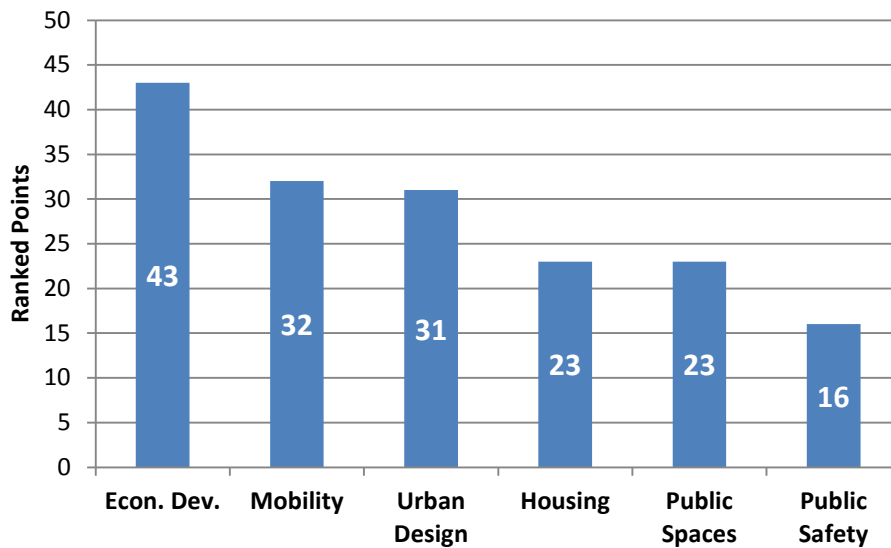
The Working Group utilized Turning Point, a polling software that allows for individual input and immediately displays results, to prioritize the six topic areas, ranking each from highest priority (6 points) to lowest priority (1 point). **Figure 1** displays the prioritization of topics based on total points collected for each topic resulting from the first round.



**FIGURE 1: ROUND 1 TOPIC PRIORITIZATION**

As illustrated in **Figure 1**, Economic Development was initially ranked highest, followed closely by Urban Design and Housing, then Mobility, Public Spaces, and Public Safety. After the initial selection, Working Group members discussed why they ranked each topic as they did. Discussion revealed that Working Group members see Housing, Mobility, and Urban Design as particularly important for the Eastside neighborhood, but that all topics are all integrally linked to each other and are dependent on Economic Development.

The second round of prioritization, shown in **Figure 2**, reflects the results of the discussion.



**FIGURE 2: ROUND 2 TOPIC PRIORITIZATION**

As shown, Economic Development was given increased prioritization in Round 2 voting, as were Mobility and Urban Design. Although Working Group members did not necessarily view Housing as less important as a result of discussion, they determined it was subsidiary because housing priorities depend on development of successful Economic Development, Urban Design, and Mobility programs. Public Spaces ranked fifth and remains an important priority topic for the Working Group.

After discussion and the two rounds of prioritization, it became clear that Public Safety ranked lowest and should be eliminated from the priority topic areas, though not fully eliminated from discussion in the Community Plan.

**PRIORITY TOPIC DESCRIPTIONS**

**Economic Development**

Working Group members emphasized that economic development relates to community identity and mobility. They also emphasized that the relationship between housing, retail, and restaurants and other services in maintaining affordability and diversity in the neighborhood needs to be recognized and considered in policy and program development in the Community Plan. Working Group members also recognized that shifting demographics and resulting changes to the neighborhood are part of larger forces at work, and may offer opportunities. But, such changes must be managed in order to preserve the neighborhood’s existing identity and eclectic, diverse character.

The Working Group emphasized the following ideas about Economic Development:

- Aiding neighborhood retail and local businesses through programs such as modified zoning or permitting requirements, working with the West Hollywood and neighboring Chambers of Commerce, or modifying parking requirements.
- Streetscape improvements along with subsidized building façade improvements that give main corridors a “facelift” and encourage the creation and success of small businesses.
- Limiting big-box and nuisance businesses and incentivizing small business.

**Mobility**

In the Community Plan, mobility may address how people move around the Eastside, and how the needs of cars, transit, bikes, and pedestrians are balanced in a limited space. Mobility is integrally linked to economic development and urban design considerations. It might include strategies to make better pedestrian experiences to increase walkability, improve safety, reduce congestion, or manage limited parking resources, among others.

Working Group members support transit extensions, including the subway and improving bus service in the Eastside. Providing angled parking along streets near Plummer Park was suggested as a potential parking solution. Providing bicycle lanes on side streets, rather than along major thoroughfares such as Fountain Avenue, was supported. Members also suggested increasing street cleanup efforts, particularly in alleys.

### **Urban Design and Community Character**

This topic addresses the buildings and spaces that make up the Eastside community, identifying what makes a place more comfortable, safe, and attractive to be in. It might include programs to encourage active storefronts or sidewalk dining, improve signage, address the relationship between commercial and residential streets, or develop community priorities for new development.

Working Group members mentioned that preserving historic character amid streetscape improvements and developments is an important aspect of promoting walkability and maintaining the unique character of the Eastside. While the neighborhood is constantly in flux and has a tradition of welcoming change and new residents, there is a desire to protect the existing character of residential neighborhoods. The eclectic character in the Eastside neighborhood residential areas contributes to the area's look, feel, and spirit. The architectural style and character of existing single-family homes contribute greatly to the neighborhood's culture and are cherished by residents. Working Group members emphasized that larger, "big-box" homes do not fit the character of the Eastside. As part of retaining character amid growth and change, members suggested considering design guidelines or other regulatory measures to preserve historic-style architectural features and streetscape design and to prevent mansionization in certain areas.

### **Housing**

The City's General Plan and Housing Element guide the amount and type of housing to be built in the community and address strategies for improving affordability. Given the new housing being built on the Eastside, the Community Plan might address the needs of people who will be moving in, as well as existing residents in older buildings. Group members emphasized the importance of maintaining middle-income housing and households in the neighborhood, as well as affordable housing, as extremely important to maintaining the character and diversity of the Eastside. The Working Group emphasized the following ideas about what might be included in the Community Plan to meet their housing goals:

- Monitoring rent control units and protecting renters.
- Tenants' rights Education.
- Programs that aid in preserving quality existing housing units.
- Allowing landlords some flexibility, but also enforcing code standards on unit and façade upkeep.
- Flexible zoning to accommodate housing needs at all economic levels.

Working Group members recognize that, along with housing prices, achieving the right kind of economic development in the area and maintaining affordable retail and other services are linked to keeping the Eastside affordable for lower- and middle-income households. Working Group members also recognize the desirability and importance of new market-rate housing and housing that can be purchased by residents interested in homeownership.

### **Public Spaces**

This topic addresses how public spaces are used on the Eastside and might include improvements to sidewalks, streets, and alleys; opportunities for public gathering places or open spaces; street trees and plants; or other amenities that meet the diverse needs of the community.

Working Group members expressed the need to provide spaces for residents to gather since it is increasingly important as the population and density of the Eastside increase. There is a need to provide green space, parks, open spaces, and other similar areas



in the neighborhood. Additionally, streetscapes could be enhanced to introduce more green along thoroughfares with street trees, landscaping, and benches. Members also suggested considering urban design improvements in neighborhood alleyways.

Working Group members noted that Plummer Park is a valuable resource in the community. Immediate opportunity exists to address open space needs by building consensus in the community and resolving recent issues to enhance Plummer Park's existing assets and meet additional open space, recreation, and community service needs.

## NEXT STEPS

The results of this Working Group meeting, along with results of the prior Working Group meetings and Eastside walking tour, will be synthesized into a single memo establishing the recommendations of the Working Group to be presented to the City Council for use in guiding the development of the Eastside Community Plan RFP and content. Another Working Group meeting will take place on July 9, 2014, at Plummer Park from 6:30 to 8:00 p.m. The meeting will include an overview of the findings of the Working Group meetings and the resulting memo. Working Group members will review the memo and further refine recommendations as appropriate. Following approval of the memo by the Working Group at Meeting #4, City staff will present the memo to the City Council for consideration.

# EASTSIDE WORKING GROUP MEETING #3 TRANSCRIPTION NOTES

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

## COMMUNITY CHARACTER

- Different from city as a whole?
- Part of the whole?
- Don't want the Working Group to be acting as an advertising agency
- No brand/logo
- People feel better when they look better; we just need beautification (shape up what we have)
- We should focus on the vision of what we want to keep /change
- City of WeHo is inclusive and welcoming; Eastside is proud to be part of it and positively contribute
- Call it what it is, no sub-districts
- Staff should make a recommendation for character statement based on this discussion

## HOUSING

- Topic should also include:
  - Creation of new housing (market-rate and affordable)
  - Code compliance
  - Preservation
- Address moderate-income housing opportunities (not just low and high)
- Preserve diversity of housing
- Some historic housing was related to service lot and studio work
- Monitoring rent-controlled units – protect people in those units
- Code compliance enforcement and educate renters on their rights; enforce code on landlords
  - Sometimes need to be flexible to allow owners to maintain units
- Low-income people being forced out may contribute to homelessness, lack of diversity
- Inclusionary housing is not enough if there isn't affordable retail available

## ECONOMIC DEVELOPMENT

- Job creation and office space have the greatest impact
- Maintaining the historic building and neighborhood architectural character promotes economic development
- Streamlined permits
- Parking free times
- Restaurants with outside seating
- Don't make alleys too fantastic or they dilute activity focused on the street
- Affordability in housing, retail, and restaurants
- Increasing rents/costs make it difficult for neighborhood businesses
- Creative solutions to aid neighborhood businesses
  - Free parking
  - Relaxed zoning requirements
- Moratoriums on certain types of business – pawn shops, marijuana dispensaries, liquor stores

## PUBLIC SPACE

- Development of green spaces
  - Opportunity for new development to provide more open space
- Many of these issues are also economic development issues

## URBAN DESIGN

- Promote the new look of the Eastside
- Promote walkability in neighborhoods
- New development should complement existing character
- A design overlay (like in West Hollywood West) to preserve character, avoid mansionization
- Can we have new development complement the old without updating the General Plan? [answer: yes]

## PRIORITY RANKING OF PLAN TOPICS: VOTE 1

1. Economic Development
2. Urban Character
3. Housing
4. Mobility
5. Public Spaces
6. Public Safety

## PRIORITY RANKING OF PLAN TOPICS: VOTE 2

1. Economic Development
2. Mobility
3. Urban Character
4. Public Spaces
5. Housing
6. Public Safety

# EASTSIDE TOUR – WORKING GROUP MEMBER COMMENTS

Three Working Group members submitted written comments following the tour.

## COMMENT SHEET #1

### Economic Development

Comments:

- Strongly support the proposed hotel redevelopment on Santa Monica Boulevard between Stanley and Curson Avenue. The consultant could include the Eastside Working Group's approval of this future development and emphasize the inclusion of community input and direction to this project.
- Support the future redevelopment and mixed-use project for the east side of Fairfax Avenue. Also, the possible repurpose/reuse of the historical Methodist Church for conversion into low-income or LGBT senior housing.
- Approach existing businesses that are successful on the west side of WeHo to consider through City programs to open businesses on the Eastside. For example: Cooley's East. Contact Cooley, Vanderpump, Miller... with marketing materials, ideas to invest on our Eastside. The consultant to develop an outreach program through the City and the Chamber of Commerce of West Hollywood to bring exciting, "eclectic" new and existing businesses from other areas to the Eastside of West Hollywood. Create a Business Support Task Force focusing on the Eastside.
- The Eastside needs a reasonable pet-care, grooming, and day-care business.
- The idea of "gastropubs" would fit in nicely on our main corridors.
- Areas for future redevelopment are The Avon Truck Rental, the "For-Lease" lots at 7400 block of Santa Monica and Vista. The European Auto Repair shop (eyesore).
- Follow recommendations of City's Community Study and the priorities that are found as they relate to the Eastside. Additional green, open parklands...

### Public Events

Comments:

- Strengthen existing events at Plummer Park with open parklands and parking.
- Children's and/or entire community event at Plummer Park—Sidewalk Art. City to investigate cost and possible low-cost material supplies, i.e., chalk.
- Performing arts at remodeled Fiesta Hall of all types and ongoing throughout the year.
- Enhance Farmers Market at Plummer Park. Add Food Truck Night Out in Plummer Park.
- With high concentration of seniors and families, we need a Social Ballroom event that could be held weekly, monthly, and offer a variety of dance styles.

### Community Identity

Comments:

- Eclectic, unique, diverse are the key characteristics of the Eastside and its population base. The Eastside has always been inclusive and gives us the appeal to a broad base. Families, LGBT, seniors, Russians, and children are our strength and recognition. The Eastside should promote these aspects through marketing, especially with the large mixed-use projects opening now and in the near future.
- Promote our historic attractions to future residents, visitors... The LOT, Formosa Café, Plummer Park (land), Fiesta Hall, Route 66, Normandy Apartments (Charlie Chaplin's contract players' former residence), Methodist Church at Fairfax Avenue.
- Promote eclectic development for our main corridors and only where it makes sense in our neighborhood streets. For example, the development pending for 1125 Fuller Avenue is an excellent addition and complements the current

streetscape. The juxtaposition of contemporary and mid-century along with some craftsman style is exactly the make-up of the Eastside and should be developed and considered for approval by the City Council. Again, when it makes sense. The Eastside is the best community for this type of development diversity.

- Pictorial, visual makeup of the charm, character, eclectic nature of the Eastside and its people.
- Historical photo wall at renovated Fiesta Hall as it relates to the Eastside at Plummer Park.

## **Mobility**

Comments:

- Extend the Pick-Up line into the Eastside with stops at Fairfax, Vista, and La Brea Avenue along Santa Monica corridor.
- Urgent priority for the consultant to look at traffic study for Fountain Avenue. Look into reconfiguration of all lanes. Possibly a central left-hand turning lane from La Brea to Fairfax Avenue. Followed by a non-stop east and west car travel lane. Followed by bike lanes with fluorescent paint and then the street side parking. This is one suggestion.
- Second, starting on either the north or south side of Fountain Avenue running from La Brea to Fairfax, a dual bike lane, then interior traffic lanes. Still consider a central left-hand turning lane. Note that this option would remove either the north side or south side street parking. The intention is to increase bike traffic, smoother car traffic.
- Subterranean parking garage at Plummer Park and parking structure closer to Fairfax to pick up the loss of street parking on the north or south side.
- No flashing beacons in middle of blocks. Residents, visitors to use crosswalks at lighted intersection or cross streets.
- The consultant to look at possible closure of point of egress/ingress on Fountain Avenue at Ralph's Grocery with options to redirect patron traffic onto Detroit Avenue. Points of ingress/egress would remain on La Brea but a new point of ingress/egress from Detroit. No entry/exit from Fountain.
- Immediate study to install left-turn signal at Fountain and La Brea that allow more than two cars to turn when arrow is green. Extend left-turn lane on eastbound Fountain Avenue at La Brea to accommodate more cars queuing up.
- Look into overhead commuter pods perhaps down the length of the alley behind Santa Monica Boulevard.
- Support for "Pink" line of MTA down Santa Monica Boulevard.

## **Urban Design and Community Character**

Comments:

- Eclectic, diverse, unique as reflected in the Eastside population base to be reflected in styles, type of new developments. The Courtyard, Matthew Marks Gallery juxtaposed with Spanish, Mid-Century, and contemporary are how we see the Eastside and advertise, promote, and support our diverse and eclectic make-up.
- Streetscape beautification project for Fairfax Avenue. Starting at the intersection of Fairfax and Santa Monica Boulevard. To extend north to Fountain Avenue. Added greenery, trees, landscaping... Landscaped divider for this segment of Fairfax would be a major improvement.
- Intersection of Fairfax Avenue and Santa Monica Boulevard is identified as the most unattractive borderline blighted area currently on the Eastside and needs major improvement. The building on the northwest corner is in major need of redevelopment or façade upgrade.
- "CITY OF WEST HOLLYWOOD" brand recognition on the Eastside. Similar to the signage that is proposed for West Hollywood Park, Phase II.
- The consultant to consider options for solar panel for bike lanes, roads, and walkways.
- Create art district by utilizing vacant storefronts and repurpose spaces for artists at nominal fees.

## **Public Safety**

Comments:

- WeHo Police Department: Have the consultant explore the creation of WeHo-PD. Prioritize and budget cost, staffing, location(s). The consultant should investigate feasibility.

- Establish homeowners association in conjunction with Neighborhood Watch especially for streets that are predominantly single-family homes, i.e., Green Acre Avenue.
- Increase presence of block-by-block patrol with emphasis on Plummer Park, alleys, and known hot spots throughout the Eastside.

## Housing

### Comments:

- The consultant could develop solutions and create incentive to entice builders to block a percentage of all future development to always include “moderate” inclusionary housing within the Eastside. Perhaps some sort of City program that would be offered solely to include moderate housing like a density credit...
- Increase new and refurbished housing utilizing WHCHC and others to develop or repurpose building to meet the standards of style, feel, and unique aesthetic of the Eastside. Emphasis on the Inclusionary Housing Program with inclusions of very low-, low-, and moderate-income and market-rate apartments, bungalows.
- Sierra Bonita Apartments are excellent example of the direction and usage of alternate energy sources for all future developments.
- Low and moderate incomes are below the City’s average; thus, we need more WHCHC projects.

## Public Spaces

### Comments:

- Plummer Park. Needs to be opened with clear sight lines for enhanced public safety.
- Paramount historic consideration of Plummer Park is the open parkland of the remaining Plummer Rancho. Most historical feature of Plummer Park and is encumbered by too many buildings, tennis courts, surface parking lots.
- Reduce buildings and tennis courts. Recommend relocation/removal of Great Hall/Long Hall. Again, the prominent historical feature is the land and Fiesta Hall.
- Plummer Park’s current grassland/parklands are too segmented and segregated. Recommend the consultant prioritize the restoration and remodel of our Eastside park. GH/LH is at best marginal for reuse/repurpose and is an old utilitarian building that sits in the middle of Plummer Park.
- Maximize the park’s experience through more open parkland, green, trees, furniture. Emphasis on open sight lines for complete enjoyment of the park, use, and optimized public safety. Considering the size of Plummer Park; there should not be a building in the middle of the park. I don’t think there should be any facilities that sit dead center of any park but to its front, back, and sides. The consultant could stress the importance to park users enjoying the open parkland at Plummer Park.
- The consultant could investigate the possibility of purchasing the lot at 1140 Vista Street and create a new access into Plummer Park. This would be more like a pocket park that is adjacent to Plummer Park. Meets General Plan to increase green space and open parklands.
- Plummer Park is too building-heavy; tennis courts are too numerous. There is a basketball court, children’s playground, sports concession building, two surface parking lots, and hardscape galore. The enjoyment of people, pets at Plummer Park is paramount, and more parkland is desperately needed.
- Street-by-street analysis for streetscape improvements: trees, planters, furniture.
- Alley beautification program. Green, planters, patios extensions for some businesses.
- The LOT façade improvement program. Emphasis on solutions and removal of A/C units on Santa Monica Boulevard façade. Particularly the southwest corner up to Formosa Avenue.
- Promote the overwhelming recognition of the city’s historical properties and continued support where the overriding consideration does not compromise land use that benefits residents, visitors.

## Civic Engagement

### Comments:

- We have had requests from the public to emphasize public safety on the Eastside and Plummer Park.
- Enhance Neighborhood Watch and develop group block captains. This could encompass several blocks in succession for each block captain.
- Increase in community input at all levels and areas regarding current and future projects for the Eastside. Public outreach and civic engagement are crucial to the development of the consultant, Eastside Working Group, and the City on the Community Plan for the Eastside.

## Community Services

### Comments:

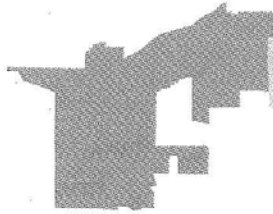
- Homeless outreach kiosks to advise this segment of our population on shelter, food, and sanitary access for a marginalized group within the Eastside community. Active outreach in conjunction with Human Services and service organization to help improve the lives of our most vulnerable residents.
- Urgent need for off-leash dog area at Plummer Park. The concentration of residents with dogs needs the consultant to implement recommendation for the creation of this amenity within Plummer Park.
- The consultant could identify voids in accessibility of social service programs for LGBT, seniors, homeless, youth crisis, domestic violence outreach and prevention for Eastside residents. Venues to be used and how to process, access information.

## Other

### Comments:

- Clear, marked, fluorescent bike lanes. The sharrows markings are not visible nor do they help mobility of cars, people, and bikes. They act more as a hindrance to slow traffic and create public safety issues. The consultant could address resolutions and solutions with alternative to the sharrows program.
- City flags to be flown at key points of ingress/egress on La Brea corridor from Fountain Avenue through Romaine Street. Let people know they are in West Hollywood and entice them to live, eat, work, and play at our up and coming Eastside.
- Formosa Park is beautiful and I've learned it is built on top of a subterranean parking structure. It is very green and offers rest, relaxation, and most importantly shade. This is important to remember as we look at subterranean parking options at Plummer Park.
- What is the status and update of the HRG (Historic Resources Group) study that Councilmember Duran called for and was passed regarding Great Hall/Long Hall removal, mothballing, relocation? This study was to have been completed by the end of May 2014.
- Plaque for Community Center at Plummer Park as suggested twice by Councilmember Heilman during Council meetings. Heilman instructed City Manager to look into this. What is the status?
- Establish a Speak Up—Speak Out Platform for concerns, issues, improvements, ideas for the Eastside community.
- Welcome to the Eastside—Innovative and Creative.
- Plan for vacant lands and abandoned buildings. How do we revitalize these areas?
- Spruce up the Eastside by removal of old, unused newsstand boxes, public phone booths; replace worn or damaged street furniture.
- Increase the dog-droppings bag dispensers.
- Greenery, greenery, greenery...

**Eastside Working Group  
Tour Worksheet**



**Eastside  
Community Plan**

**May 31, 2014  
9:00AM - Noon**

Please provide your input regarding each topic included below during our tour today. Please leave with the project team at the end of the tour.

**Economic Development**

Comments: I would study what is happening on La Brea south towards Wilshire and also on 3rd st or Lando - Sweetzer

**Public Events**

Comments: Street fairs - Flea markets TOURS -

**Community Identity**

Comments: Not sure - would love some sense of history along with all the 'New' that is happening

**Mobility**

Comments: Sadly - the trolley <sup>tracks</sup> down the center of S.M.B. was no restored - Brought back to life - I would like a study on the possibility of bringing it back - the Pick-up line should come to La Brea

**Urban Design and Community Character**

Comments: Community character in our residential neighborhoods must remain - overlay zone? Historic district? Bungalow district? I am very unclear about what our "urban design" is to look like - Basically all the newest buildings to me are looking the same too massive! NO SET BACK - I would like to see places - inviting areas



## Public Safety

Comments:

Block by Block has made a great improvement  
But we need more Bicycle shelters in Dummer  
Park and maybe undercover shelters as well

## Housing

Comments:

I would like to see more spaces for community  
gardens incorporated in housing —

## Public Spaces

Comments:

There needs to be more community gardens —  
they offer a sense of calm & peace especially  
to

## Civic Engagement

Comments:

## Community Services

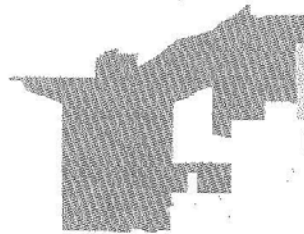
Comments:

## Other

Comments:

Street Scape: on Formosa across from the Lot  
a higher fence where the utility trucks  
are parked - get rid of phone poles

# Eastside Working Group Tour Worksheet



# Eastside Community Plan

May 31, 2014  
9:00AM - Noon

Please provide your input regarding each topic included below during our tour today. Please leave with the project team at the end of the tour.

filled out by LEA ANDERSON - 20 yr Resident of THE EASTSIDE

## Economic Development

Comments:

IT SEEMS THAT WITH THE HIGH PRICES OF THESE NEW DEVELOPMENTS COMING IN THAT PEOPLE WITH LITTLE MONEY WILL HAVE FEWER PLACES TO SHOP/EAT. AFFORDABLE RESTAURANTS (HEALTHY) CAFETERIA STYLE ARE NEEDED. I'M ALSO WORRIED THAT SMALL BUSINESS OWNERS WILL BE SQUEEZED OUT :)

## Public Events

Comments:

SINCE WE DON'T SEEM TO HAVE MANY SPACES FOR PUBLIC EVENTS ON THE EASTSIDE, RUMBLE PARK SEEMS TO BE THE LARGEST SPACE. ALSO BLOCK PARTIES COULD ALSO BE A SOLUTION (THE STEP OUT PROGRAM) WHICH I INITIATED. ART SHOWS, NIGHT TIME FARMERS MKTS, SWAP MEETS, LIVE MUSIC / AFFORDABLE FOOD I FIND THAT FOOD TRUCKS ARE PRICEY - LET'S FIND MORE AFFORDABLE CUES FOR EASTSIDE RESIDENTS.

## Community Identity

Comments:

WE DON'T HAVE AN IDENTITY HERE. IT'S A MIXED BAG. IF THIS IS SUPPOSED TO BE THE RUSSIAN ZONE / NEW YOUNG ARTISTS MOVING IN WE NEED TO STRENGTHEN THE VISIBILITY AND CLEAN UP THE RUSSIAN DISTRICT FACADES / MORE PLANTERS - MURALS, INTERESTING LIGHTING, - - - STREET ART, PAINTED ELECTRICAL BOXES

## Mobility

Comments:

TRAFFIC IS A NIGHTMARE ALLOVER LA. THE IDEA OF MAKING FOUNTAIN A FAST TRACK W/ LESS LEFT TURN OPPORTUNITIES AFT. 4pm. LEFT TURN ARROWS THROUGHOUT EASTSIDE NEED TO BE LENGTHENED (MORE CARS NEED TO PASS THROUGH) LEFT TURN ARROWS ARE NEEDED ON FOUNTAIN CRESCENT HEIGHTS, & FAIRFAX. ALL DIRECTIONS. SYNCHRONIZATION OF TRAFFIC LIGHTS IS A MUST CROSSWALK JUST E OF FAIRFAX ON SM MUST BE REMOVED. WAY TOO CLOSE TO AND DANGEROUS SIGNAL - CLOSING TRAFFIC

## Urban Design and Community Character

Comments:

I'D LIKE TO SEE AS MUCH CURB AS POSSIBLE, MEDIAN, POCKET PARKS, BENCHES ALONG SMALL FAIRFAX (EASTWARD) PLANTERS, COLORFUL FLOWERS NOT HAPPY W/ TREES IN MEDIANS ON NUBIA. PALM TREES IDENTIFY W/ THE MEDIAN - VISTA - SOUTH OF SM. BEAUTIFY STREET ON SM BETWEEN FAIRFAX + CORNER

→ OUTSIDE PEOPLE LEARN TO DRIVE CARS BIKES ARE GETTING IN THE WAY UNFORTUNATELY

I ENCOURAGE ROOF GARDENS ACROSS THE BOARD!

## Public Safety

Comments:

I THINK THE POLICE DO A GREAT JOB OVER HERE. WE ABSOLUTELY NEED THE ADDITIONAL SAFETY AMBASSADORS. AT NIGHT A LOT OF STRANGE PEOPLE COME OUT. LA BREA BETWEEN SUNSET + MELBOURNE IS NOT SAFE AT NIGHT. NOT INVITING. I THINK THIS AREA IS BAD AND (SMBLWD BETWEEN (COURTNEY + LA BREA)) IT'S SORT OF A DEAD ZONE. MORE PEOPLE ARE STRAPPED TO THE STREETS EVERYWHERE.

## Housing

Comments:

it would like to see housing and ops of small businesses using LWD.

HOUSING IS VERY EXPENSIVE HERE. AFFORDABLE HOUSING IS AT A MINIMUM 100-200 UNITS DOESN'T CUT IT WITH THOUSANDS OF PEOPLE STRUGGLING. GREAT CONTROL HOUSING IS LEFT TO ROT. INSPECTIONS ARE NEEDED. LANDLORDS WANT TO PUSH THESE PEOPLE OUT. I AM A VICTIM OF THIS. THE UNITS IN THESE NEW DEVELOPMENTS ARE WAY TOO EXPENSIVE. I'LL BE SURPRISED IF THEY RENT THEM ALL. THEY ARE ASPHALT JUNGLES ON MAIN STREETS ☹️

## Public Spaces

Comments:

PUBLIC SPACES OUTSIDE NEW DEVELOPMENTS ARE AT A MINIMUM + ON EAST SIDE HOXLEY EXTERIOR IS TINY + RIGHT ON STREET. THEY NEED A PARTICIPAD (SP?) SAME W/ TARGET CENTER. NEEDS PLANTS TO SEPARATE STREET FROM OUTDOOR PATIO. NOT INVITING AT ALL TO EAT ON THE STREET. HOPEFULLY MOVIE TOWN PLAZA + DEVELOPMENT BEYOND FROM TARGET WILL HAVE MORE PUBLIC SPACE THAT LOOKS INVITING

## Civic Engagement

Comments:

THE ONLY ENGAGEMENT I SEE IS AT PLUMMER PARK. WE HAVE A VEGETABLE MARKET ON A MONDAY MORNING. THAT'S ABOUT IT. THERE IS NOTHING TO ENGAGE IN. NATIONAL NIGHT OUT IS USUALLY UNDERATTENDED. NO PUBLICITY EXISTS IN WETHO ON ANY LEVEL. IT'S VERY MINIMAL WAY BETTER THE TIMES

## Community Services

Comments:

GOOD COMMUNITY SERVICES AT PLUMMER PARK. WE DO NOT HAVE A WALK IN CLINIC HERE. THAT WOULD BE GOOD. AFFORDABLE CARE IS NEEDED. OTHERWISE NO COMPANIES

## Other

Comments:

WE HAVE GREAT POTENTIAL OVER HERE. A FEW TWEAKS HERE - THERE + BEAUTIFICATION IS A MUST. LET'S GET THE TRAFFIC MOVING AND BRING IN MORE AFFORDABLE BUSINESSES/RESTAURANTS SO PEOPLE CAN ACTUALLY GO OUT + EAT. I LOVE THE IDEA OF A SOUP PLANTATION AND FEEL THAT IT WOULD DO GREAT BUSINESS + PULLING PEOPLE OUT - STEP OUT TO AFFORDABILITY ☺️



# Eastside Working Group Tour: Recent Development Projects

**A 937 FAIRFAX AVE.**



- Affordable Living for the Aging
- 17 affordable senior units, 4 stories
- LEED Platinum Certification
- Status: under construction

**B 1250 FAIRFAX AVE.**



- 53 apartment units (12 affordable units)
- 5 stories
- Status: project approved

**C MOVIE TOWN: 7300 SANTA MONICA**



- 32,300 SF commercial
- 294 condo units (76 affordable senior units)
- 8 stories
- Status: project approved

**D THE LOT: 1041 FORMOSA AVE.**



- 100,000 square foot creative office space
- 5 stories
- Status: complete



**E DOMAIN:  
7141 SANTA MONICA BLVD.**



- 9,300 SF commercial
- 166 residential units
- 33 affordable units
- 6 stories
- Status: site work underway

**F THE DYLAN: 7113 SANTA MONICA**



- 12,808 SF commercial
- 184 apartments (37 affordable units)
- 6 stories
- Status: under construction

**G COURTYARD AT LA BREA:  
1145 LA BREA AVE.**



- West Hollywood Community Housing Corp.
- 32 affordable units
- Sustainably designed
- 5 stories
- Ground floor space for non-profit service providers
- Status: complete

**H THE HUXLEY: 1234 LA BREA AVE.**



- 18,159 SF commercial
- 187 apartment units (38 affordable units)
- 6 stories
- Status: complete

# Eastside Working Group Tour: *Innovative Projects and Services*

**A COFFEE COFFEE: 1040 N. FAIRFAX**



- Reused existing small (325 SF) retail space for a neighborhood coffee shop

**B MATTHEW MARKS GALLERY: 1062 N. ORANGE GROVE**



- Contemporary art gallery
- Ellsworth Kelley sculpture on facade

**C VENOKADO: 7714 FOUNTAIN AVE**



- Local wine and gift shop
- Utilized redevelopment agency loan to install new signage on site



**D NEIGHBORHOOD TRAFFIC CALMING**



- Traffic calming measures include traffic circles, medians, sidewalk bulb-outs, etc.
- Controls traffic on residential streets
- May provide opportunities for greening

**E DETROIT COMMUNITY GARDEN: 1201 DETROIT**



- 33 garden plots available to West Hollywood community members
- 1 year lease with renewals up to 3 years

**F WEST HOLLYWOOD GATEWAY: 7100 SANTA MONICA**

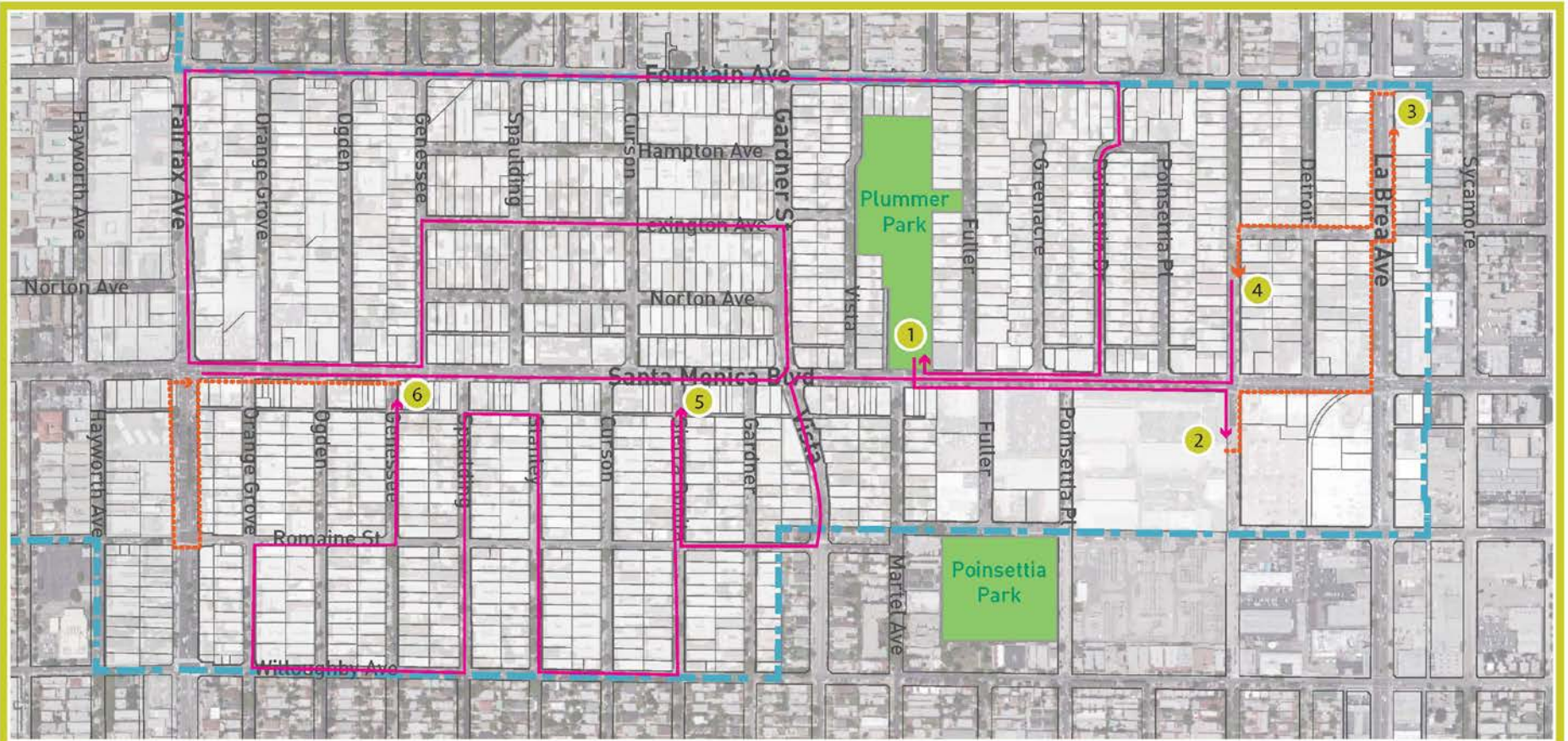


- 257,000 SF commercial
- 1,000 parking spaces
- Large public plaza
- Anchored by Target and Best Buy
- Provided new services and retail opportunities for neighborhood

**G SOVA FOOD BANK: 1140 N. LA BREA**



- Food pantry offering fresh meat and produce
- Provides access to other vital services, including legal advice, help with job searching and counseling



**Eastside**  
Community Plan

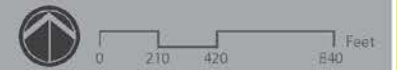
**EASTSIDE TOUR ROUTE MAP**  
MAY 31, 2014

**Legend**

- Eastside Parcels
- Streets
- Parks/Open Spaces
- West Hollywood City Boundary
- Walking Route
- Driving Route

**Tour Stops**

- 1** Plummer Park: pick-up/drop-off
- 2** The Lot - Tour
- 3** The Huxley - Tour
- 4** Formosa Pocket Park
- 5** Sierra Bonita Housing - Tour
- 6** Fairfax area walk



# MEMO

**Date:** July 9, 2014

**Re:** West Hollywood Eastside Community Plan – Eastside Tour and Working Group Meeting #4 Summary

## INTRODUCTION

This memorandum summarizes the fourth meeting of the Eastside Working Group conducted by the City of West Hollywood for the purpose of developing an Eastside Community Plan that will identify the community's goals and priorities for the future of the neighborhood. This summary describes the purpose and composition of Working Group Meeting #4, presents outcomes from the discussion, and outlines next steps.

## OVERVIEW

The City of West Hollywood hosted and facilitated Working Group Meeting #4 on July 9, 2014, at the Plummer Park Community Center from 6:30 to 8:00 p.m. Presenters at the meeting included Senior Planner Bianca Siegl, Human Services and Rent Stabilization Department Director Elizabeth Savage, and Project Development Administrator Andi Lovano, from the City of West Hollywood. The meeting was attended by twelve Eastside Working Group members, including residents, business owners, and community-based organization representatives. At the meeting, City staff provided a brief overview of the results of Working Group Meeting #3 that occurred on June 11, 2014. The Working Group received a presentation from Andi Lovano and Elizabeth Savage regarding the City's current housing programs and policies. The remainder of the meeting was devoted to reviewing and finalizing the draft Topic Recommendations Memo for presentation to the City Council. In addition, the public was invited to share comments at the beginning and end of the meeting.

## MEETING #4 RESULTS

### MEETING AGENDA

- Call to order, pledge of allegiance, and roll call
- Public comment
- Welcome and introductions
- Approval of minutes
- Working Group Meeting #3 summary
- Rent stabilization and Housing discussion
- Review of Draft Topics Recommendations Memo
- Schedule and next steps

- Comments and adjournment

## RENT STABILIZATION AND HOUSING DISCUSSION

Project Development Administrator Andi Lovano presented information about West Hollywood's housing programs and reviewed the goals and policies regarding rent stabilization and inclusionary housing. The goal of rent stabilization is to protect tenants from unreasonable rental conditions while ensuring a reasonable return to landlords. Inclusionary housing's aim is to encourage the production of low and moderate income housing as well as housing for disabled and older residents. The presentation also gave a snapshot of the number of inclusionary units that are built, under construction, and entitled. Lastly, Andi presented the goals and requirements of the Housing Element, which includes providing an assessment of both current and future housing needs. Human Services and Rent Stabilization Department Director Elizabeth Savage addressed questions and comments from the Working Group.

Some Working Group members expressed concern that moderate-income and low-income populations are not assisted as much as the very-low-income due to the lack of economic incentives to developers. Members expressed interest in exploring zoning bonuses to encourage more inclusionary units to be built. Others raised concerns regarding the enforcement of exterior maintenance of residential buildings.

## TOPIC MEMO REVISIONS

The Working Group reviewed the Draft Topic Recommendations Memo, prepared by City staff. The recommendations in the Draft Memo are meant to reflect general goals for the Eastside without listing specific or detailed strategies to achieving these goals. Content of the draft memo was based on discussions from the last three meetings as well as the Eastside Tour. City staff will prepare a staff report to accompany the memo, which will summarize the process during the first three meetings, as well as how the recommendations will be used to develop a Request for Proposals (RFP) to solicit a consultant team for the next phase of the project. The Working Group discussed key sections of the Draft Memo and made changes as needed based on the consensus of the group.

### EASTSIDE COMMUNITY IDENTITY

Some Working Group members commented that the borders of the Eastside neighborhood are not well-known. The Working Group modified the Draft Memo to emphasize the need for additional City signage and branding in the Eastside.

### ECONOMIC DEVELOPMENT

Working Group members expressed interest in using zoning incentives to attract neighborhood-serving businesses to locate in the neighborhood. Members expressed varying opinions about the desirability and appropriateness of various specific business types, particularly big-box stores. This issue was flagged as important for future discussion during the Community Plan development phase of the project. In addition, pawn shops were noted as a nuisance business and some members inquired whether a moratorium was possible. The Draft Memo was modified to specify marijuana dispensaries



and pawn shops as examples of nuisance businesses that should be limited (as opposed to bars, which members noted can operate very responsibly).

#### MOBILITY

The Working Group discussed a range of issues related to mobility improvements, including concern for congestion relief, desire for improved safety, and a debate over mid-block versus corner crosswalks, each of which can be further addressed in the Community Plan. Additionally, because Los Angeles borders the Eastside on all sides, the Working Group emphasized the importance of coordinating with Los Angeles traffic controls to ensure safety, particularly on Fountain Avenue.

#### URBAN DESIGN AND COMMUNITY CHARACTER

Working Group members discussed the distinction between what is “historic” and what creates “neighborhood character”. The current process to develop design guidelines for single-family zones in West Hollywood West was mentioned, and some members encouraged the Working Group to support a similar process in the Eastside neighborhood.

#### PUBLIC SPACES

Working Group members discussed an interest in expanding park and open space in the Eastside neighborhood, and suggested that the City should be encouraged to purchase abandoned properties to create more public spaces. The Draft Memo was modified to emphasize expansion of public spaces.

#### HOUSING

Working Group members discussed ways to encourage moderate-income housing and exterior maintenance of existing buildings. Several members wished to encourage co-op home ownership opportunities and other innovative housing solutions.

#### OTHER TOPICS

Working Group members requested that sustainable principles be reflected throughout each topic area in the Community Plan, and that a demographic-trends analysis be completed to provide important background information for the Plan.

#### NEXT STEPS

The Working Group’s Eastside Community Plan Topic Recommendations Memo will be presented to the City Council for consideration in September 2014. This memo will be used to guide the development of the Eastside Community Plan Request For Proposal and content.

The Working Group was presented with alternative meeting schedules in order to avoid conflicts with other City Boards or Commissions, but voted to maintain the current schedule, meeting the second Wednesday of each month. The next Working Group meeting will take place on August 13, 2014 at Plummer Park from 6:30 to 8:00 p.m. The meeting will feature a presentation on Code Compliance and other topics.

## EASTSIDE WORKING GROUP MEETING #4 TRANSCRIPTION NOTES

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

### HOUSING PRESENTATION

- There are opportunities for very-low to low-income units in new developments created by tax credits, but moderate income affordable housing has not been as incentivized. Teachers and other workers cannot afford to live in West Hollywood.
- A developer would easily choose low-income over moderate-income because of all the incentives for low-income.
- Encourage proactive code compliance of 7-year exterior maintenance requirement, for rent-stabilized buildings, replacement of flooring in residential units and common areas.
- Concern regarding the Costa Hawkins Act, which resulted in vacancy decontrol.
- Costa Hawkins incentivizes property owners to move out current tenants in order to get market-rate rents.

### RECOMMENDATIONS MEMO

- Eastside Community Identity
  - People don't know the borders of the East side enough. Unification of West Hollywood identity should definitely be incorporated into the memo
- Economic Development
  - Encourage use of zoning code incentives to ensure that new neighborhood-serving businesses can locate here
  - No limitations on big-box retail because Targets, grocery stores, Urban Home, Soup Plantation, etc. can be appropriate
  - What about Walmarts? How can we limit some but not others? Possibly by square footage
  - Pawn shops moratorium (nuisance businesses)
  - Define nuisance businesses or "soften" nuisance word because bars can be operated very responsibly
- Mobility
  - Very opposed to mid-block crosswalks; feels that installing traffic lights are better.
  - In response to "Support safe alternative transportation options, such as bicycle travel on side streets rather than along major thoroughfares," Working Group needs more information to know if the best way to deal with safety is to move alternative transportation to. Instead of saying "reduce congestion" possibly we can think about efficiency in how to move people in and out the fastest and safest.
  - Concerned that Fountain Avenue is dangerous
  - West Hollywood should coordinate with Los Angeles, as the Eastside is surrounded on all sides by LA. Greater coordination with Los Angeles for safer transportation.
- Urban Design/Community Character
  - "historic" vs. "neighborhood character"

- Public Spaces
  - Encourage the City to purchase abandoned properties to create more public spaces.
- Housing
  - Enforce existing programs/laws
  - Incentivize moderate-income housing
  - Strategies for home owners to maintain building facades. In the past (under Redevelopment), home owners could obtain a loan to redo their front facades/exterior facades and if they stayed in the property long enough, they did not need to pay it off.
  - Encourage co-op home ownership opportunities
  - Encourage innovative housing solutions
- Other Topics
  - Sustainability
  - Incorporating sustainability in old buildings

#### NEXT STEPS AND MEMBER COMMENTS

- Move to Fiesta Hall so that the room can accommodate more community members
- Please arrange for a Code Compliance to attend a meeting)
- Please reserve parking spaces for Working Group meetings
- Schedule a pop-up event at local elementary schools for broader outreach
- Once new consultant has been selected, arrange another Eastside tour