

January 18, 2017

## **MEMO: EWG Meeting #10 (January 24, 2017) – Review of Eastside Community Plan and Overall Prioritization**

Welcome to the tenth meeting of the Eastside Working Group (EWG). This meeting will provide an opportunity to: (1) review the first draft of the Eastside Community Plan; and (2) prioritize the recommendations for the Eastside Community Plan.

### **Vision + Guiding Principles**

At the last EWG meeting, members provided ideas on the vision statement for the Eastside Community Plan. This vision statement, along with recommendations, will guide the implementation of the plan. The draft vision statement can be found in the Draft Eastside Community Plan (Attachment 1) beginning on Page 18. To the greatest extent feasible, we tried to use the actual phrases and sentences of the EWG members.

Prior to the meeting, please review the vision statement and be prepared to discuss whether you feel the revised vision and guiding principles reflect the ideas shared in our last meeting.

### **Updated Recommendations**

In October, EWG members reviewed and provided comments on the table of recommendations. The first draft of the Eastside Community Plan incorporates the new recommendations proposed at the previous meeting (e.g., electric vehicle charging stations, public safety, and undergrounding of utilities), comments on existing recommendations, and a new section on “Sustainability + Public Spaces.”

Prior to the meeting, please review the draft Plan and consider whether there are any big items missing or that you think should not be included. Since our time is limited during the meeting, we plan to focus discussion on big items, and encourage working group members with more specific edits or comments on the draft to provide those to staff via email no later than Tuesday, January 31, 2017. Staff will consider and strive to incorporate comments submitted by the Eastside Working Group in the public draft, as determined to be appropriate.

### ***Public Safety and Eastside Branding***

As you review the recommendations, there are two specific items that we would like to call your attention to and ask for your input on.

# Eastside Working Group Meeting – January 24, 2017

The City Council approved an item on the December 5, 2016 agenda (Item 5.C) related to community safety issues on the Eastside. Based on the direction of that item, we'd like to have a brief discussion on the direction of *Recommendation 8.9 – Public Safety on the Eastside* and *Recommendation 7.1 – Support Eastside Identity Program*. Here is a [link](#) for the staff report for that Council directed item. We will discuss this in further detail during the meeting.

## Prioritization of Recommendations

The final component for discussion during this meeting is to prioritize the recommendations. At the previous meeting, the EWG prioritized recommendations by section. For this meeting, we would like to develop an overall priority list for the recommendations and prioritize the short-term actions identified in the draft plan. The goal of the exercise is to develop a list of the most important topics/recommendations overall and to identify the highest priority short-term actions. To facilitate the voting process, the results from the October meeting has been provided as Attachment 2, and a worksheet to create overall priorities and short-term actions is provided as Attachment 3.

If you have any questions in advance of the meeting, please feel free to contact Garen Srapyan, Associate Planner, at 323.848.6827 or GSrapyan@weho.org.

We look forward to seeing you next week!

### Attachments

Attachment 1 – Draft Eastside Community Plan

Attachment 2 – Eastside Working Group Priority of Recommendations by Topic Results (from October Meeting)

Attachment 3 – Overall Prioritization + Short-Term Actions Worksheet

## Attachment 2: EWG Priority of Recommendations by Topic Results

### Urban Design

Recommendation	Votes
3.1 Eastside Key Corridors Design Overlay Zone	8
3.2 Façade Improvement Program	10
3.3 Signage Standards	3
3.4 Outdoor Seating Standards	4
3.5 Residential Design Guidelines	3
3.6 Historic Resources Survey of R1 zones	3
3.7 Underground Utility Lines (new)	6
3.8 Trash Receptacles (new)	6

### Economic Development

Recommendation	Votes
4.1 Parking Requirements for existing commercial	13
4.2 Parking Credits Program	7
4.3 Shared Parking Incentives	7
4.4 Retail Pop-Ups	4
4.5. Small Business Assistance Program	2
4.6 Eastside Merchant's Association	4
4.7 Tech/Media Support Group	0
4.8 Creative Office Spaces	5
4.9 Renovation Assistance for Older Buildings	7
4.10 Information Campaign for Commercial Re-Investment	0
4.11 Retail Referral Program	1

### Housing

Recommendation	Votes
5.1 Affordable and Low-cost Housing	10
5.2. Range of Housing Opportunities	5
5.3 Micro Unit Housing	6
5.4 Development Design to Abate Household Expenditures	0
5.5 Housing to Support Aging in Place	1
5.6 Aging in Place Unit Change Requests	4
5.7 Incentives for Residential Rehabilitation	6
5.8 Adaptive Re-use	2
5.9 Zoning Code for Design Impact	2
5.10 Marketing of Existing Programs	2

*Mobility*

Recommendation	Votes
6.1 Neighborhood Traffic Calming	6
6.2 Residential TDM Program	1
6.3 Bicycle Infrastructure Improvements	6
6.4 Fountain Avenue Pedestrian Enhancements	7
6.5 First/last mile Options at Santa Monica with La Brea and Fairfax	2
6.6 Crosswalk Improvements	4
6.7 Congestion reduction opportunities study	5
6.8 Eastside Parking Permit Program	7
6.9 Expand Car Sharing Pilot	0
6.10 Commercial Loading Zones TNC Program	3
6.11 New Development Pedestrian Safety	2
6.12 Expand CityLineX Pilot	4
6.13 Rail Service	10

*Events + Arts*

Recommendation	Votes
7.1 Eastside Identity Program	3
7.2 Street Media Project and Wayfinding	1
7.3 Event (regularly occurring)	6
7.4 Annual Open Streets Festival	6
7.5 Public Art	2
7.6 Mural Program	1
7.7 Cultural Attractions	2

*Sustainability + Public Spaces*

Recommendation	Votes
8.1 Solar Panels	1
8.2 Energy Upgrades	3
8.3 Electric Vehicle Parking	3
8.4 Alley Improvement Program	5
8.5 Green Streets Designs	6
8.6 Tree Planting and Landscape Program	3
8.7 Pocket Park Program	1
8.8 Parklet Program	0
8.9 Public Safety Programs	15

## Attachment 3: EWG Overall Priority + Short Term Recommendations

Recommendation	Previous Votes
<i>Urban Design</i>	
3.1 Eastside Key Corridors Design Overlay Zone	8
3.2 Façade Improvement Program	10
3.7 Underground Utility Lines (new)	6
3.8 Trash Receptacles (new)	6
<i>Economic Development</i>	
4.1 Parking Requirements for existing commercial	13
4.2 Parking Credits Program	7
4.3 Shared Parking Incentives	7
4.8 Creative Office Spaces	5
4.9 Renovation Assistance for Older Buildings	7
<i>Housing</i>	
5.1 Affordable and Low-cost Housing	10
5.2 Range of Housing Opportunities	5
5.3 Micro Unit Housing	6
5.7 Incentives for Residential Rehabilitation	6
<i>Mobility</i>	
6.1 Neighborhood Traffic Calming	6
6.3 Bicycle Infrastructure Improvements	6
6.4 Fountain Avenue Pedestrian Enhancements	7
6.7 Congestion reduction opportunities study	5
6.8 Eastside Parking Permit Program	7
6.13 Rail Service	10
<i>Events + Arts</i>	
7.3 Event (regularly occurring)	6
7.4 Annual Open Streets Festival	6
<i>Sustainability + Public Spaces</i>	
8.4 Alley Improvement Program	5
8.5 Green Streets Designs	6
8.9 Public Safety Programs	15

### Overall Priority

Which of the Recommendations to the left would you consider to be a top 10 priority for the City?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## Short-Term Actions

The following short-term actions have been identified in the Eastside Community Plan as opportunities to implement in a short time period. Please review the actions and during the meeting we will discuss ranking these actions.

### *3.8 Add/Upgrade Trash Receptacles* Rank: \_\_\_\_

Short-Term Action: Replace all existing trash receptacles on the Eastside with solar compactor receptacles through the Street Media Program.

### *6.1 Implement Neighborhood Traffic Calming* Rank: \_\_\_\_

Short-Term Action: Implement 1-4 pilot traffic calming measures identified by the Eastside community to evaluate their effectiveness.

### *6.9 Expand Car Sharing Pilot* Rank: \_\_\_\_

Short-Term Action: Install 1-2 on-street car-sharing vehicles on the Eastside

### *6.10 Make TNC Pilot Program Permanent* Rank: \_\_\_\_

Short-Term Action: 2-4 permanent commercial loading zones on the Eastside.

### *7.2 Implement Street Media Project* Rank: \_\_\_\_

Short-Term Actions:

- Replace all existing bus shelters along Santa Monica Boulevard on the Eastside.
- Install Wi-Fi Hotspots at all bus shelters along Santa Monica Boulevard on the Eastside.

### *7.3 Hold Regularly Occurring Community Events* Rank: \_\_\_\_

Short-Term Action: Develop a pilot event.

### *7.4 Implement Annual Open Streets Festival* Rank: \_\_\_\_

Short-Term Action: Explore the methods and locations for an open streets event on Santa Monica Boulevard with the goal of creating an event within 2 years.

### *7.5 Expand Public Art Opportunities* Rank: \_\_\_\_

Short-Term Actions:

- Develop/identify materials documenting the cultural history of the Eastside and share these with public artists working in the neighborhood.
- Work with the community to develop a painted intersection on neighborhood street, harnessing the energy and creativity of the community.
- Work with the community to develop artwork on utility boxes along SMB

### *7.6 Implement Mural Program* Rank: \_\_\_\_

Short-Term Action: Identify blank walls that detract from the visual appearance of the Eastside and paint 3 walls within 3 years with new murals.

### *7.7 Cultural Attractions Walking Tour* Rank: \_\_\_\_

Short-Term Action: Host a pilot walking tour with the community for evaluation prior to launching the full program.

### *8.3 Implement Electric Vehicle Charging* Rank: \_\_\_\_

Short-Term Action: Install 1-4 on-street electric car charging stations along Santa Monica Boulevard on the Eastside.

### *8.4 Alley Improvement Program* Rank: \_\_\_\_

Short-Term Action: Identify 1-2 alleyways on the Eastside for a Pilot Alleyway Improvement design competition. The competition brief will include the framework and parameters of the pilot program. The pilot program will be used to evaluate the improvements demonstrated, and will be based on the input received from the community. Alleys within the Eastside that should be included in this program are directly south of Santa Monica Boulevard from Fairfax to Martel; and directly north of Santa Monica Boulevard from Genesee to Gardner and from Greenacre to Poinsettia Place.

### *8.8 Parklet Program* Rank: \_\_\_\_

Short-Term Action: A short-term goal for the program is to create 2 parklets along Santa Monica Boulevard in the Eastside to test out their desirability by the community and the impacts they have on the surrounding environment. The City can find an adjacent building owner with which to partner on the effort.