

**MINUTES  
EASTSIDE WORKING GROUP  
CITY OF WEST HOLLYWOOD  
OCTOBER 25, 2016  
6:30 P.M.**

**COMMUNITY CONFERENCE ROOM  
WEST HOLLYWOOD CITY HALL  
8300 SANTA MONICA BOULEVARD  
WEST HOLLYWOOD, CA 90069**

1. CALL TO ORDER

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

A. Pledge of Allegiance  
Garen Srappyan led the Pledge of Allegiance.

B. Reminder to Speak Clearly Into Microphone and to Turn Off All Cellular Phones and Pagers

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

C. Roll Call

Working Group Members present:  
Alexander Bazley, Justine Block, Chad Blouin, Carlos Florez, Emily Gable, Tod Hallman, Brian Keith Holt, Jared Miesler, Katherine Sears, Dani Shaker, Jesse Slansky, Agassi Topchian, Neal Zaslavsky

Working Group Members absent:  
Marina Berkman, Steve Martin

Staff present:  
Bianca Siegl, Long Range and Mobility Planning Manager  
Garen Srappyan, Associate Planner  
Danny Casillas, Administrative Specialist III

D. Approval of Minutes

No minutes

## 2. PUBLIC COMMENT

No comments

## 3. NEW BUSINESS

### A. Vision Statement

At the beginning of the meeting, each EWG member was asked to provide a 1-2 sentence vision statement that will serve as part of the Vision and Guiding Principles for the Eastside Community Plan. The following are the ideas provided:

- Attractive welcoming buildings and streetscapes with nostalgic small town feel with opportunities for social cultural connectedness with housing diversity that balances quality of life while accommodating future growth. It's sustainable, clean, walkable, bike/transit friendly, safe and vibrant.
- Inspiring, beautiful, engaging and as sexy as the west side with urban design that wows & wins awards
- Eastside: Live work eat shop
- One City One Voice. ...think hard before building new.
- Thriving and livable neighborhood that is fully integrated into the city with an emphasis on its unique history and geographic location.
- A hip, fun and progressive community with vibrant main street retail, tree-lined residential streets and great people.
- Urban village, pedestrian friendly, with less condos
- Homes not just housing
- Cool, charming neighborhood, accessible, walkable
- Unification
- A complete balance for a healthy lifestyle.
- One-City unified. Clean Green Friendly.
- No eastside branding, district instead.

### B. Review of Recommendations

Raimi + Associates and City staff provided a brief overview of the recommendations and EWG members provided comments and discussed the draft. The following is a summary of the discussion:

- There was considerable discussion on whether the Eastside should have its own branding (including logo, name, etc.) and no conclusion was reached. All members agreed that the Eastside is unique and that it should be part of the whole of West Hollywood. Some members believed that the area should be branded as the “Eastside” with its own logo, marketing, etc. Others felt that the area should have a brand such as the Arts District or the Studio District. Finally, others felt that no separate branding or identity was needed.
- Explore purchasing parcels or buildings adjacent to Plummer Park to expand park space.
- Change the focus of the neighborhood-wide tree planting program to include landscaping, including along parkways in residential areas.
- Expand the Eastside Merchant’s Association recommendations to discuss businesses improvement districts.
- For the recommendation on affordable and low-cost housing, the description should be expanded to include rent-stabilized units and to state that affordable units should be equitable across the City.
- The recommendation on the “range of housing opportunities” should be modified from “maintain policies” to “expand policies” to encourage the City to do more than it is doing today.
- The recommendation on adaptive reuse should include preservation of buildings and ensuring that buildings are of a high quality.
- The bicycle infrastructure improvements should be modified to recommend an expansion of the bicycle network.
- In the events recommendations, add an idea that some regularly-occurring existing West Hollywood events should be held on the Eastside.
- The recommendation on solar panels should include encouraging solar panels (and not just requiring solar panels.)
- Create a new category for “sustainability and green spaces” and move parks, open space, landscape and sustainability recommendations to this section.

- Add recommendations for the following topics
  - Sheriff substation on the Eastside
  - New trash cans in commercial areas
  - Underground utilities
  - Congestion reduction study
  - Eastside parking permit program (so all residential streets have permit parking)
  - New electric vehicle parking spaces (on-street and in public lots)

#### C. Prioritization

The last activity during the EWG meeting was to prioritize the recommendations by category. This was done through voting by show of hands. Each EWG members was given a certain number of votes per category that corresponded to approximately 1/3 of the total number of recommendations in the category. Attachment 1 is a summary of the votes for each recommendation by category.

#### 4. WORKING GROUP MEMBER COMMENTS

No comments

#### 5. PUBLIC COMMENT

Michael Wojtkielewicz, WEST HOLLYWOOD spoke about the Fairfax District and large developments.

#### 6. ADJOURNMENT

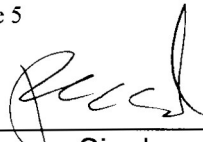
Action: The Eastside Working Group adjourned at 8:37 p.m. until the next meeting on November 29, 2016, 6:30 p.m., West Hollywood City Hall, 8300 Santa Monica Boulevard, Community Conference Room West Hollywood, California 90069

APPROVED BY MOTION OF THE EASTSIDE WORKING GROUP THIS 24TH DAY OF JANUARY 2017.

EASTSIDE WORKING GROUP MINUTES

October 25, 2016

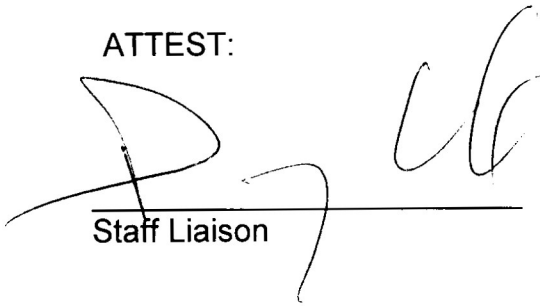
Page 5



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Biancea Siegl

ATTEST:



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Staff Liaison