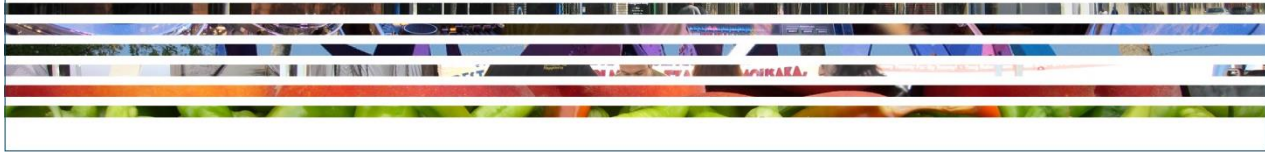


EASTSIDE COMMUNITY PLAN city of west hollywood



Eastside Community Priorities Plan Annual Implementation Report (2021)

Long Range Planning Division | Planning and Development Services Department

The Eastside Community Priorities Plan (“Plan”), adopted by the City Council in October 2017, identifies and prioritizes improvements to be implemented in the Eastside neighborhood (east of Hayworth Avenue) over the next five to ten years. The Plan is a community priorities document with specific policy recommendations in the following topic areas: Urban Design, Economic Development, Housing, Mobility, Arts + Events, Sustainability + Public Spaces and Public Safety.

The Plan was awarded the American Planning Association Los Angeles *Neighborhood Planning Award* in 2018. The Plan has a 10-year timeframe, and implementation of its goals and policies during this period is a collective effort by City staff in every Department and Division.

This report is an annual update to the City Council with respect to key implementation priorities - including progress to date, current initiatives, and future resource demands.

Current Community Priorities

In previous years, the Long Range Planning (LRP) Division hosted in-person pop-up events at various locations on the Eastside to understand community priorities related to the remaining Plan recommendations. This year, the City cancelled all in-person events and gatherings due to the COVID-19 Pandemic, so outreach was conducted virtually. LRP created an online outreach tool (Figure 1 and Figure 2) to inform community members about what has been accomplished since the adoption of the Eastside Community Priorities Plan in 2017 and ask for input on their priorities for the future as the City works to implement the remaining recommendations.

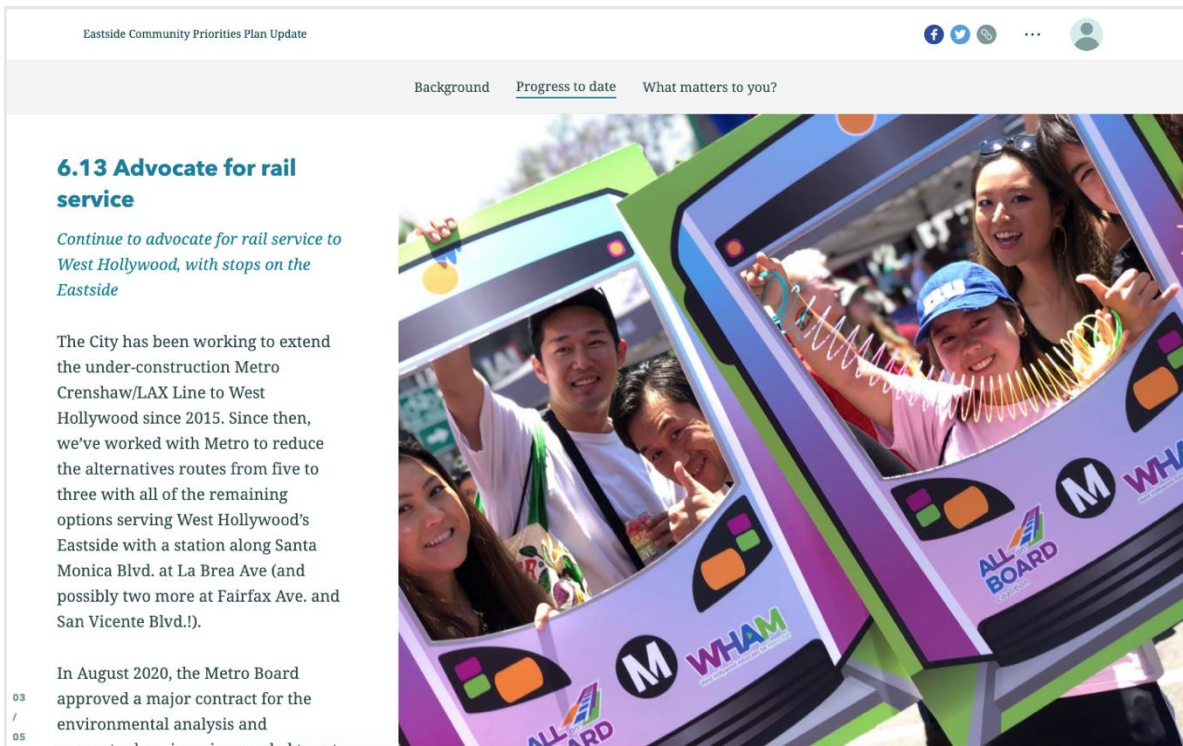


Figure 1. Screenshot of the Storymap online outreach website bit.ly/weho-east

3. Urban Design	4. Economic Development	5. Housing	6. Mobility	7. Arts	8. Sustainability & Public Space	9. Public Safety
3.1 Develop Eastside Corridors Design Guidelines 16 0 0	4.2 Parking credits program 5 0 0	5.1 Promote affordable and low-cost housing 20 0 0	6.1 Implement neighborhood traffic calming 14 0 0	7.1 Support neighborhood identity program 7 0 0	8.2 Promote energy efficiency financing opportunities 9 0 0	9.1 Public Safety on the Eastside 55 0 0
3.2 Develop Façade Improvement Program 19 0 0	4.3 Shared parking incentives 1 0 0	5.2 Encourage range of housing opportunities 7 0 0	6.3 Implement East/ West bicycle infrastructure improvements 19 0 0	7.2 Implement Street Media project and wayfinding 4 0 0	8.3 Expand electric vehicle charging 4 0 0	
3.3 Signage Standards 4 0 0	4.4 Retail pop-ups 3 0 0	5.3 Encourage micro-unit housing 4 0 0	6.4 Implement Fountain Avenue pedestrian enhancements 18 0 0	7.3 Hold regularly occurring community events 17 0 0	8.4 Alley improvement program 14 0 0	
3.4 Improvements to outdoor seating standards 4 0 0	4.5 Small business assistance program 10 0 0	5.4 Reduce household expenditures with development design 1 0 0	6.5 Identify first/ last mile options at SMB with La Brea and Fairfax Ave 1 0 0	7.4 Implement annual open streets festival 24 0 0	8.5 Green Streets Program 12 0 0	
3.5 Develop residential design guidelines 6 0 0	4.6 Eastside Merchants' Association and/or BID 11 0 0	5.5 Housing to support aging in place 14 0 0	6.6 Implement crosswalk improvements 4 0 0	7.7 Cultural attractions walking tour 5 0 0	8.6 Tree planting and landscape program 29 0 0	
3.6 Conduct historic resources survey of R1 zones 10 0 0	4.7 Mentoring support to small tech and entertainment businesses 6 0 0	5.7 Incentives for residential rehabilitation 4 0 0	6.8 Evaluate comprehensive Eastside parking permit program 7 0 0		8.7 Pocket park program 11 0 0	
3.7 Underground utility line 11 0 0	4.8 Creative office spaces 3 0 0	5.8 Facilitate adaptive re-use for residential 6 0 0	6.11 Improve pedestrian/bicycle routes near construction sites 5 0 0		8.8 Parklet Program 7 0 0	
	4.9 Renovation assistance for older commercial buildings 20 0 0	5.9 Review zoning code for design impact 2 0 0	6.13 Advocate for rail service 11 0 0			
	4.10 Information campaign to encourage commercial building reinvestment 3 0 0	5.10 Market existing housing programs 0 0 0				
	4.11 Retail referral program 1 0 0					

Figure 2. Screenshot of the virtual sticky board for collecting votes

To drive traffic to the online outreach tool and solicit feedback, LRP Staff worked with the City Communications team. Staff created social media posts (Figure 3), a video (<https://youtu.be/zAKrt2XGaSE>), and a press release. Email notifications were sent to previous members of the Eastside Working Group, Eastside neighborhood groups, City commissioners, and City advisory board members.



Figure 3. Screenshot of a City Twitter post promoting the tool

Visitors to the online outreach tool were able to vote on their top priorities from the list of remaining Plan recommendations. Users were able to cast multiple votes for a single item, but were limited to ten votes total. The site was open for feedback between **April 20, 2021 and May 19, 2021** and received feedback from **over 40 people**. Public safety is by far the highest priority. The top aggregated results from the voting are summarized in Figure 4 below.

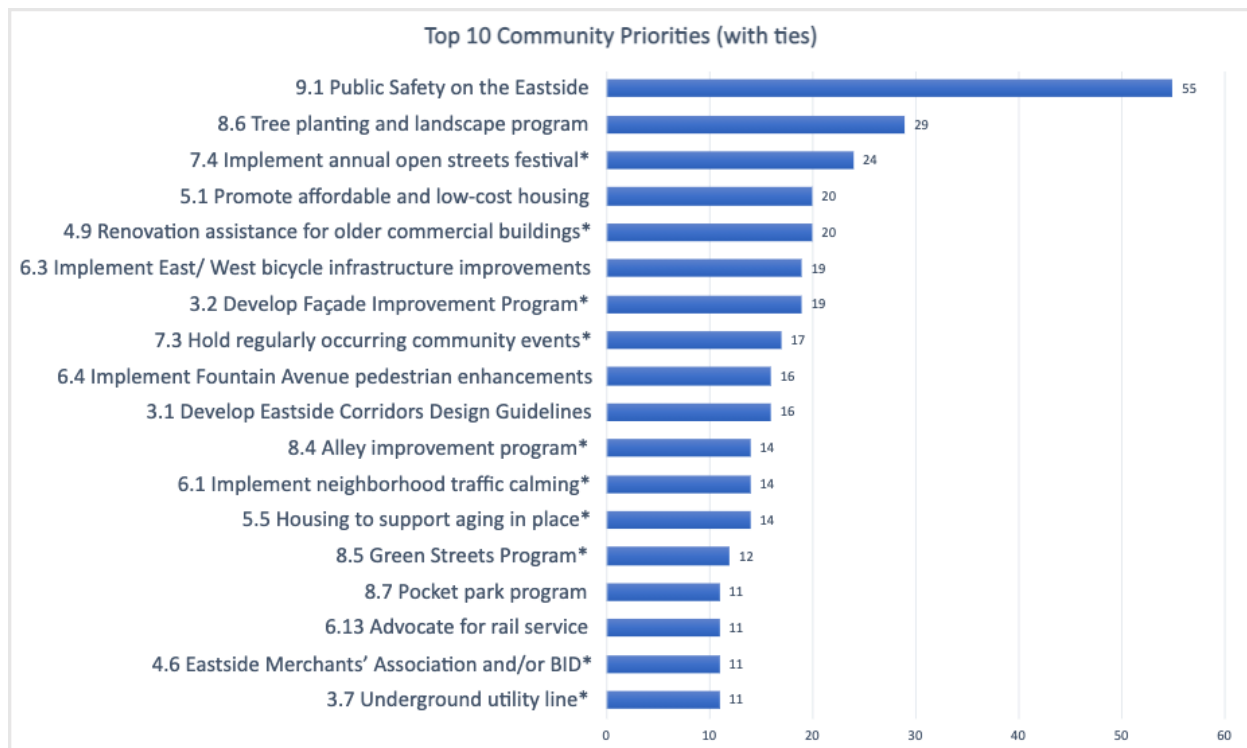


Figure 4. Community Priorities, items that were not ranked in the top 10 priorities last year are marked with an asterisk (*)

Eleven community members submitted freeform comments via a Google form, email, or phone call. Common topics from these comments included interest in improvements to public safety, aesthetics, improvements to Plummer park, traffic calming features, and potential improvements to the bicycle and pedestrian experience.

Implementation Progress

Since adopting the plan in 2017, 62% of the plan recommendations have been completed, are ongoing, or are in progress. While some recommendations such as promoting creative office spaces or implementing an annual open streets festival are on hold due to the COVID-19 pandemic, some notable actions include:

- The City of West Hollywood has allocated \$250,000 in general funds to create the Small Business Grant Program and hosts Small Business Roundtable meetings to find creative short-term solutions to assist businesses with the impact of COVID-19 (Recommendation 4.5)
- Several recommendations are being evaluated as part of the citywide Housing Element Update. This includes encouraging a range of housing opportunities, encouraging micro-unit housing, reducing household expenditures with development design, and facilitating adaptive reuse for residential projects (Recommendations 5.2, 5.3, 5.4, and 5.8)

- The City secured WSCCOG MSP funding for part of the construction cost of an east-west greenway at Willoughby-Vista-Gardner and is in negotiations with the City of Los Angeles on the implementation of a quick build pilot project. (Recommendation 6.3)
- The Metro Board approved a major contract for the environmental analysis and conceptual engineering needed to get the project shovel-ready. In the meantime, the City is working to line up funding, get the word out about opportunities for input in Metro's process, and analyze strategies to smoothly integrate rail service into the Weho community. (Recommendation 6.13)

The applicable recommendation number included in the Plan is provided here for reference along with the current status (Figure 5). The full list, grouped by status, can also be viewed at <https://airtable.com/shrSpSKO4r0Ku3Mtj>

Reccommendation	Status
Chapter: 3. Urban Design	
3.1 Develop Eastside Corridors Design Guidelines	On Hold
3.2 Develop Façade Improvement Program	On Hold
3.3 Signage Standards	On Hold
3.4 Improvements to outdoor seating standards	On Hold
3.5 Develop residential design guidelines	On Hold
3.6 Conduct historic resources survey of R1 zones	On Hold
3.7 Underground utility line	On Hold
3.8 Add/upgrade trash receptacles	In Progress
Chapter: 4. Economic Development	
4.1 Parking requirements for existing commercial buildings	Completed
4.2 Parking credits program	On Hold
4.3 Shared parking incentives	On Hold
4.4 Retail pop-ups	On Hold
4.5 Small business assistance program	In Progress
4.6 Eastside Merchants' Association and/or BID	On Hold
4.7 Mentoring support to small tech and entertainment businesses	In Progress
4.8 Creative office spaces	On Hold
4.9 Renovation assistance for older commercial buildings	On Hold
4.10 Information campaign to encourage commercial building reinvestment	On Hold
4.11 Retail referral program	On Hold
Chapter: 5. Housing	
5.1 Promote affordable and low-cost housing	Ongoing
5.2 Encourage range of housing opportunities	In Progress
5.3 Encourage micro-unit housing	In Progress
5.4 Reduce household expenditures with development design	In Progress

Reccommendation	Status
5.5 Housing to support aging in place	On Hold
5.6 Facilitate aging in pace unit transfer requests	Completed
5.7 Incentives for residential rehabilitation	In Progress
5.8 Facilitate adaptive re-use for residential	In Progress
5.9 Review zoning code for design impact	On Hold
5.10 Market existing housing programs	Ongoing
Chapter: 6. Mobility	
6.1 Implement neighborhood traffic calming	In Progress
6.2 Update Transportation Demand Management (TDM) program	Completed
6.3 Implement East/ West bicycle infrastructure improvements	In Progress
6.4 Implement Fountain Avenue Pedestrian enhancements	In Progress
6.5 Identify first/ last mile options at SMB with La Brea and Fairfax Ave	In Progress
6.6 Implement crosswalk improvements	In Progress
6.7 Prepare a congestion reduction study	Completed
6.8 Evaluate comprehensive Eastside parking permit program	In Progress
6.9 Expand car-sharing	Completed
6.10 Expand commercial loading zones TNC pilot to Eastside	Completed
6.11 Improve pedestrian/bicycle routes near construction sites	In Progress
6.12 Expand CityLine X pilot	Completed
6.13 Advocate for rail service	In Progress
Chapter: 7. Arts	
7.1 Support neighborhood identity program	In Progress
7.2 Implement Street Media project and wayfinding	In Progress
7.3 Hold regularly occurring community events	On Hold
7.4 Implement annual open streets festival	On Hold
7.5 Expand public art opportunities	Completed
7.6 Implement mural program	Completed
7.7 Cultural attractions walking tour	On Hold

Reccommendation	Status
Chapter: 8. Sustainability + Public Space	
8.1 Expand solar panel use	Completed
8.2 Promote energy efficiency financing opportunities	Ongoing
8.3 Expand electric vehicle charging	In Progress
8.4 Alley improvement program	On Hold
8.5 Green Streets Program	Ongoing
8.6 Tree planting and landscape program	Ongoing
8.7 Pocket park program	On Hold
8.8 Parklet Program	In Progress
Chapter: 9. Public Safety	
9.1 Public Safety on the Eastside	Ongoing

Figure 5. Recommendations and status grouped by chapter

Summary

Despite some setbacks from the COVID-19 pandemic in 2020, the City is making good progress towards implementing the recommendations on the Eastside. The community priorities are generally similar to previous years based on the votes and feedback received during the comment period. Additional feedback will be gathered during an Eastside town hall event in Summer 2021. The City should take into account all of this feedback as it prioritizes work on the Eastside going forward.