

August 18, 2016

MEMO: EWG Meeting #7 – Walking Tour

Welcome to the seventh meeting of the Eastside Working Group (EWG). This meeting will be a walking tour through parts of the Eastside. The purpose of the walking tour will be to discuss ideas and specific recommendations that can be included in the Eastside Community Plan.

Unlike other meetings, the walking tour will start at 5:00 pm at Plummer Park and end at 7:30 pm at the City parking lot at the corner of Santa Monica and Spaulding (7718 Santa Monica Boulevard), which is the location of the Engage-a-Lot Festival on September 18th.

Topics Covered on the Walking Tour

In order to prepare, please look through the topic areas below and think about the questions posed. As we walk along the route, we will be able to discuss many topics, but we want to make sure we cover some key areas that will inform the Plan. Overall, the walking tour will give the Project Team a chance to gauge the Working Group's priorities regarding 3 topics:

1. Architecture and Design of buildings and building facades (including commercial, residential, and mixed-use building types)
2. Open Space, including pocket parks, parklets, and existing open space resources
3. Streetscapes, including green streets, street furniture, signage, trees, landscaping, and alleys

Some specific questions to think about prior to and during the walking tour are below.

Architecture and Design Questions

- Think about what elements make a **storefronts and retail facades** along Santa Monica Boulevard inviting and attractive.
 - Are there elements that you would restrict or encourage?
 - What impact do parking and driveways have on the experience of walking down the street?
 - How does the placement, size, and style of commercial signage impact window coverage, permeability and overall attractiveness?
 - Are there ways you think blank walls should be made more inviting?
- What elements of **new residential buildings**, such as materials, orientation to the street, and architectural styles and qualities, feel like they fit with the character and identity of the Eastside?
- What elements of **mixed-use and multifamily development** make new buildings reflective of the Eastside identity?

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- Are there particularly architectural styles that are reflective of the Eastside?
- Are there opportunities for open space?
- How does the design of the ground floor space support or detract from the pedestrian experience?
- Should the ground floor spaces be designed in a certain way to attract users and uses that are desired on the Eastside?
- What components of new buildings, such as windows styles, building orientation, materials, and architectural styles do you like and dislike?
- In general, what would you like to see more of, in terms of architectural qualities or styles in the Eastside?
- What designs and architectural styles have you seen in West Hollywood or other places that you'd like to see in the Eastside?

Open Space Questions

- Do you like the idea of introducing more pocket parks in the Eastside? If so, what design characteristics do you think they should have? Are there locations where new pocket parks could be located?
- What do you think of the idea of introducing parklets along Santa Monica or other places within the Eastside?
- Are there other open space types that you'd like to see on the Eastside?

Streetscape Questions

- Would you like to see Eastside Streets “greened” through the addition of new trees and landscaping, and wider sidewalks in some locations?
- What streetscape elements (for example street furniture, lighting, and signage) would you like to see along Santa Monica Boulevard? What exists now that you like and what elements should be added?
- Are there particular streets that you'd like to see transformed, for example through traffic calming, curb extensions, new or enhanced crossings, widened sidewalks, adding street trees, and or bioswales for added landscaping and stormwater retention?
- How can street trees be added to residential streets where few exist?
- Would you like to see the alleys behind Santa Monica Boulevard enhanced and if so, how? Ideas to consider are how to beautify the alley but keep the existing use, methods of opening up alleys for activities related to the attached businesses (such as outdoor seating) or converting the alleys to green spaces and promoting more public access.
- What are your visions relating to public art or programming/events on the Eastside?
 - Would you like to see more of it?
 - Are there particular types and places you have in mind?
 - Have you seen things in other areas or cities that you liked?

Walking Tour Route and Stops

The walking tour will have 7 stops to discuss specific topics of interest to the EWG. The stops and the topics are described below and shown in the attached walking tour map (Attachment 1).

- **Start: Plummer Park (5 pm).** At the beginning of the tour we will start with the Pledge of Allegiance and public comments.

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- **Stop #1: New Development (5:10 – 5:25 pm).** We will look at the Movietown development. At this stop, discussion can focus on the design of new development and ways that projects can be improved to enhance the character and identity of the Eastside.
- **Stop #2: Open Space Opportunities/Green Streets (5:30 – 5:45 pm).** We will examine Vista and Gardner Streets for opportunities to create “green streets,” which was one of the recommendations of the EWG.
- **Storefront Analysis (5:45 – 6:00 pm).** Between stops #2 and #3, we will examine the storefronts along Santa Monica Boulevard to explore characteristics that need improvements and elements that are worth preserving and replicating. The discussion on storefronts will occur at Stop #4.
- **Stop #3: Single-family Neighborhood Design (6:00 – 6:15 pm).** We will walk through an area of single-family homes and discuss building design and streetscape design.
- **Stop #4: Storefront Analysis (6:20 – 6:40 pm).** After the single-family neighborhood, we will walk down Santa Monica Boulevard and continue the storefront analysis. EWG members should consider the architecture and design questions related to storefronts and retail facades.
- **Stop #5: Multifamily Design (6:45 – 7:10 pm).** The tour will walk south of Santa Monica Boulevard and into some neighborhoods that have a large amount of multifamily developments. During this time, EWG members should think about the design of multifamily buildings and how to improve the streetscape, including adding street trees.
- **Stop #6: Alleyway Improvements (7:15 – 7:30 pm).** The last stop will be to look at ideas for improving the look and function of alleys on the Eastside, another recommendation of the EWG.
- **End: Public Parking Lot (7:30 pm).** The last stop will be the parking lot at the corner of Santa Monica and Spaulding, which is the location of the Event. Public comments will be provided. If there is time, the project team will describe the layout of the event. EWG members should consider how they can help with outreach for the event and ways to participate on the day of the event.

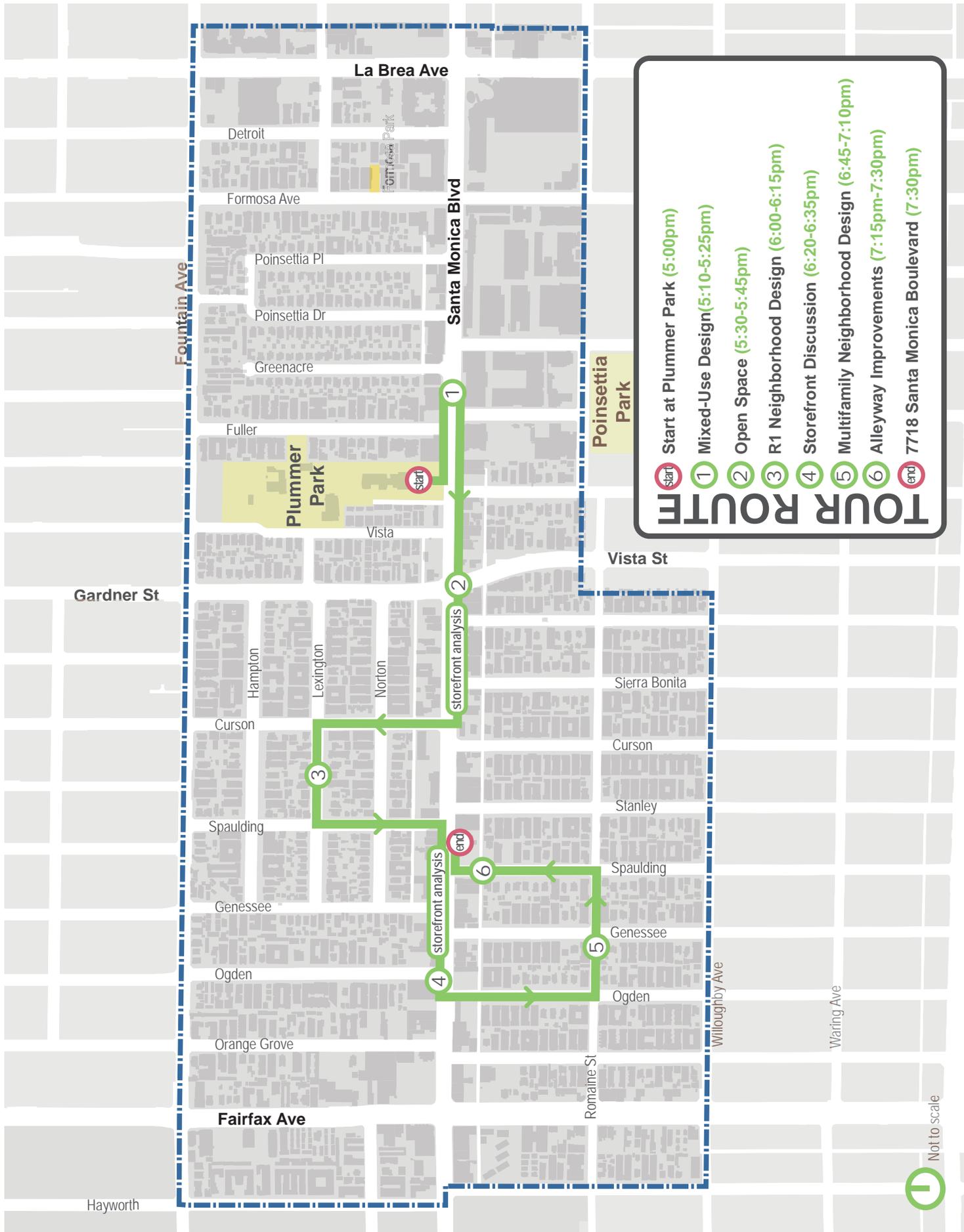
Prior to the EWG walking tour, members should think about specific recommendations for the topics identified above. At the tour, EWG members and the public will be provided with a worksheet to write comments and thoughts. This information will be helpful to the project team when developing specific recommendations.

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 – Eastside Walking Tour Route and Stops



TOUR ROUTE

- Start at Plummer Park (5:00pm)
- 1 Mixed-Use Design (5:10-5:25pm)
- 2 Open Space (5:30-5:45pm)
- 3 R1 Neighborhood Design (6:00-6:15pm)
- 4 Storefront Discussion (6:20-6:35pm)
- 5 Multifamily Neighborhood Design (6:45-7:10pm)
- 6 Alleyway Improvements (7:15pm-7:30pm)
- end 7718 Santa Monica Boulevard (7:30pm)

Not to scale