

October 21, 2016

MEMO: EWG Meeting #8 (October 25, 2016) – Vision, Feedback on Draft Recommendations and Prioritization

Welcome to the ninth meeting of the Eastside Working Group (EWG). This meeting will provide an opportunity to; (1) review and discuss feedback provided on the recommendations for the Eastside Community Plan and (2) prioritize the recommendations for the Eastside Community Plan.

The consultant team is currently in the process of developing a first draft of the Eastside Community Plan, which will document the plan development process, identify the key conditions of the Eastside, and identify recommendations for implementation, as well as potential funding opportunities. One component of this community plan is a vision statement and set of guiding principles, that describe a future state for the Eastside and some of the key themes that guide decision-makers. In order to help the team craft a draft of the vision statement and guiding principles, we'd like to begin the meeting by going around the room and getting a one to two line sentence on what your vision is for the Eastside. Please think about what your statement will be prior to the meeting.

Draft Eastside Community Plan Recommendations

Over the past few months, the City and the consultant team has been working to develop a list of specific recommendations that will form the substance of the Community Plan. The table of the proposed recommendations was provided in the packet for the September meeting (Attachment 1). As a follow up to that meeting, the EWG was asked to consider the following:

- Are any recommendations missing?
- Should any recommendations be deleted?
- Are there any recommendations that should be modified?
- Does the complete package of recommendations achieve the desired outcome of improving the Eastside?

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EWG Input on Recommendations

Multiple EWG members provided written comments on the recommendations and a summary of the written comments provided from our walking tour is provided in Attachment 2. These are summarized below.

- City should focus on carrying over Westside events and services to the Eastside such as rather than having “dueling” annual events on Santa Monica why not have one that is shared. For such a small city in geographic reach, not sure why we are not more coordinated in events and identity.
- Solar Panels should not be required on all new developments. Did not see this come up in discussion and not sure it is needed unless it is incentivized as the cost does not pencil for most developers because the technology is not mature.
- Creation of new affordable housing is a huge priority and a strong recommendation.
- Did not see undergrounding of utility lines listed as a recommendation. Think that should be added.
- Don't think that large buildings should be required to provide pocket parks. Like the idea of pocket parks and like them as a recommendation to developer, but strongly feel they should not be a requirement.
- Would like to add to the parking requirement update recommendation to ease parking requirements for businesses (new and existing) that are only open in the evening when most public parking lots and meters are wide open and available. Also, think that the growth of Uber and Lyft popularity should be recognized in this consideration.
- Would like to see greater use of red zone areas to expand parkways and sidewalks.
- Look at finessing some of the language around requirements vs encouragement and using could/should.
- Small business support should be facilitated through chamber or existing service providers.
- Tree program should include public education on standards for tree pruning.
- Design guidelines should include deeper set-backs for greenery/landscaping; incorporate onsite water reuse features/irrigation to minimize or eliminate discharge into stormdrains; and incentivize solar, green roofs and roof gardens. Encourage restoration or adaptive reuse of buildings identified as potential cultural resources in the recent historic survey of commercial buildings.
- Require conversion of concrete in parkways to permeable softscapes using native, drought-tolerant or edible plantings, prohibit invasive weeds, and update the City's approved tree list to allow for and encourage selection of native California trees in parkway plantings.
- Reduce litter. Add receptacles for cigarette butts, and participate in “butts to watts” program (butts used for generating electricity; buttsonlybox.com) to reduce cigarette litter.
- Eastside Merchant's Association or Business Improvement District (BID). Explore creating a special assessment district similar to the Westside Design District, or neighboring Hollywood Media District. The revenue generated could fund façade improvements, new street lighting, marketing and other services in the district.
- Neighborhood Traffic Calming.
 - a. Add no left turn signs during rush hours (7-9am, 4-7pm) on residential cut-through streets along Fountain Avenue and Santa Monica Blvd.
 - b. Fast track implementation of new traffic calming measures proposed for the Eastside. Update current petition requirements which currently provides for citizens to circulate and obtain the

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requisite number of signatures on petitions, and instead require that the City staff provide notice and opportunities for neighborhood meetings so any opposition may be heard and addressed prior to seeking City Council approval of the improvements.

- c. Require developers of new construction to install traffic calming devices in surrounding neighborhood streets.
- Bicycle infrastructure improvements. Identify east-west bike routes that connect with regional bike networks, and develop plans with community input, for protected bikeways that are separated from traffic.
- Study congestion reduction strategies to improve flow of commuter trips through the City, e.g., remove crosswalks that are not located at traffic light intersections; one-way routes during peak hours (temporarily converting two-way lanes to one way); and congestion pricing tolls for commuters (trips with no origin or destination within the City) with potentially using revenue to provide free meter and public garage parking.
- Revise parking permit programs for people working in the City, including lower parking rates for minimum or low-wage workers, in order to reduce the traffic congestion from workers who may not be able to afford current rates, and circle around to find parking.
- Electric car parking programs. Provide more electric car parking/charging stations.

During our October meeting, we would like to have a brief discussion on the recommendations to determine if the group collectively feels recommendations should be added, removed or modified prior to discussing how to prioritize the recommendations. Our goal is to develop a final list of the recommendations that can be included into the Community Plan.

Prioritization of Recommendations

The final component for discussion during this meeting is to prioritize the draft recommendations by category and overall. Prior to the meeting, each EWG member should think about which recommendations are your highest priority. To assist in this effort, EWG members can use the evaluation checklist to understand the pros and cons of each recommendation. As was discussed previously, the evaluation checklist is not designed to compare multiple recommendations since not all criteria will be applicable to all recommendations. Rather, it should be used as a general guide for level of impact.

At the EWG meeting, the EWG will first vote on the top recommendations by category. EWG members will be given a total number of votes per category as listed in the table below. No more than 2 votes may be given to any single recommendation in a category. The top 3 from each category will be considered the highest priority recommendations. Attachment 3 includes a worksheet to help you prioritize the recommendations.

Category	Urban Design	Economic Development	Housing	Mobility	Arts, Events, & Sustainability
Total Recommendations	12	9	9	15	9
Votes	4	3	3	5	3

The next round of voting will be for the overall priorities. To achieve this, the top 3 recommendations from each category will be listed and EWG members will be given 5 votes. The recommendations with the highest number of votes will be the highest priority recommendations in the Plan.



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

We look forward to seeing you next week!

Attachments

Attachment 1 - Eastside Community Plans Draft Recommendations

Attachment 2 – Eastside Working Group – August Walking Tour Notes

Attachment 3 – Prioritization Worksheet

Attachment 1 - Eastside Recommendations Table

September 20, 2016

Urban Design and Character

Recommendation	Description	Relationship to other programs	Source
Eastside Commercial Corridors Design Overlay	Create design guidelines and standards for commercial corridors on the Eastside. The guidelines can focus on ground floor commercial façades to improve areas of limited activity and improve the design quality of storefronts, but they can also include topics like generalized building design, outdoor seating, design of retail spaces, open space amounts and locations, and the design of auxiliary functions. The guidelines may also include modifications to the design review process to ensure better architectural outcomes.	New	Consultant, inspired by issues raised by EWG
Façade Improvement Program	Develop incentive and/or business support programs for older retail uses to update and integrate façades with newer uses while maintaining “character” through a variety of incentives including: matching grants, low cost loans, design consultation, recognition programs, and/or waiving permit fees. The program can also include a list of scalable and affordable façade design ideas to assist property owners in improving building facades.	Council approved an item to look at implementing a citywide façade improvement program over the next two years	EWG
Signage Improvement Program	Update guidelines and standards for signage on commercial properties on the Eastside. Guidance can relate to the size, placement, and materials. <i>Note: this could be included within the Design Guidelines, above, or extended to include the rest of the City.</i>	New	EWG
Outdoor Seating Standards	Review and make modifications to the standards regulating outdoor seating to encourage more outdoor eating and socializing.	New	EWG
Residential Design Guidelines	Develop design guidelines for single- and multi-family residential buildings that address building massing and architectural details, along with building orientation to the street. <i>Note: This may be included as a part of a larger, Citywide effort.</i>	Residential Design Guidelines in the Zoning Code	Consultant, inspired by issues raised by EWG
Historic Survey of all R1 zones on the Eastside	Extend the study of potential historic districts to all R1 areas in the Eastside.	R1 Study	EWG
Park Enhancements in	Continue to envision and implement park enhancements, through	Plummer Park Master	City

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Recommendation	Description	Relationship to other programs	Source
Plummer Park	the Plummer Park Master Planning effort.	Plan	
Alley Improvement and Pilot Program	Develop an alley improvement and pilot program to transform alleys into more people-friendly spaces (e.g. greening, paseos, or spaces for eating and gathering). This program may also include an alley-art initiative to encourage public art or murals in alleys and/or design guidelines for trash, recycling, and service functions while maintaining access.	New	EWG
Pocket Park Program	Require buildings over a certain size to implement pocket parks as part of new development, or create a Pocket Park Incentive Program. As part of this program, create design standards for new parks so that they are usable to the general public (e.g. locating new pocket parks at the front of properties or providing depth and size standards). <i>Note: This Program could be a part of the Residential Design Guidelines.</i>	New	Consultant, inspired by issues raised by EWG
Green Streets Designs	Design Green Streets Improvements for key corridors on the Eastside. Greening can include extended sidewalks, planted parkways, tree planting, etc. Street candidates where feasible, include Gardner, Fuller, Vista, and Ogden.	New	Consultant
Neighborhood-wide Tree Planting Program	Implement a comprehensive tree planting program for the Eastside that includes a target number of new trees and tree type standards. The program should also include standards for tree pruning for new and existing trees, especially those along commercial corridors. The program may also include incentives for property owners to protect existing trees and plant new trees on their property.	New	Consultant, inspired by issues raised by EWG
Parklet Program	Create a program for parklets on Santa Monica Boulevard. This could include identifying locations for parklets, design standards and templates, maintenance agreements, and funding mechanisms (e.g., businesses, crowdsourcing, city-match, etc.). <i>Note: This may be included as a part of a larger, Citywide effort.</i>	New	EWG

Economic Development

Recommendation	Description	Relationship to other programs	Source
Façade Improvement Program	<i>See Urban Design and Character</i>		
Parking Requirements	Update the zoning code to create revised parking standards that reduce requirements for changing uses in commercial properties or for when renovations occur.	New	EWG
Tech/Media Support Group	Provide mentoring to small tech/entertainment businesses and start-ups that occupy commercial space on the Eastside.	New	Consultant
Retail Pop-Ups	Create a streamlined process to encourage more retail pop-ups. This could include a pre-approved temporary tenancy program.	Expansion of art pop-up program	Consultant (based on EWG ideas)
Small Business Program	Organize regular outreach to assist small business owners. This will be open only to business owners.	New	Consultant
Support Group for Small Commercial Property Owners	Facilitate a support group for small commercial property owners that focuses on how to make space more marketable, perform upgrades, utilize rebate programs from various sources, etc.	New	Consultant
Eastside Merchant's Association	Create a Merchant's Association for the Eastside that supports and promotes businesses on the Eastside.	New	EWG
Renovation Assistance for Older Buildings	Develop a series of incentives or a relaxing of code requirements for older buildings that require renovations. This should still protect health and safety but also reduce the barriers for renovating older buildings.	Staff has a pending zoning text amendment to simplify remodel permit processes for commercial uses	EWG
Creative Office Spaces	Develop a program to promote and identify new creative offices spaces on the Eastside including barriers to developing creative office space.	New	EWG
Retail Referral Program	Create a retail referral program to proactively attract small, boutique businesses, neighborhood services, restaurants and nightclubs to the Eastside.	Expansion of existing activities	EWG

Housing

Recommendation	Description	Relationship to other programs	Source
Affordable and Low-cost Housing	Continue programs to preserve existing low-cost housing and promote new income-restricted affordable housing through new development.	Implementation of existing programs.	Staff/Consultants based on EWG comments
Range of Housing Opportunities	Maintain policies that allow for a range of housing types to be developed, including for sale and rental products that can meet a wide variety of income levels and preferences. Regularly evaluate income levels and encourage development of units that meet under-served populations including seniors and young people joining the workforce.	Expansion of existing programs	EWG, Staff, Consultants
Unit design that Encourages Long-term Tenancy	All new units should be developed to support the Aging in Place Strategic Plan by implementing Priority 3, including friction patio tiles, exterior ramps, curb-less showers, etc.	Implementation of existing policy goals	Staff
Development Design to Abate Household Expenditures	New developments should include community amenities that minimize travel and costs for basic household functions, for example, shared laundry rooms, community kitchens, etc.	Implementation of existing policy goals	Staff
Micro Unit Incentives	Explore the use of micro-units to expand housing options on the Eastside. Consider “no car” rental contracts for micro-unit residents to alleviate parking issues.	New	Consultant (based on EWG ideas)
Aging in Place Unit Change Requests	Support and facilitate the relocation of seniors seeking a more accommodating unit (e.g. ground floor) within their rent stabilized buildings by working with landlords and renters to educate them and streamline the process.	Expansion of existing program	EWG, Staff
Upgrade Incentives	Develop a package of incentives that encourages property owners (especially of multifamily buildings) to upgrade their properties. Incentives could include low cost loans or waivers/reductions/deferrals of building permit fees for property owners that implement Home Secure improvements, seismic safety measures, improve facades, or update mechanical, plumbing, or electrical systems. The package could also include PACE and HERO program information and technical assistance for energy efficiency upgrades.	New and expansion of existing program	EWG
Adaptive Re-use	Encourage adaptive re-use of buildings where the project creates additional housing units.	Existing	Staff
Zoning Code for Design	Review the zoning code to identify how code requirements are	Existing design review	EWG

Recommendation	Description	Relationship to other programs	Source
Impact	impacting the design of buildings. Specific topics could include the 90% density requirement and parking requirements, and visual integration between older and newer buildings.	process	
Marketing of Existing Programs	Utilize networks, tools, and community outreach to improve and expand access to housing information and programs offered by the City.	Enhanced messaging of existing programs	Staff

Mobility

Recommendation	Description	Relationship to other programs	Source
Neighborhood Traffic Calming	Implement the new traffic calming measures that are proposed for the Eastside. Potentially streamline the installation process so that it is easier for the City to implement the programs such as exploring the use of online petitions (currently residents must petition to have improvements installed).	Traffic Calming Program	Consultant
Traffic Calming on Major Streets	Explore measures to reduce speeding on major roadways (Santa Monica, Fountain, La Brea, Fairfax, Vista/Gardner). Potential improvements may include trees in parking lanes; narrowing of lanes; bulbouts and other techniques.	New	Consultant
Bicycle Infrastructure Improvements	Work with the community to identify East/West bike route on the Eastside.	Pedestrian and Bicycle Mobility Plan	Consultant
Fountain Avenue Pedestrian Enhancements	Improve the pedestrian zone and crosswalks on Fountain Ave as identified in the City's Pedestrian and Bicycle Mobility Plan.	Pedestrian and Bicycle Mobility Plan	City
First/last mile Options at Santa Monica with La Brea and Fairfax	Implement "first/last mile" infrastructure such as additional bikeshare stations, additional bike parking, secure parking (lockers) and other infrastructure at the intersections of Santa Monica with La Brea and Fairfax since these intersections have the greatest levels of transit ridership on the Eastside.	Expansion/Implementation of various programs	Consultant
Crosswalks	Identify opportunities for additional and improved crossings of	New	Consultant

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Recommendation	Description	Relationship to other programs	Source
	arterial and collector streets, including additional measures to increase the visibility of unsignalized crosswalks. As part of this effort, consider signalization of some unsignalized crossings.		
Residential TDM Program	Develop incentives or requirements for residential developments to promote car-free living. This could potentially include: spaces for car sharing (such as Zipcar) in larger residential developments; unbundling parking; and transit pass subsidies.	New	Consultant (based on EWG ideas)
Expand On-Street Car Sharing Pilot	Expand the pilot program for reserving on-street parking spaces for carshare vehicles.	Zipcar pilot	EWG
Commercial Loading Zones TNC Pilot	Make permanent the pilot allowing legal use of commercial loading zones by TNCs and cabs during non-business times.	TNC Loading Zone Pilot	Consultant
Shared Parking Incentives	Review the City's policy and practices for shared parking in commercial areas.	New	Consultant (based on EWG ideas)
Parking Credits Program on Eastside	Explore implementation of a parking credits program for the Eastside, including creative solutions to provide additional supply such as public/private partnerships with developers and property owners.	Parking Credits	Consultant
La Brea Rapid	Support the replacement of the Route 312 limited service with all-day Rapid service on La Brea.	New	Consultant
Expand CityLineX Pilot	The CityLineX pilot program can be made permanent and expanded/modified. This could include peak express service to the future Purple Line station at Wilshire/La Brea; more frequent service; expanded hours of operation; and making the service permanent.	CityLineX Pilot	Consultant (based on EWG ideas)
Rail Service	Continue to work with Metro to promote and accelerate rail service to West Hollywood with one or more stops on the Eastside.	New	Consultant
New Development Pedestrian Safety	Continue to monitor new development and their impacts on pedestrian safety.	Expansion of existing program	Staff

Events, Arts & Sustainability

Recommendation	Description	Relationship to other programs	Source
Eastside Branding and Identity Program	Develop an Eastside branding and identity program that includes signage, logo, events, media outreach and marketing materials. The preference of the EWG is that the area should be branded as the "Eastside" rather than a specific topic (e.g., the Arts District).	New	EWG
Street Media Project and Wayfinding	Incorporate the new Eastside brand into the citywide Street Media project to create artistic activity hubs in areas with high pedestrian activity.	Existing Program	EWG
Event (regularly occurring)	Host regularly occurring events (2-4 times per year) that highlights the uniqueness of the Eastside. Ideas expressed by the EWG included art walks with temporary art exhibits and installations as part of the event; pop-up restaurants; music festivals; first Fridays; and chalk festivals, among others.	New	EWG
Annual Open Streets Festival	Shut down Santa Monica Boulevard annually for a street festival.	New	EWG
Public Art	Encourage more public art projects that enhance the identity of the Eastside and showcase the people and uniqueness of the community.	Expansion of art programs	EWG
Mural Program	Inform Eastside businesses of the City's Mural Program.	New	EWG
Cultural Attractions	Develop an Eastside walking tour that includes maps and markers of the history, art, unique places, and sites of significance on the Eastside in addition to other interactive tools highlighting the historical and cultural attractions on the Eastside.	New	EWG
Solar Panels	Change the code to require that solar panels be placed on all new multifamily, commercial, mixed use and public buildings.	New	EWG
Energy Upgrades	Capitalize on energy upgrades (such as the PACE program) to improve the quality and character of existing commercial and residential areas.	Under consideration	Consultant

Walking Tour Summary

EASTSIDE
community plan

Attachment 2 –

Eastside Working Group Walking Tour Summary

On August 23, 2016, the Eastside Working Group met at Plummer Park for a guided walking tour of the Eastside. The walking tour included 6 stops, with each stop focused on discussion topics that covered various components of the urban design character of the Eastside. Throughout the tour, participants discussed possible recommendations to include in the Eastside Community Plan. A number of themes surfaced during the tour and are noted in the comments section below. Of the comments listed, the following recommendations were supported by many group members:

- Commercial facade guidelines
- Facade incentive programs
- Green streets design and consistent tree planting
- Residential design guidelines
- Mixed-use design guidelines
- Community murals and art program
- Alley improvement program

Comments Received from EWG Members

The bulleted list below reflects comments overheard during the walking tour as well as individual comments received from EWG and community members who completed the walking tour surveys.

Green Space, Trees, & Landscaping

- Create a consistent tree palette along Santa Monica Boulevard
- Improve commercial parkways with native planting, grates, or decomposed granite
- Investigate parking analysis along Gardner to assess needs and utilization of parking before converting diagonal parking into parallel parking (to acquire more green space)
- Have one or a few city-recommended planting palettes for parkways
- Promote parklet program
- Investigate porous pavement alternative
- Create a subsidy or complimentary tree trimming service for property owners for mature trees
- Do not think we need to add green street on Vista if it means less parking or more dangerous parking, as opposed to the current diagonal orientation
- Neighborhood does not need additional parklets, but would benefit from an upgrade to Plummer Park

- Pocket Parks are a concern because of limited operating hours and limited impact for most residents – better to extend operating hours and amenities at Plummer Park or purchase and/or combine plots for a larger park like the Detroit Gardens or a dog park
- Replace the trees in front of the Lot Studio to match the rest of the ones to the west – be consistent
- Add tree preservation and tree replacement requirements to protect/replace existing large trees that may be endangered by new development
- City initiative to help homeowners maintain parkways with planting incentives (and possibly fines) for residents who do not maintain their parkways

Storefronts

- Create façade guidelines for commercial corridors that focus on building design, color palette, architectural features, ground floor uses, open space, outdoor seating, and a signage program
- Create an incentive program for storefronts to refresh facades, update, and conform to design guidelines for storefronts
- Enhance parkways in front of small businesses
- Ability for customization of storefronts on new mixed use / commercial buildings
- Make ground floor space more interactive with pedestrians, like 3rd Street in Santa Monica
- Promote and streamline permit process for ground-floor restaurants to offer outdoor dining options
- Create opportunities for pop-up businesses, shops, etc.
- Prohibit businesses from covering storefront windows to maintain porosity
- Include more neon signage
- Driveways along the street have a big impact on the experience of walking down Santa Monica Boulevard
- Encourage courtyards and walkways to expand commercial frontage to create a meandering boulevard experience
- Encourage sign regulations and incentives to improve / reduce signage on existing businesses
- Santa Monica Boulevard is already great and we need new businesses to come in.

Streetscape

- Fountain and Santa Monica
 - Road-diet for Santa Monica Boulevard: lanes reduced, sidewalks widened, traffic slowed down, and perpendicular parking added. Reduce to one lane in each direction. Add space for outdoor seating and green areas.
 - Widen sidewalk where possible on Santa Monica Boulevard to accommodate outdoor dining.
 - Parklets on Santa Monica Boulevard may be too close to traffic to be enjoyable; instead use this area for widened sidewalks.
 - Fountain and Santa Monica should accommodate an expanded sidewalk / parking strip where there's red curb and no parking
 - Road-diet / traffic calming is needed on Fountain Avenue: wider sidewalks, separated bicycle facilities, and parking reduction.
- In general, visually narrow streets to reduce vehicle speeds

- Add bulb outs, extend parkways of green space at Red Zones, where feasible
- If I had to pick between wider sidewalks for entertainment and parking over green areas, I'd pick wider sidewalks for entertainment and more parking (perpendicular)
- Investigate solar or LED lighting
- Remove barbed wire on streetscape frontages
- Too many crosswalks - limit the number of crosswalks
- Eliminate protrusions into pedestrian zone (e.g. gas meters, AC units, over-door fly fans)
- Cleaner, less congested sidewalks; smaller trees and plants that shed less leaves
- Attract new and diverse uses to the area by making sure parking requirements aren't getting in the way
- Reconfigure parking and expand the sidewalk and green space on Vista south of Santa Monica Blvd
- Alleys
 - Identify opportunity alleys for enhancement
 - Investigate concept of 'bike alleys'
 - Better asphalt maintenance of the alleys
 - Create an alleyway version of our parkway plan to add green space and encourage businesses to have a customer friendly environment and appealing rear entrance making alleys more bike and pedestrian friendly
 - Something creative should be done with alleys such as outdoor seating for business, parks, green areas or outdoor vending.
 - Alleys are used for trash dumpster and vehicles to access parking lots, so unless, driveways are allowed to open up from the main street, I don't see how we can convert alleys, though, I am in favor of coming up with a solution.
 - If parking requirements are removed or reduced, parking lots can be converted into other uses and vehicles will not need to travel down alleys; allowing for conversion of alleys.
 - Alleyway improvements are not a major priority but still a good idea

Development

- General
 - Limit the number of adjacent parcels that can be acquired
 - Limit the number of parcels that can be combined
 - Make two lots combined for any development the max without a development agreement
 - Parking should not be visible
 - Limit paving in front yards
 - Create open and porous ground floor
 - Include throughways / passageways that incorporate views
 - Encourage smart and attractive architecture
 - Would like to see a variety of designs from modern, to art deco, to traditional
 - If a single developer is developing multiple adjacent buildings, consider design guidelines that might encourage distinct architectural differences between buildings
- Mixed-Use Development

- Think about ways to achieve transparency when ground floors are filled with office uses
- Recently-built and under-construction mixed-use buildings are too “distractionist” / too modulated
- Increase design oversight and enforce architectural vision for new buildings
- Encourage bottom-floor retail uses that are activity generators
- Enforce solar and green design requirements for new developments
- Require setbacks for new developments to widen sidewalks for pedestrians
- Create recessed entrances to provide a safety buffer from the bikes and flow of pedestrians
- Incorporate artwork within new developments
- Create designs that do not seem too big, closed off, or boxed in
- The new developments in the Eastside of West Hollywood are very attractive; I like the different aesthetics of the buildings yet they all embrace bold colors and designs.
- Ground floor glassy retail storefronts are welcoming. The asymmetry and spacing of the buildings is nice and larger developments do not seem to be crowding out the shorter cityscape of the Eastside.
- Would like to see more office space
- Multi-Family Housing
 - More residential buildings are good to see as the community needs more housing
 - Create Eastside Design Guidelines for homes
 - Require 1:1 replacement of trees on new development sites
 - Make it easy for rent controlled properties to divide up and partition yards and common space with tall shrubs and fences to add square footage to rental units
 - Support the modern design of new multi-family developed buildings
 - Encourage roof-top open space experiences for new buildings
- Single Family
 - Save the bungalows
 - Maintain and promote single-family home development
 - Prohibit tall fences – especially made of wood/metal in single family neighborhoods
 - Transparency in residential neighborhoods is important. Make sure there are wall / fence / hedge height regulations for front yards.
 - Maintenance or incentive program for upkeep of sidewalks
 - No single design for all single-family neighborhoods. Instead, a variety of design options should be available too choose from and at least one of each design should be implemented on each block to give diversity.

Neighborhood Character

- Create City effort to encourage property owners to maintain historic properties
- Modern buildings sprinkled within the neighborhood look good especially those with unique open designs and pleasing landscape -- limit large “box-like” housing
- Mural art opportunity at Vista and Santa Monica
- Mural art would be nice for the area to better connect it with surrounding West Hollywood and the Melrose Ave Art District

- Higher density for new developments on main commercial corridors and lower density on more residential streets.
 - Santa Monica Blvd.(SMB) build 5-10 story mixed-use structures since it's already a busy commercial corridor. Refer to the Mayors Great Streets Project.
- Change or exempt the current code requiring 5 feet distance from driveway so that trees can be planted in front of the majority of dingbat buildings with car ports facing street (most dingbats consist of two large driveways with a 3 or 4-foot full parkway between them and tree planting would break up – only a foot short to meet code req.)

Other

- Commercial parking standards are the number one issues facing Santa Monica Boulevard. It is almost impossible for new businesses such as restaurant and bars to open because parking requirements are high. If parking requirements were reduced or removed all together, many new high quality businesses would come. This would help people be able to afford attractive and welcoming façades.
- Investigate maintenance program for bus stops
- Restore street access to properties with driveways or space for off-street parking even if they no longer have a usable garage, even if it only adds two tandem off-street parking spaces
- Host a large-scale Eastside event
- Create a trash and maintenance program
- Underground the utilities
- Make the cost of power line undergrounding known to commissions and developers, to encourage it to get done while planning and developing is underway
- Close off Formosa and Detroit at Fountain with a double one way going the wrong way the width of the crosswalk so only emergency vehicles can enter and exit to or from Fountain. Angle and increase parking on Formosa and move Detroit parking to west side of street and make the excess 15 feet into a long dog park along the back side of Ralph's.
- Expand Parkway along Fountain with green space between Poinsettia Place and Formosa (Red Zone). Where we are 2 feet short of having parking spaces let it be green space.
- Construction barricades should not block sidewalks especially for weeks at a time. See the regulations in Beverly Hills as an example.

Urban Design + Character (choose 4)

Recommendation	Priority
Eastside Commercial Corridors Design Overlay	
Façade Improvement Program	
Signage Improvement Program	
Outdoor Seating Standards	
Residential Design Guidelines	
Historic Survey of all R1 zones on the Eastside	
Park Enhancements in Plummer Park	
Alley Improvement and Pilot Program	
Pocket Park Program	
Green Streets Designs	
Neighborhood-wide Tree Planting Program	
Parklet Program	

Economic Development (choose 3)

Recommendation	Priority
Façade Improvement Program	
Parking Requirements	
Tech/Media Support Group	
Retail Pop-Ups	
Small Business Program	
Support Group for Small Commercial Property Owners	
Eastside Merchant’s Association	
Renovation Assistance for Older Buildings	
Creative Office Spaces	
Retail Referral Program	

Housing (choose 3)

Recommendation	Priority
Affordable and Low-cost Housing	
Range of Housing Opportunities	
Unit design that Encourages Long-term Tenancy	
Development Design to Abate Household Expenditures	
Micro Unit Incentives	
Aging in Place Unit Change Requests	
Upgrade Incentives	
Adaptive Re-use	
Zoning Code for Design Impact	
Marketing of Existing Programs	

Mobility (choose 5)

Recommendation	Priority
Neighborhood Traffic Calming	
Traffic Calming on Major Streets	
Bicycle Infrastructure Improvements	
Fountain Avenue Pedestrian Enhancements	
First/last mile Options at Santa Monica with La Brea and Fairfax	
Crosswalks	
Residential TDM Program	
Expand On-Street Car Sharing Pilot	
Commercial Loading Zones TNC Pilot	
Shared Parking Incentives	
Parking Credits Program on Eastside	
La Brea Rapid	
Expand CityLineX Pilot	
Rail Service	
New Development Pedestrian Safety	

Events, Arts, Sustainability (choose 3)

Recommendation	Priority
Eastside Branding and Identity Program	
Street Media Project and Wayfinding	
Event (regularly occurring)	
Annual Open Streets Festival	
Public Art	
Mural Program	
Cultural Attractions	
Solar Panels	
Energy Upgrades	

Overall Rank (choose 5)

Recommendation	Priority
Urban Design	
Economic Development	
Housing	
Mobility	
Arts, Events, Sustainability	