

**DRAFT MINUTES
SPECIAL MEETING OF
EASTSIDE WORKING GROUP
CITY OF WEST HOLLYWOOD
AUGUST 23, 2016
5:00 P.M.**

**PLUMMER PARK
7377 SANTA MONICA BOULEVARD
WEST HOLLYWOOD, CA 90069**

1. CALL TO ORDER

The meeting was called to order at 5:00 p.m. by Bianca Siegl.

A. Roll Call

Working Group Members present:

Alexander Bazley, Justine Block, Chad Blouin, Rose Disarno,
Carlos Florez, Emily Gable, Tod Hallman, Brian Keith Holt, Steve
Martin, Dani Shaker, Neal Zaslavsky

Working Group Members absent:

Marina Berkman, Jared Miesler, Jesse Slansky, Agassi Topchian

Staff present:

Bianca Siegl, Long Range and Mobility Planning Manager
Garen Srapyan, Associate Planner
Michelle Levy,
Robyn Eason,
Rachel Dimond,
Danny Casillas, Administrative Specialist III

D. Approval of Minutes

Motion: Approve minutes, Working Group meeting of July 26, 2016

Moved: Blouin

Second: Holt

Aye: Alexander Bazley, Chad Blouin, Rose Disarno, Carlos Florez,
Tod Hallman, Brian Keith Holt, Steve Martin, Dani Shaker, Neal
Zaslavsky

Abstain: Justine Block, Emily Gable,
Motion passed.

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2. PUBLIC COMMENT

Michael Wojtkielewicz, WEST HOLLYWOOD, spoke about a recent housing meeting and the state of rental units.

3. NEW BUSINESS

A. Eastside Working Group Walking Tour

Group members shared comments

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

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- 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

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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

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- 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

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- 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

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- 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

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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.

4. WORKING GROUP MEMBER COMMENTS

None

5. PUBLIC COMMENT

No item

6. ADJOURNMENT

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Action: The Eastside Working Group adjourned at 7:30 p.m. until the next meeting on September 27, 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 29TH DAY OF NOVEMBER 2016.

Bianca Siegl

ATTEST:

Staff Liaison

**DRAFT 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 Srpyan 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, 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 Srpyan, Associate Planner
Danny Casillas, Administrative Specialist III

- D. Approval of Minutes

No minutes

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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:

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- 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.)

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- 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

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

Bianca Siegl

ATTEST:

Staff Liaison