

March 22, 2017

## MEMO: EWG Meeting #11 (March 28, 2017) – Draft Eastside Community Priorities Plan and Next Steps

Welcome to the eleventh and final meeting of the Eastside Working Group (EWG). This meeting will focus on (1) reviewing input received on the draft Eastside Community Priorities Plan; and (2) discussing next steps for implementation of the Plan once adopted by the City Council in April.

### Draft Eastside Community Priorities Plan

At the last EWG meeting, members provided comments on the first Draft Eastside Community Priorities Plan. We made all of the changes requested by the group and released a public draft of the Plan on March 3, 2017. Since then, staff presented the draft Plan to the following Boards and Commissions.

1. **Planning Commission.** The Planning Commission commended the work of the Eastside Working Group in developing a forward-thinking and action-oriented Plan. The Commission expressed interest in prioritizing recommendation 3.1 (Develop Eastside Key Corridors Design Guidelines) as a high priority item for the Eastside. The Eastside Working Group ranked this recommendation as the highest priority within Chapter 3 - Urban Design.
2. **Transportation Commission.** The Transportation Commission expressed support for a comprehensive priorities plan for the Eastside neighborhood and support the mobility recommendations in the Plan. Commissioners did express that mobility issues are regional issues and challenging to address at the neighborhood level and the recommendations should work with citywide and regional efforts. A Commissioner also expressed interest in considering bicycle improvements during the implementation of Recommendation 6.4 – Implement Fountain Avenue Pedestrian Enhancements.
3. **Russian Advisory Board.** The Board was supportive of the draft Plan and emphasized the importance of prioritizing recommendations to (1) support housing programs and policies, (2) support small businesses through a façade improvement program, and (3) hold regularly occurring community events on the Eastside.

# Eastside Working Group Meeting – March 24, 2017

## Pop-Up Workshops – March, 2017

Additionally, staff hosted four Pop-Up events at various locations on the Eastside to share the draft Plan and record any report any feedback received. Staff engaged with approximately 50 community members. During the Pop-ups, community members were asked the question, “What qualities define the unique character and charm on the Eastside to you?” We received a mix of responses, including:

- Walkable
- Small Businesses
- Walking community
- Neighbors
- Being able to walk to local stores and everywhere else
- Cohesiveness
- Less craziness
- Community
- Ethnically diverse
- Diversity of age groups
- Diverse incomes
- Walkable and bikeable
- Local business
- Mix of housing types
- Diversity
- Dog owners
- Residents who fight for their neighborhood and stand up for quality of life in their neighborhood



## Implementation/ Next Steps

Finally, we will discuss the implementation strategy for the Plan once adopted by the City Council in April, 2017.

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!

**DRAFT MINUTES**  
**EASTSIDE WORKING GROUP**  
**CITY OF WEST HOLLYWOOD**  
**JANUARY 24, 2017**  
**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 6:40 p.m. by Garen Srabyan.

A. Pledge of Allegiance  
Garen Srabyan 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:  
Marina Berkman, Justine Block, Chad Blouin, Rose Disarno, Carlos Florez, Emily Gable, Tod Hallman, Brian Keith Holt, Steve Martin, Katherine Sears, Dani Shaker, Jesse Slansky, Agassi Topchian,

Working Group Members absent:  
Alexander Bazley, Jared Miesler, Neal Zaslavsky

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

D. Approval of Minutes  
Motion: Approve minutes, Working Group meetings of August 23, 2016 and October 25, 2016

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Moved: Blouin      Second: Florez

Aye: Block, Blouin, Disarno, Florez, Gable, Hallman, Holt, Sears, Shaker, Slansky, Topchian,

Abstain: Marina Berkman, Steve Martin  
Motion passed.

## 2. PUBLIC COMMENT

Kevin Burton, WEST HOLLYWOOD, spoke about lack of posting minutes of June and July meetings on line.

Tiffany Robinson, WEST HOLLYWOOD EMPLOYEE, gave a Bike Share Program update.

Michael Wojtkielewicz, WEST HOLLYWOOD, spoke about Sierra Bonita building issues.

Darren Embry, WEST HOLLYWOOD, spoke about a hotel/residential building.

## 3. NEW BUSINESS

### A. Draft Eastside Community Plan

Draft Plan Comments from Working Group members

#### Vision and Guiding Principles

Emily – shared values is missing a reference to public space, gathering places for the community

- Brian – no reference to improved and increased safety
  - Add to vision in creativity and community connections

#### Recommendations

- Branding
  - Multiple people think that there should be an Eastside brand. Perhaps this is refer
  - Support the creation of a neighborhood identity program.

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- 7.1 - Change the name so it doesn't imply the "Eastside"
- 4.6 – add some language that the BID can create a logo and identity

## • Public Safety

- Add that Eastside has unique public safety challenges – list what some of the challenges are
  - Public defecation
  - Homelessness
  - Others
- Create a separate chapter with background information and more specific things that can be done to improve public safety on the Eastside.
- Add sheriff's substation at the Gateway as a subpoint and increased security
- Add a point that helping to solve the underlying problems is critical, not just fighting crime and removing people from the neighborhood.
- EWG members will provide ideas on what will improve public safety

3.1 – clarify that its whole building design guidelines

5.7 Want to see more incentives for updating and improving existing housing

6.5 – delete bike lockers

Steve Martin – Residential integrity needs to be included?  
Include language in 3.1 about neighborhood transitions.

8.6 – More focus on updated tree types. "Updating standards"

Kevin Burton, WEST HOLLYWOOD, encouraged emphasis on bike infrastructure and inclusion of elements of the Pedestrian and Bike Mobility Plan.

Cathy Blaivas, WEST HOLLYWOOD, gave thanks to the working group and spoke about safety on the eastside and Form Based Code.

Michael Wojtkielewicz, WEST HOLLYWOOD, spoke about his doubts about the Eastside Working Group.

## 4. WORKING GROUP MEMBER COMMENTS

None

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## 5. PUBLIC COMMENT

No item

## 6. ADJOURNMENT

Action: The Eastside Working Group adjourned at 8:25 p.m. until the next meeting on March 28, 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 28TH DAY OF MARCH 2017.

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Bianca Siegl

ATTEST:

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Staff Liaison