

Elyse Eisenberg

From: Elyse Eisenberg [eisenberg@earthlink.net]
Sent: Saturday, October 13, 2007 9:07 PM
To: Eisenberg, Elyse
Subject: WeHo Heights NA Survey Results

Dear WeHo Heights NA,

A big thank you to all of you who responded to our first WeHo Heights NA Survey - http://www.surveymonkey.com/s.aspx?sm=AKn57wo0wjkepYKfVEi_2b6g_3d_3d

The purpose of the survey was threefold:

1. Residents' reasons for participating in the new neighborhood association.
2. Tower Records site development priorities.
3. Profile of the neighborhood.

Almost 50% of the people on the distribution list responded. This is a good response rate and shows a motivated neighborhood. The survey will remain open indefinitely for those who would still like to participate, but unless the results change markedly, no further analysis will be distributed.

We are also encouraging everyone in the neighborhood to register to vote, if not already registered. The more registered voters in the neighborhood, the more clout we will have in front of the City Council. <https://ovr.sos.ca.gov/votereg/OnlineVoterReg>.

The WeHo Heights NA currently represents almost 1,000 residences. Without actual verification, we estimate there are likely between 1,200-1,400 residents. Since this is not a child-friendly neighborhood, we assume the majority are adults and of voting age.

Thank you again for your active participation in these discussions. Please feel free to share this information with your neighbors and encourage them to join our NA. The more people who actively participate, the more we should be able to accomplish.

Best,
 Elyse Eisenberg
 WeHo Heights BOD, Chair

 The following is the Survey analysis. PDF version of actual survey results available on request.

1. JOINING WEHO HEIGHTS NA - As expected, the Tower Records development, Traffic and Construction/Over-Development issues were the main reason for joining the NA, with great concern over the Future of the Neighborhood. 100% of the respondents said these were Very Important or Important concerns for them.

The following issues ranked lower in reasons to join the NA and their individual importance - Neighborhood Crime Watch, View Protection, Getting to Know Neighbors, and West Hollywood issues. Lack of Adequate Parking was also mentioned.

2. TOWER STRUCTURE - Regarding the development of Tower Records, every single item was listed as being of great concern - ingress and egress on Horn; building mass, height and setbacks; rooftop parking and enclosed garage; building design and architecture and compatibility with the Sunset Strip, billboards; and

landscaping and green zones. Clearly everyone wants a development of exemplary design and significantly smaller than that proposed, and concern about the complex being pedestrian friendly is evident. There is repeated concern about the additional traffic this site will generate.

3. TENANTS - Support in general was given for the proposed tenants - IAC, David Barton Gym and Tower Records, with Tower having the most support (79%) and the gym the least (56%), presumably because of the increased traffic a gym would generate, compared to office and retail space. There were multiple requests for an upscale deli.

4. COMMUNICATIONS - The majority of participants wanted notifications of Tower development, Construction and Traffic as they occurred. Participants were split on Crime Watch, WeHo notifications and Social Events, with some wanting them as they occur and others monthly. Because of the volume of general Crime, WeHo and Social correspondence that is being received, those notices will be sent out monthly or on a discretionary basis if an issue appears timely. Tower, Construction and Traffic notices will be sent out as they are received.

5. RESIDENCY - There is clearly a great commitment to West Hollywood and a wonderful stability to this neighborhood as the majority of people who responded have been here for many years. The average residency in WeHo Heights is over 13 years. 25% of the respondents have been here over 20 years. The respondents have been in West Hollywood on the average over 16 years, and 25% are California natives or residents for over 31 years! More than 50% of the respondents have lived in WeHo Heights over 10 years, and over 60% have been in West Hollywood at least that long.

For a city with the transient reputation WeHo has, our neighborhood is an island of stability compared to the rest of the city. Perhaps that is the reason that people are so upset with all the noticeable changes and over development in our area. We have lived here long enough and know what it was like just a few short years ago. The quality of life has noticeably deteriorated. and it has stirred us to action

6. ANNUAL CONTRIBUTION TO NA - all but one person said they Definitely or Maybe would contribute \$10/annually to maintain a website. If this request is made in the future, it would be on a purely voluntary basis.

Thank you again for your participation in this survey. Your response has been invaluable. We hope you will participate in similar surveys in the future.