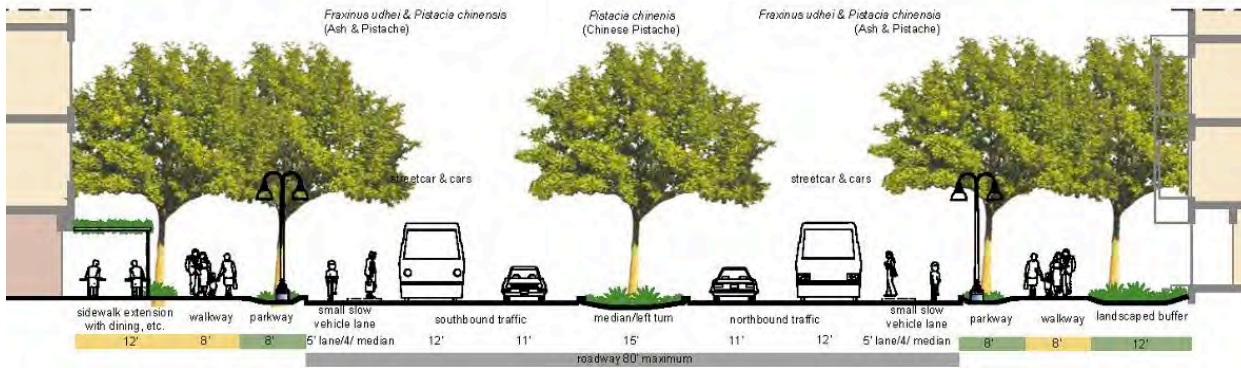


THE AVENUES

ART, FASHION & DESIGN DISTRICT
WEST HOLLYWOOD

Streetscape Master Plan Working Group Meeting No. 1

1. Welcome & Introductions - roundtable (20 min.)
2. Powerpoint Presentation (40 min.)
 - ❑ Why a Streetscape Master Plan?
 - ❑ Role of the Working Group
 - ❑ Starting point for design
 - ❑ Initial observations & opportunities
 - ❑ Working Group schedule & topics
3. Places /characteristics – roundtable (20 min.)
4. Assignment/logistics for next meeting
5. Q & A



LA BREA AVE. WEST HOLLYWOOD, CA
 WARNER CENTER. LOS ANGELES, CA
 DOWNTOWN STREET STANDARDS. LOS ANGELES, CA



Patricia Smith, ASLA, AICP

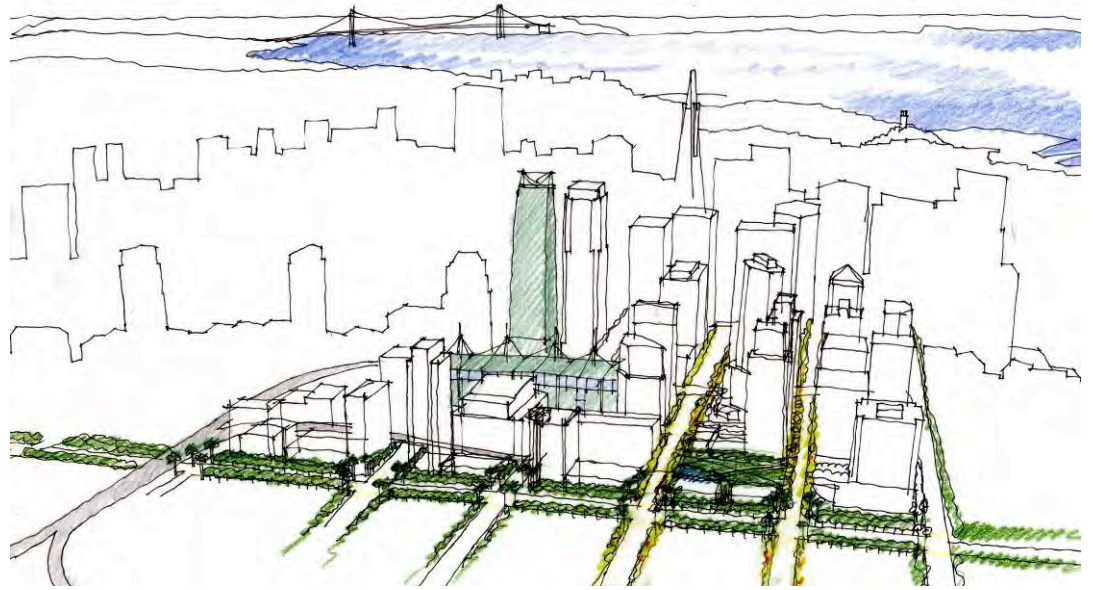
Team Introduction



**DOWNTOWN SPORTS & ENTERTAINMENT DISTRICT. LOS ANGELES, CA
BARNSDALL TRIANGLE. LOS ANGELES, CA
SUSTAINABLE STREETSCAPES, LONG BEACH, CA**



Patricia Smith, ASLA, AICP



TRANSBAY NEIGHBORHOOD STREETScape PLAN. SAN FRANCISCO, CA



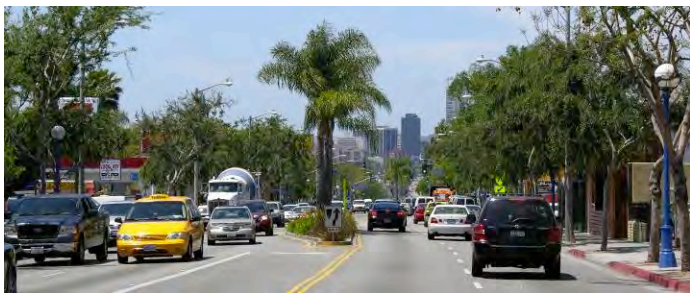
Lisa Padilla, AIA, LEED AP / Cityworks Design



METRO GOLD LINE EASTSIDE ACCESS. LOS ANGELES, CA



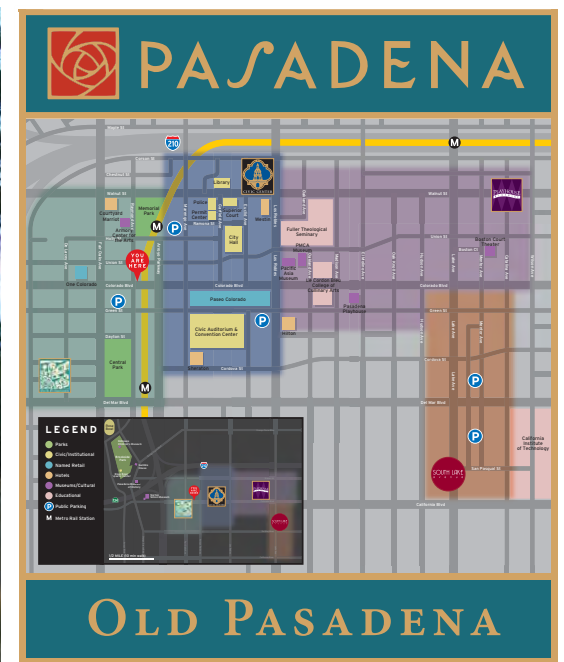
DOWNTOWN 2ND & 4TH STREETS, SANTA MONICA, CA



SANTA MONICA BOULEVARD WEST HOLLYWOOD, CA



Joel Falter, KOA Corporation



- Create a **shared vision**
- Enhance both **district** & each **avenue**'s **identity**
- Facilitate **future funding** applications
- Clarify **priorities** for the district
- Allow **phased enhancements** contribute to the greater objective
- Provide guidance while allowing future refinement of **specific streetscape elements**

- **Share ideas**, local knowledge and perspectives with the design team
- **Work collaboratively** with Staff, design team and fellow stakeholders to achieve a clear vision for the Avenues public realm
- **Help prioritize recommendations** of the working group so the plan is holistic and can be achieved over time

- Current city plans
- Initial observations: district/individual streets
- Initial toolkit
- Initial observations: potential improvements

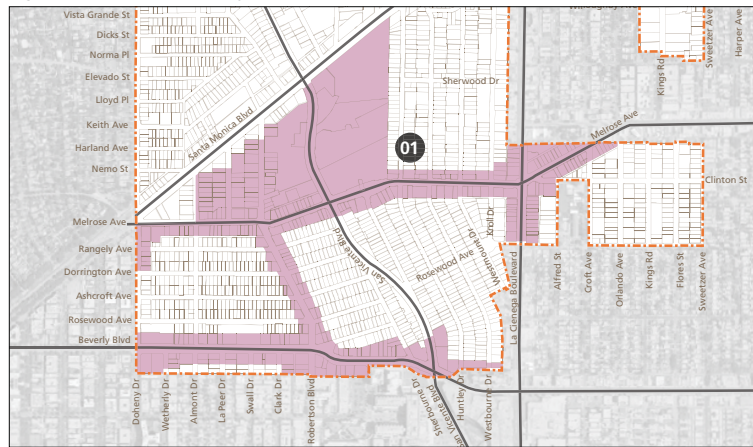
Commercial Sub-Areas

Goal LU-11: Expand the Melrose/Beverly District as a national and international destination for high-end arts and design studios, offices, and related businesses.

Intent: To expand this district's role as a major destination for high-end arts and design studios, offices, and related businesses. It is intended to have wide sidewalks, street trees, landscaping, and excellent architecture that showcases international design talent, capitalizing on its proximity to the Pacific Design Center and its status as the iconic West Hollywood design district, as well as potential future transit improvements on nearby Los Angeles streets. Cafes and restaurants should spill out into the public realm and support the boutiques and shops as well as the clientele of the Pacific Design Center. The area between Melrose Triangle and West Hollywood Park should similarly build on the uses, clientele, and energy at the Pacific Design Center and Santa Monica Boulevard, offering a variety of design showrooms, galleries, film and multi-media office and design space, and supporting uses such as restaurants, night clubs and boutique hotels. The Pacific Design Center, a key anchor of this district, should continue as a leading center of arts and design showrooms and office space by hosting conferences, meetings, and arts and design events. The Metro facility is envisioned as a transformed mixed-use development project that supports future transit service, and the pedestrian activity along Santa Monica Boulevard.

The policies in LU-11 apply to Area 1 shown in Figure 3-6.

Figure 3-6: Melrose/Beverly District



- LU-11.1 Encourage a variety of retail, creative office, commercial, and residential uses to support the vision for the area.
 - a. Maintain and enhance the concentration of arts and design-related uses.
 - b. Continue to allow a wide variety of uses including retail, galleries, boutiques, cafes, restaurants, creative office space, entertainment venues, bars, and nightclubs.
 - c. Allow limited housing on Beverly Boulevard. These opportunities should be focused on artist live/work housing.
 - d. Enhance the area's role as a visitor destination by encouraging boutique hotels in the Melrose Triangle area.
- LU-11.2 Work with Metro to transform its Santa Monica Boulevard facility into a development project that serves the needs of the community, and supports current and future transit service and the street life along Santa Monica Boulevard.
- LU-11.3 Maintain the small-scale, pedestrian-oriented character of Melrose Avenue and Robertson Boulevard with well-designed buildings that reflect the arts and design focus of the area.
- LU-11.4 Facilitate the transformation of Beverly Boulevard over time into a walkable, mixed-use boulevard that capitalizes on nearby planned fixed route transit service and the area's proximity to Cedars-Sinai Medical Center.
- LU-11.5 Require high quality and varied architecture of all new development in order to reflect the creative businesses and to showcase international design talent.
- LU-11.6 Require development projects to incorporate combinations of setbacks, scale transitions, and buffers, as appropriate, in relation to existing residential areas to maintain physical compatibility between new and existing buildings.
- LU-11.7 As feasible, maintain a beautiful and attractive pedestrian environment with wider sidewalks, benches, and street trees, and continue to enhance the pedestrian experience in the area by implementing the following building and public realm concepts:
 - a. Locate buildings on or near the sidewalk edge to create an attractive and interesting pedestrian environment.
 - b. Support the overall experience of the streetscape through active and transparent ground floor frontages with main entries that face the street.
 - c. Pursue pedestrian connections and paseos to improve pedestrian flow throughout the Greater Melrose Triangle Area.
 - d. Improve pedestrian connections to better integrate the PDC into the adjacent commercial neighborhood.
 - e. Improve pedestrian connections between West Hollywood Park and the rest of the district.

City of West Hollywood Zoning Districts

Residential Zoning Districts	Combination Zones	Overlay Zoning Districts
Standard Single-Family Residential Density R1A - 27.3 Acres - 1.4x1.4 lots R1B - 27.3 Acres - 1.4x1.4 lots of less than 9,659 SF R1C - TD 1 Story - 1.0x1.0 lots Standard Low Density R2 - 27.3 Acres - 2.0x1.0 lots of less than 4,000 SF R3 - 27.3 Acres - 2.0x1.0 lots of less than 4,000 SF R4 - 27.3 Acres - 2.0x1.0 lots of less than 4,000 SF Standard Medium Density R1B - 27.3 Acres - 1.4x1.2 lots of 10,000 SF or more R2B - 27.3 Acres - 1.4x1.2 lots of 10,000 SF or more R3B - 27.3 Acres - 1.4x1.2 lots of 10,000 SF or more R4B - 27.3 Acres - 1.4x1.2 lots of 10,000 SF or more Standard High Density R1B - 27.3 Acres - 1.4x1.2 lots of 10,000 SF or more R2B - 27.3 Acres - 1.4x1.2 lots of 10,000 SF or more R3B - 27.3 Acres - 1.4x1.2 lots of 10,000 SF or more R4B - 27.3 Acres - 1.4x1.2 lots of 10,000 SF or more	Commercial and Public Zoning Districts CC1 - Commercial Neighborhood 1 1.0 25,420 sq/acre CC2 - Commercial Neighborhood 2 1.0 25,420 sq/acre CC3 - Commercial Community 1 1.0 25,420 sq/acre CC4 - Commercial Community 2 2.0 45,840 sq/acre CC5 - Commercial Mixed 2.0 45,840 sq/acre CC6 - Commercial Regional Center 3.0 68,760 sq/acre	Other Zoning Districts PD - Public Display Center Specific Plan PF - Public Facilities MSP - Masterplan Specific Plan



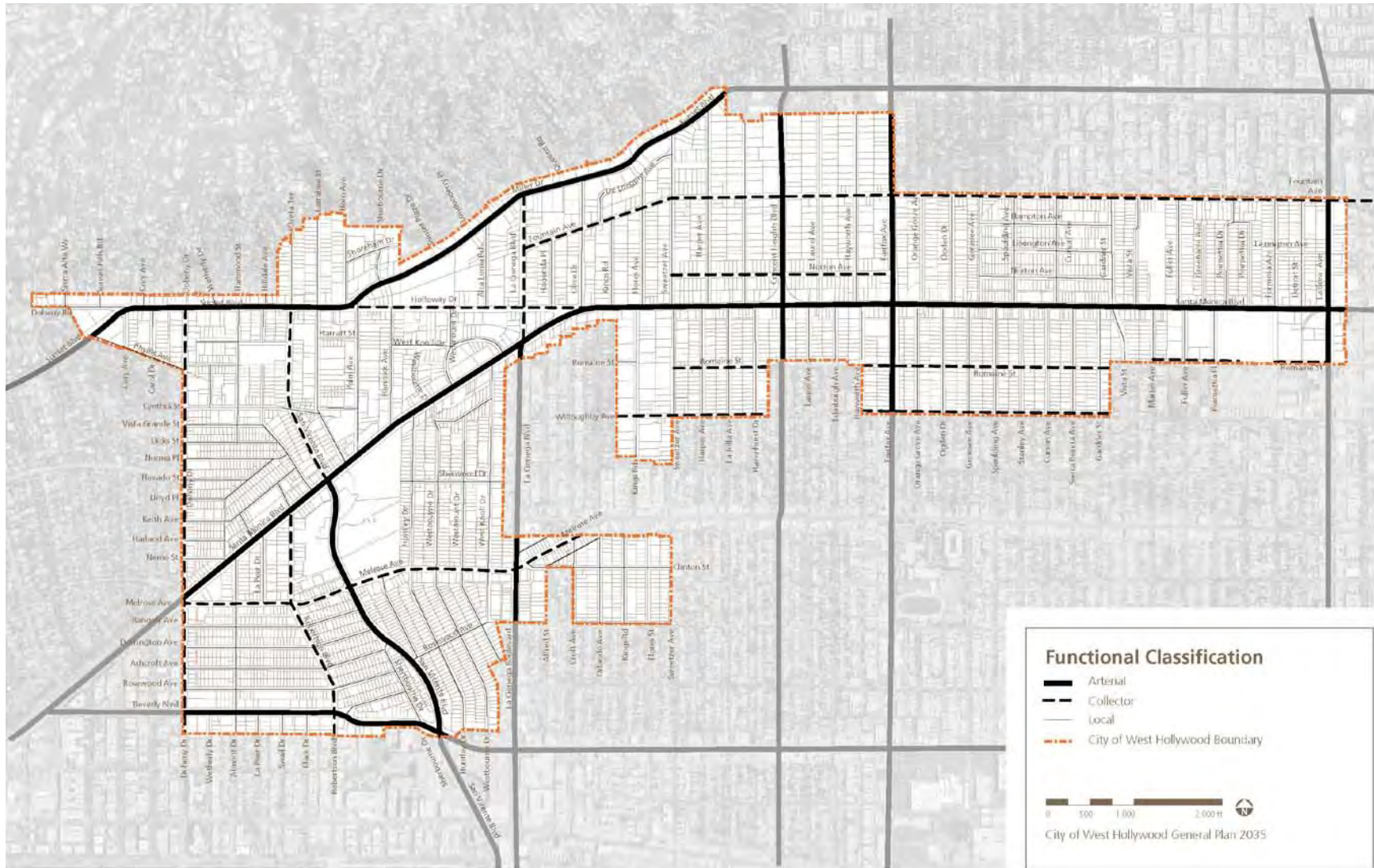
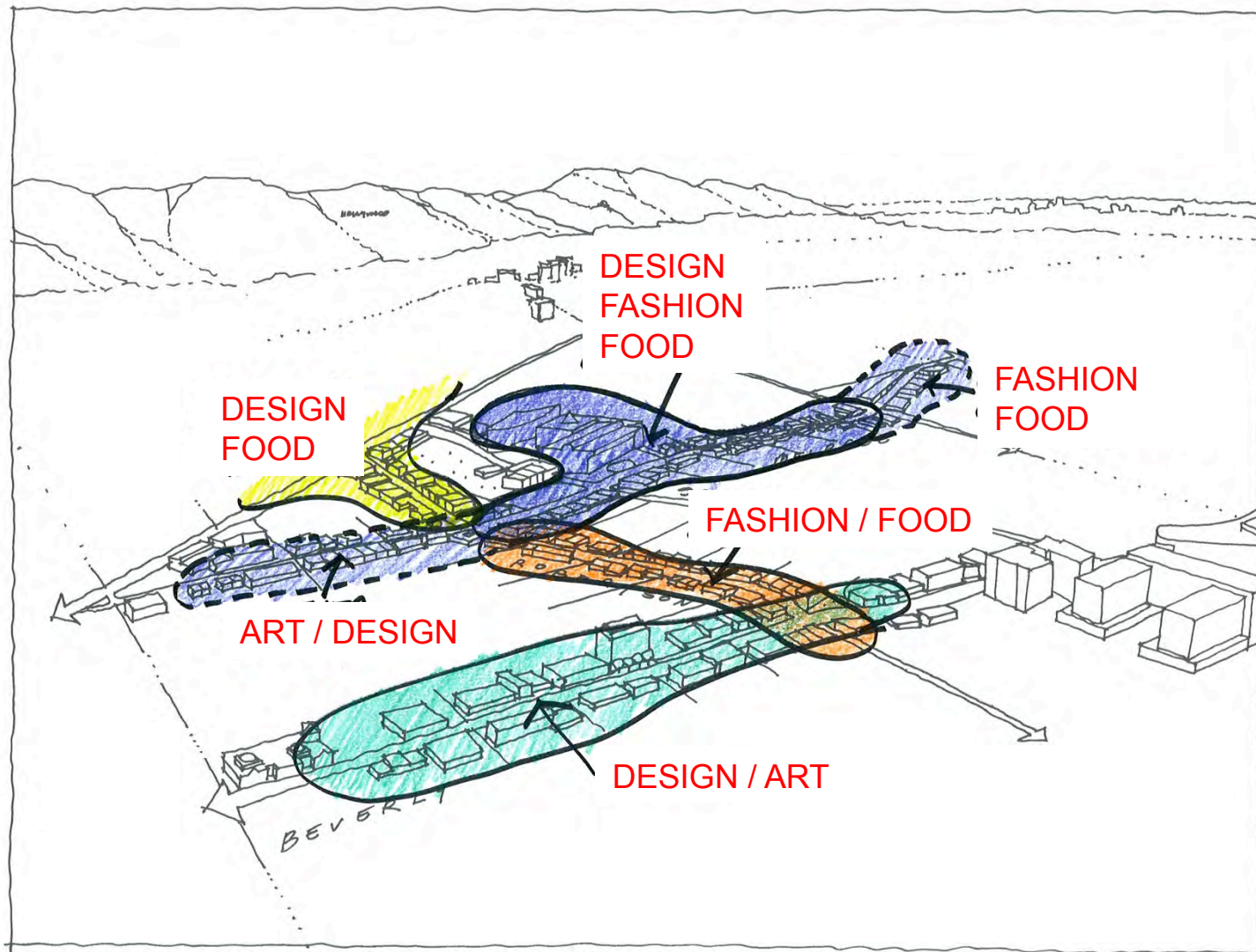


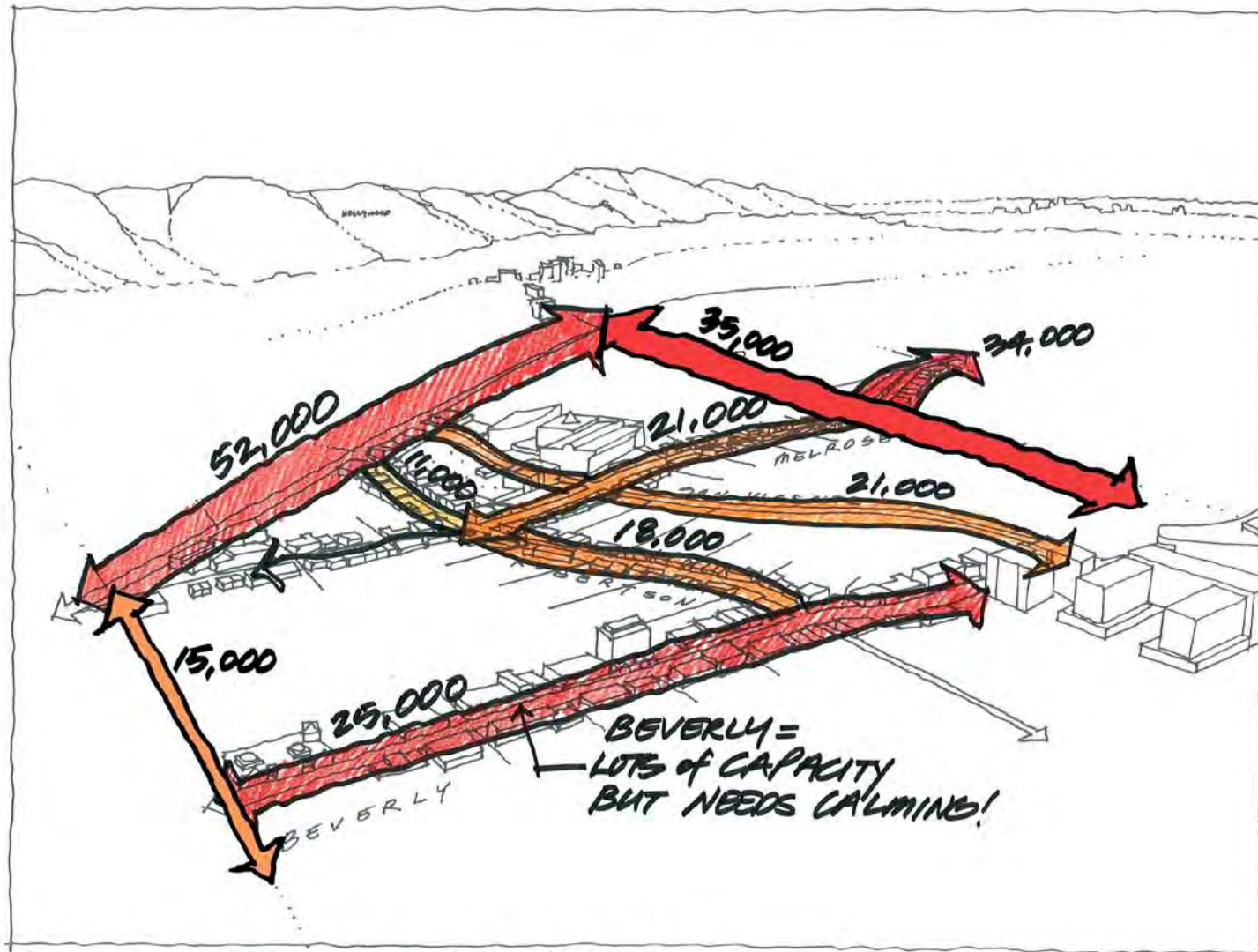
Figure 3-3: Public Spaces



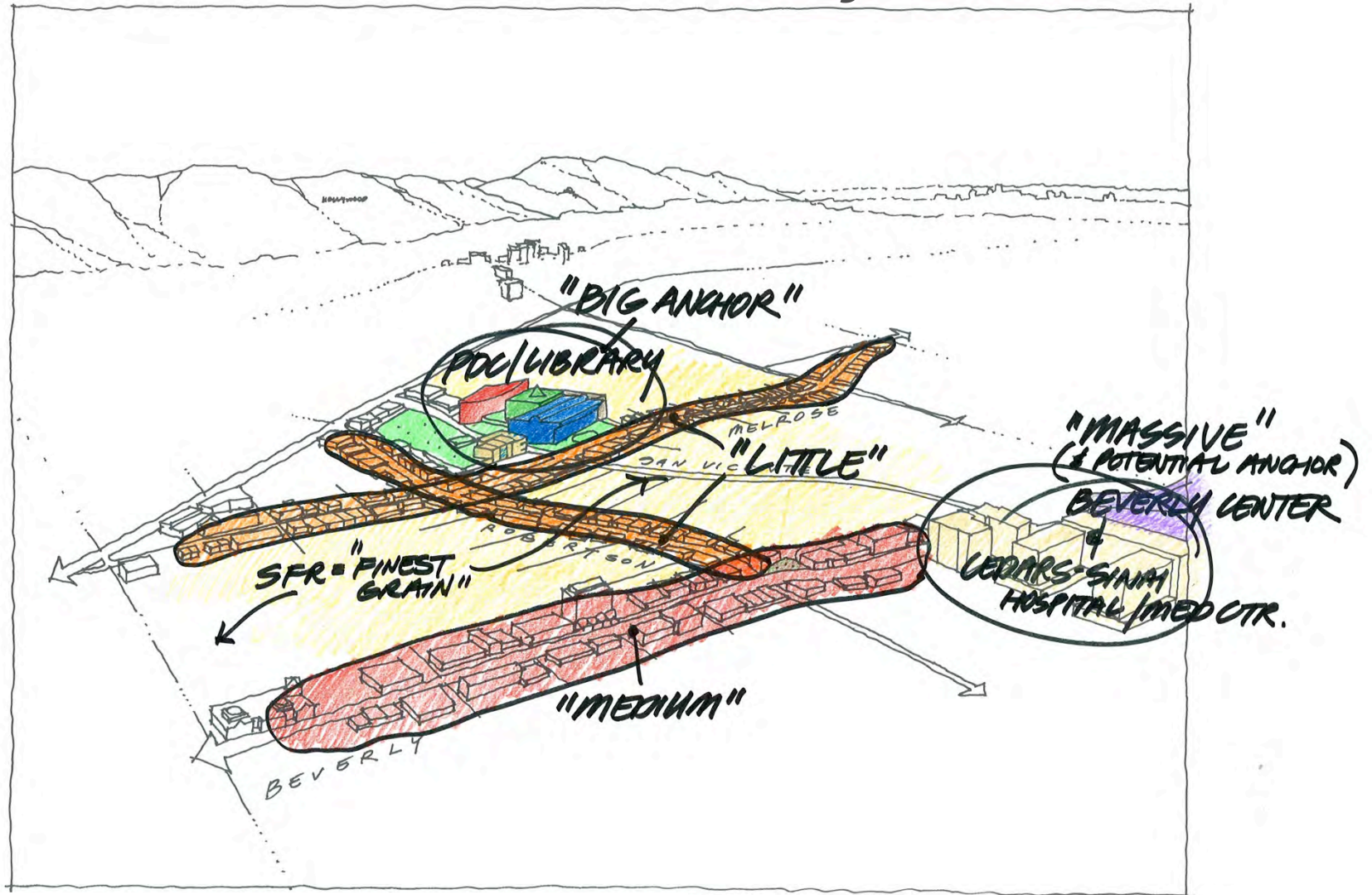
Role / character / identity of each street



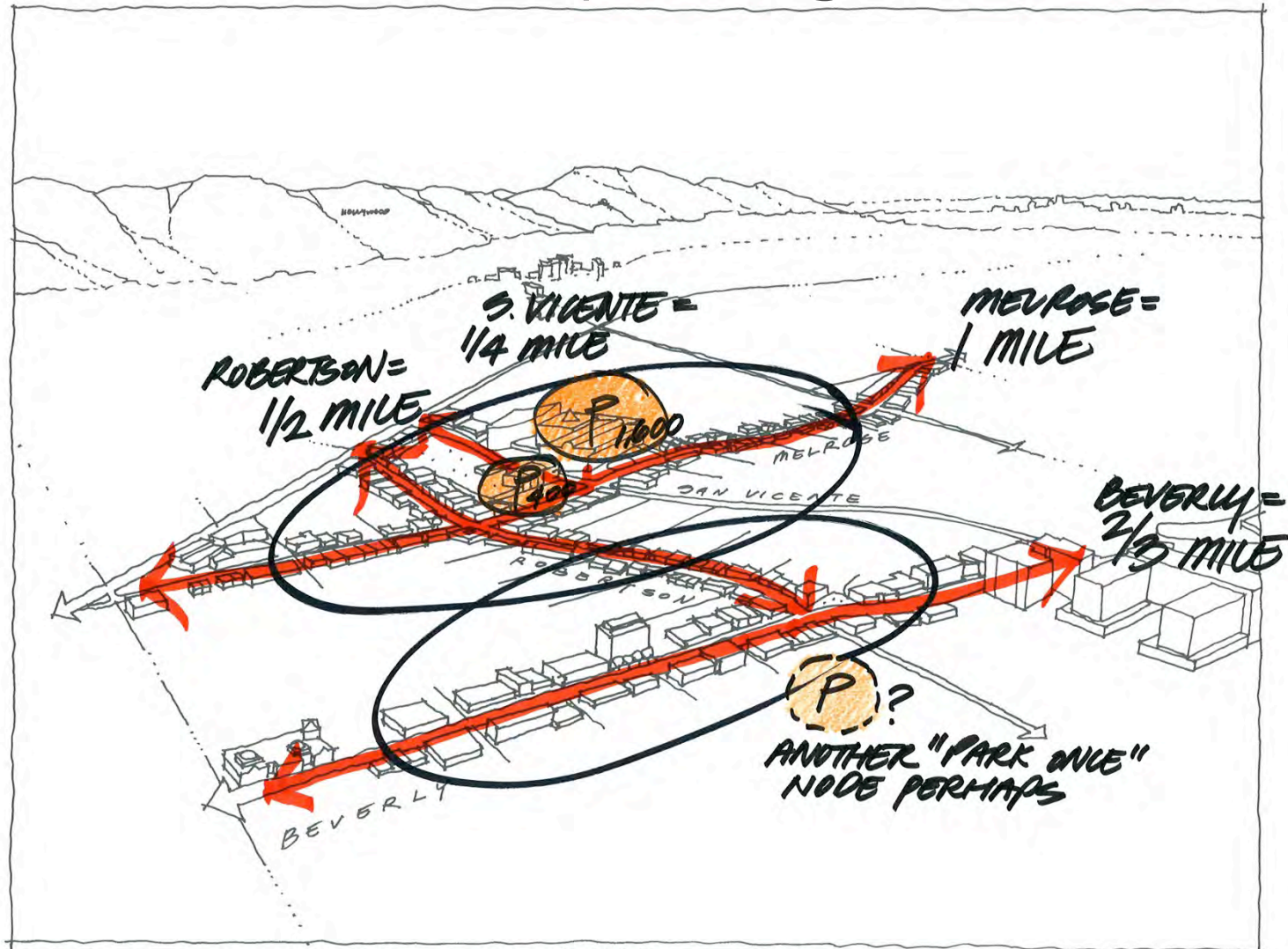
Function of each street



District identity



Walkable parking zones



1. Mobility
2. Walkability
3. Streetscape
4. Activity

- **Brings patrons to businesses** safely and enjoyably
- **Balances all modes successfully**
(vehicles, pedestrians, bicycles, service vans/trucks, transit)
- **Makes pedestrian experience a high priority** since everyone arrives at your door on foot
- **Uses traffic calming in savvy ways** to benefit drivers, pedestrians & neighbors

Mobility

- **Balance modes (Complete Streets)** – stripe for traffic per Street Type; put the rest to other uses
- **Channel traffic** for even, steady flow
- **Facilitate bikes** - lanes, sharrows, facilities
- **Encourage walking** - walkable sidewalks; easy street crossing; interest; activity (see Walkability)
- **Support businesses** - curbside & district parking facilities/valet; manage through traffic
- **Protect neighborhoods** - residential gateways

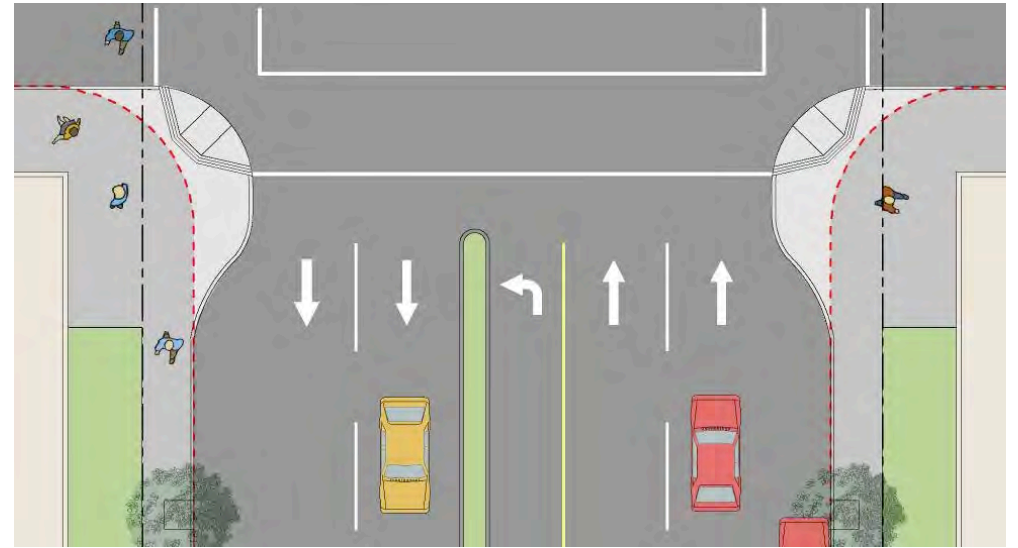
Balance Modes – traffic lanes per Street Type; use the rest for other modes



Balance Modes – traffic lanes per Street Type; use the rest for other modes



Channel Traffic



Facilitate Bikes



Encourage Walking (more later)



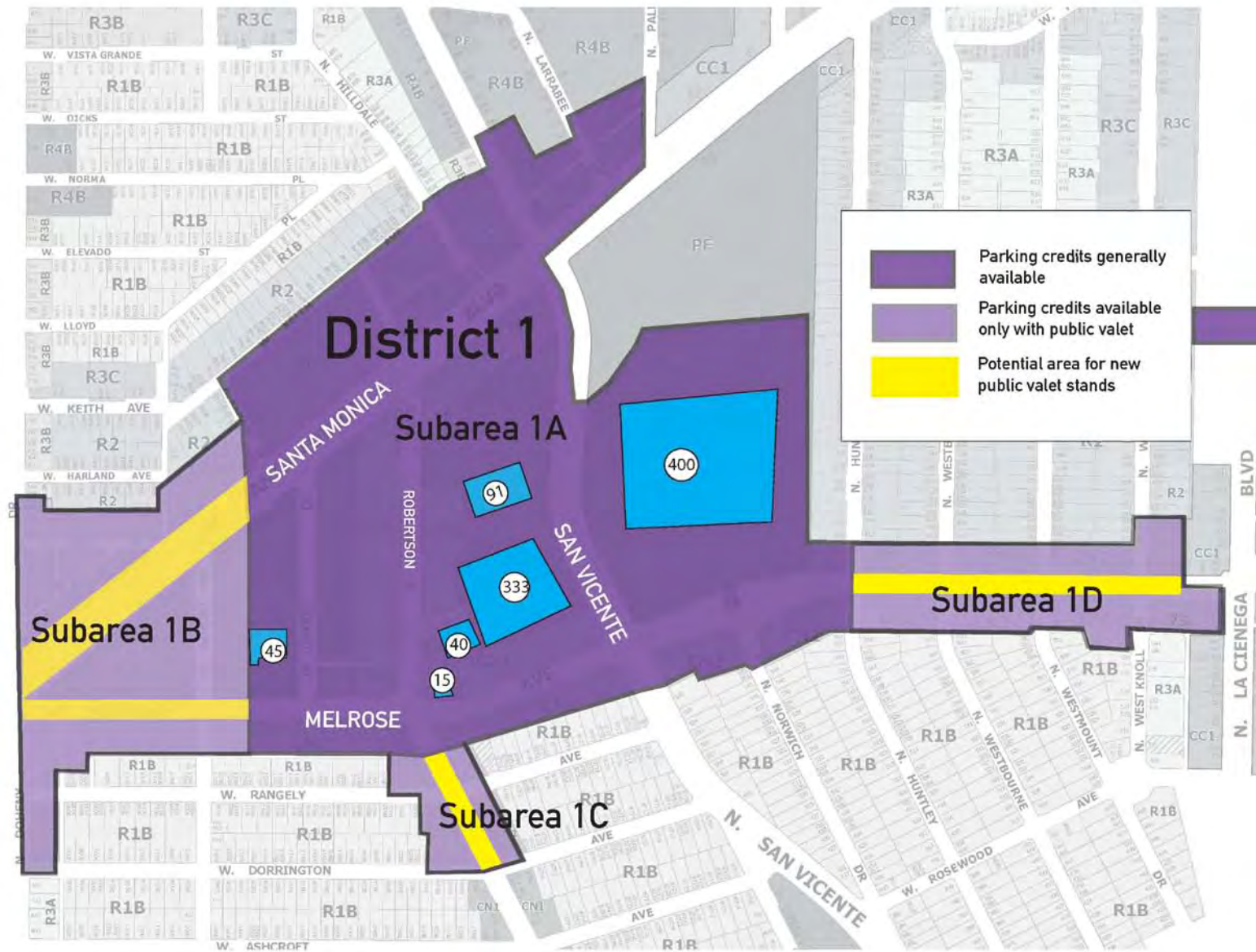
Curbside Parking



District Parking & Valet



District Parking & Valet



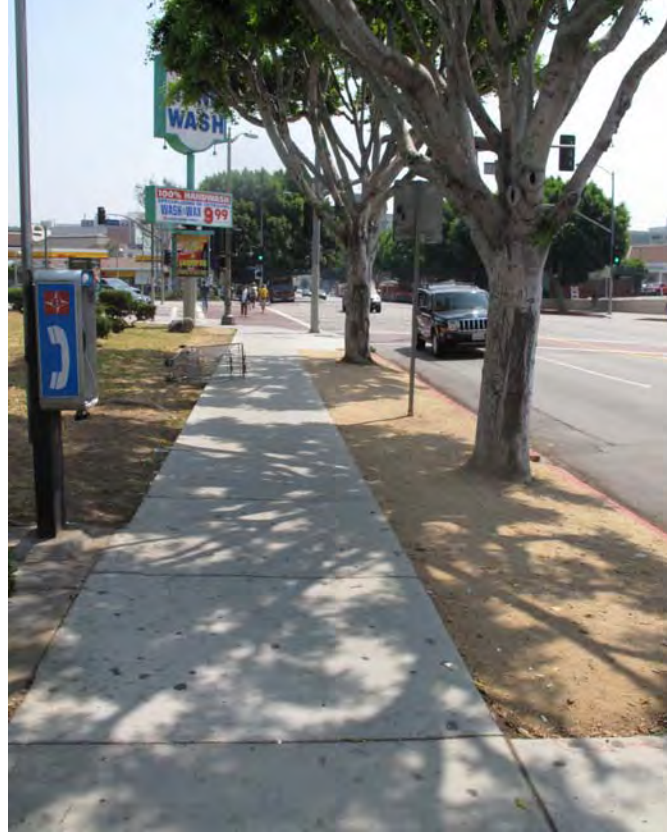
Protect Neighborhoods



Walkability

- Clear path of travel, even surfaces & minimal vehicle conflicts, curb cuts
- Easy to cross the street - frequent, clearly marked crosswalks, short distance across
- Shade on hot days
- Light at night
- Things to see & do - transparent storefronts, outdoor, dining, landscaping, art, people

Path of Travel with Even Surfaces & Minimal Vehicle Conflicts



Eliminate or Narrow Curb Cuts



Easy to cross the street



Shade, Light, Things to See/Do



Streetscape

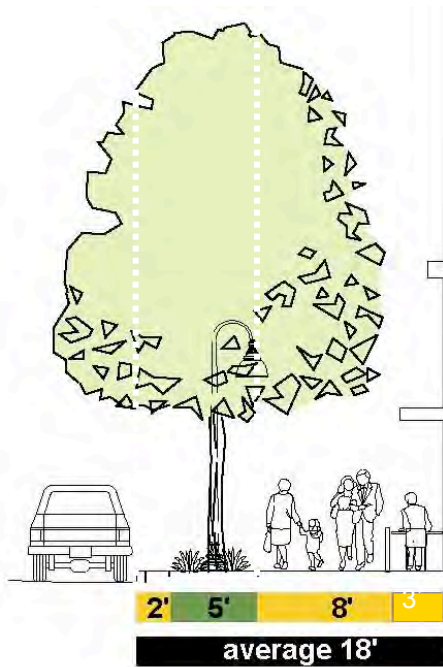
- Sidewalk zones: parkway, walkway, setback
- Curb extension & parklet design
- Street trees
- Street lights
- Sidewalk & crosswalk paving
- Median design
- Gathering places
- Other lighting & furnishing
- Wayfinding & gateways
- Art

Sidewalk Zones

Parkway Zone:

Retail w/ curbside parking:
paved with big tree wells

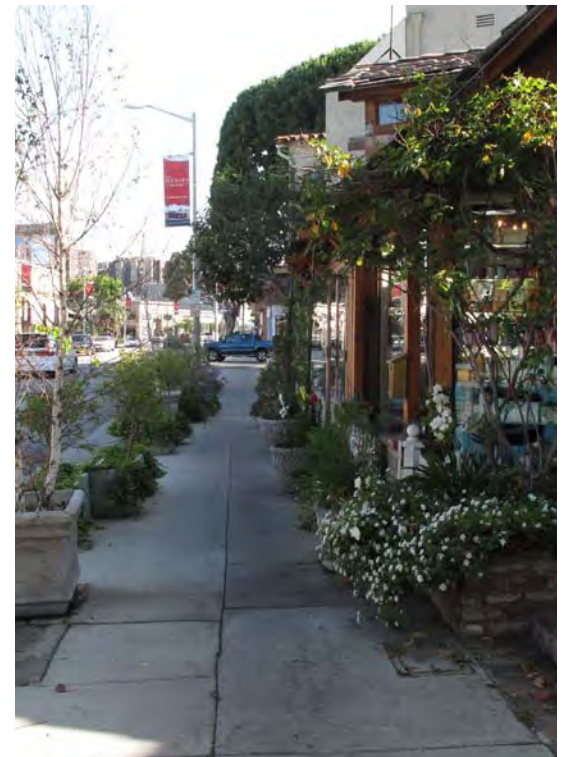
Residential or no
curbside parking: landscaped



Sidewalk Zones: Beverly



Sidewalk Zones: Robertson



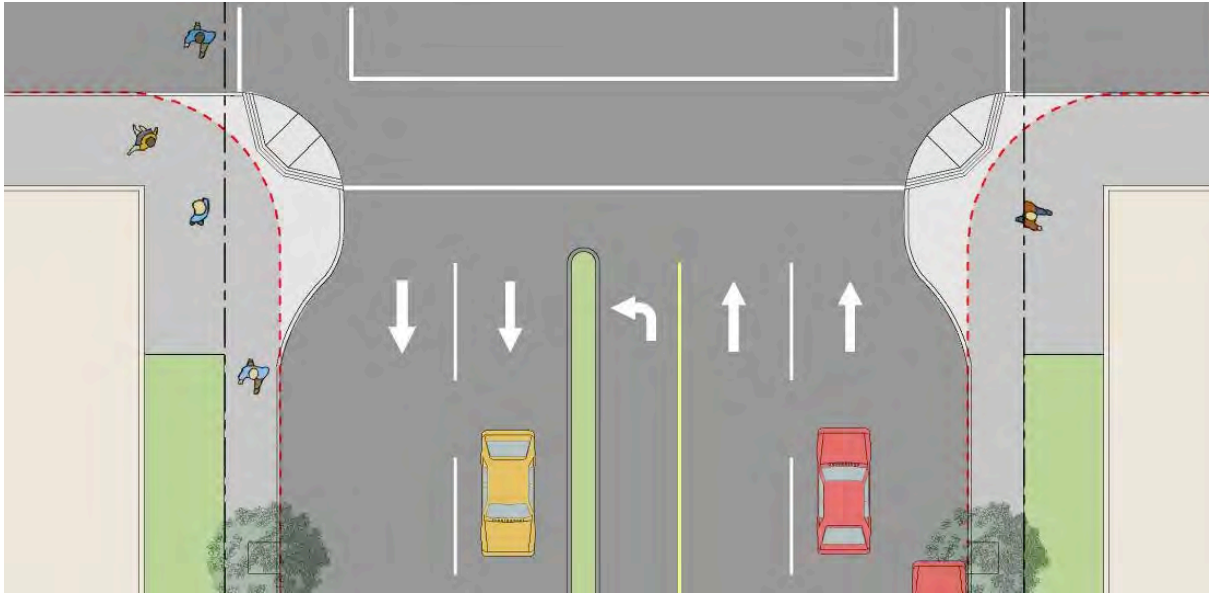
Sidewalk Zones: Melrose - varies



Sidewalk Zones: San Vicente



Curb Extension Uses/Design



Parklets



Temporary Plazas



Street Trees



Street Lights



Sidewalk Paving



Crosswalk Paving/Striping



Medians



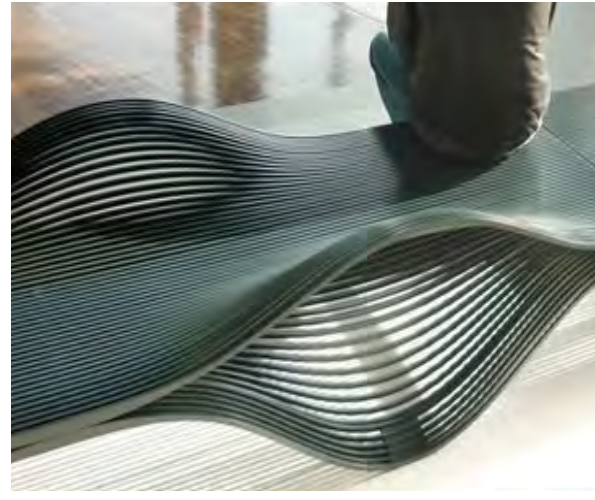
Gathering Places



Other Lighting



Furnishings



Wayfinding



Gateways



Public Art



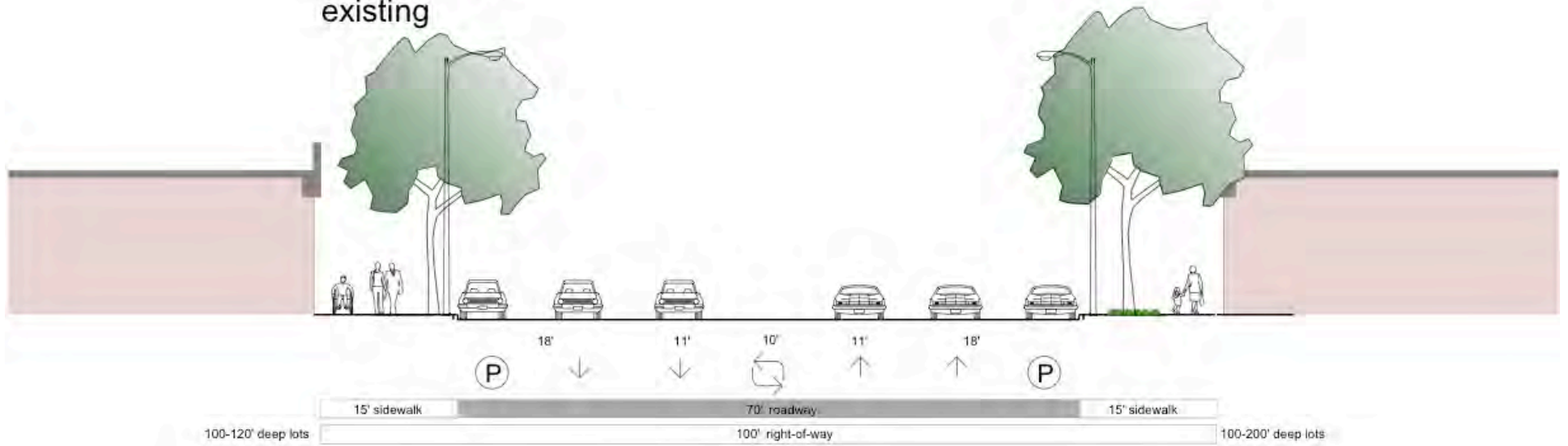
Activity

- More restaurants w/sidewalk dining
- Gallery walks
- Festivals
- Ciclavia
- Special events
- Street closures for events

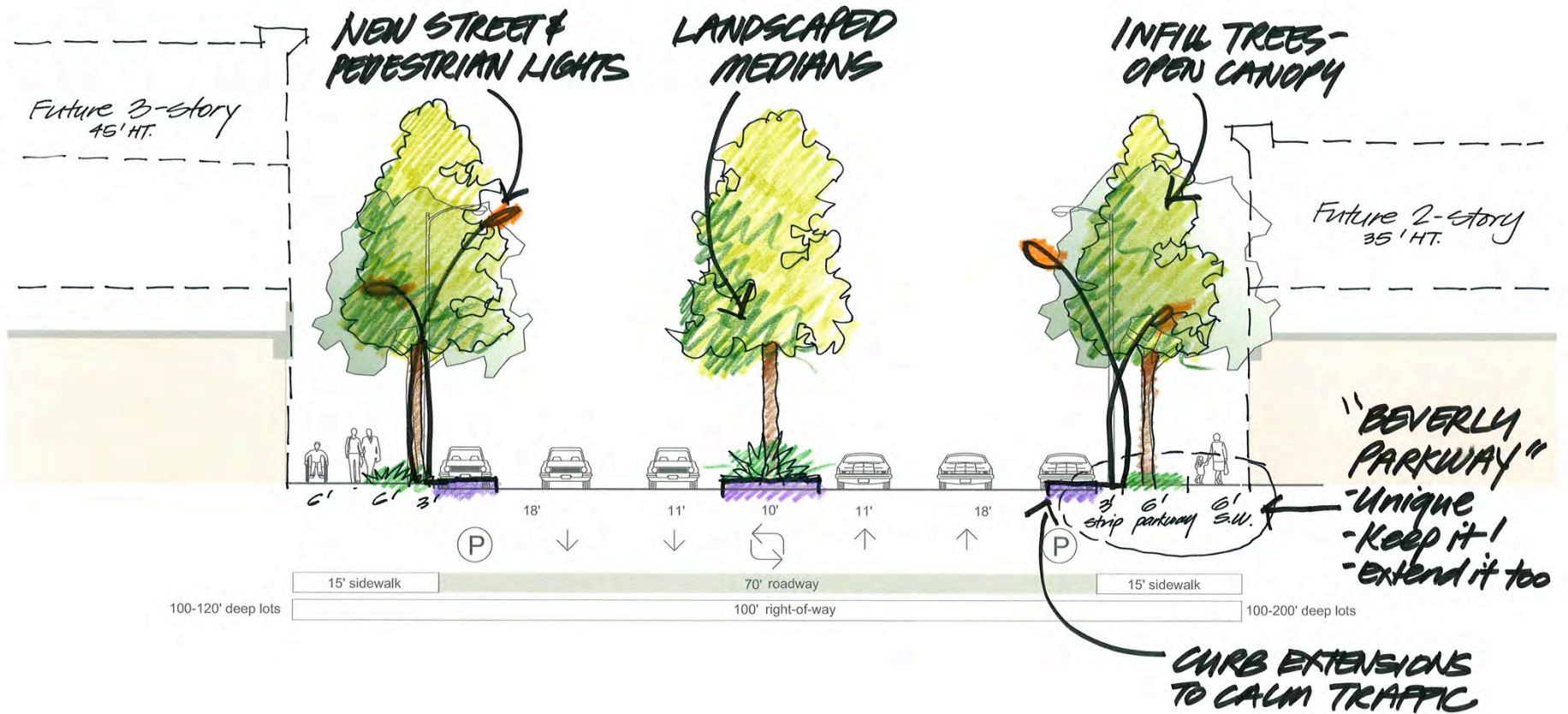


- Beverly
- Robertson
- Melrose
- San Vicente

Beverly Blvd.
existing



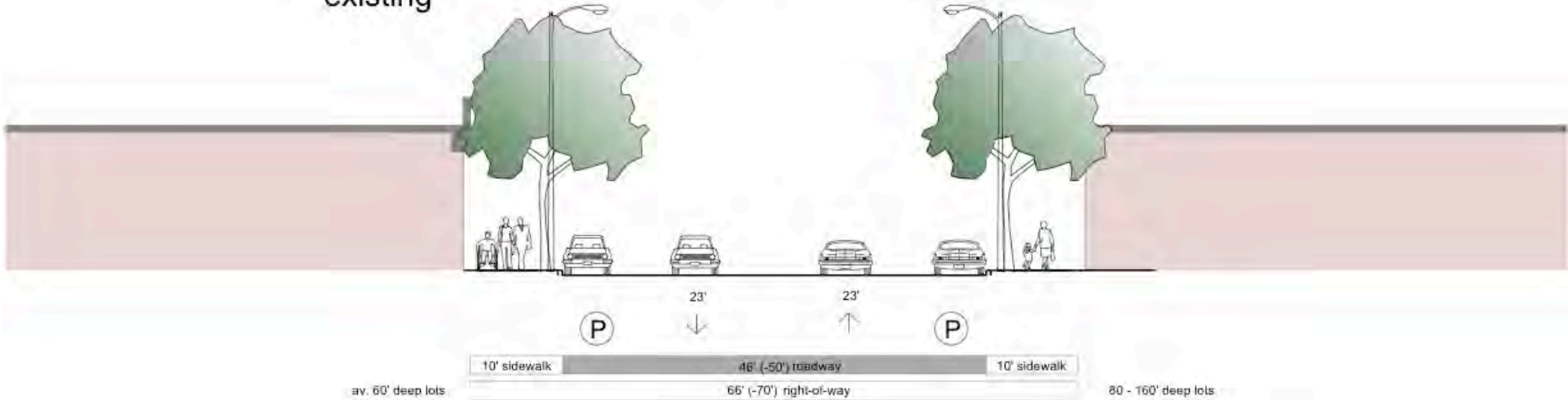
Scale: 1"=10'



BEVERLY'S OPPORTUNITIES

Scale: 1"=10'

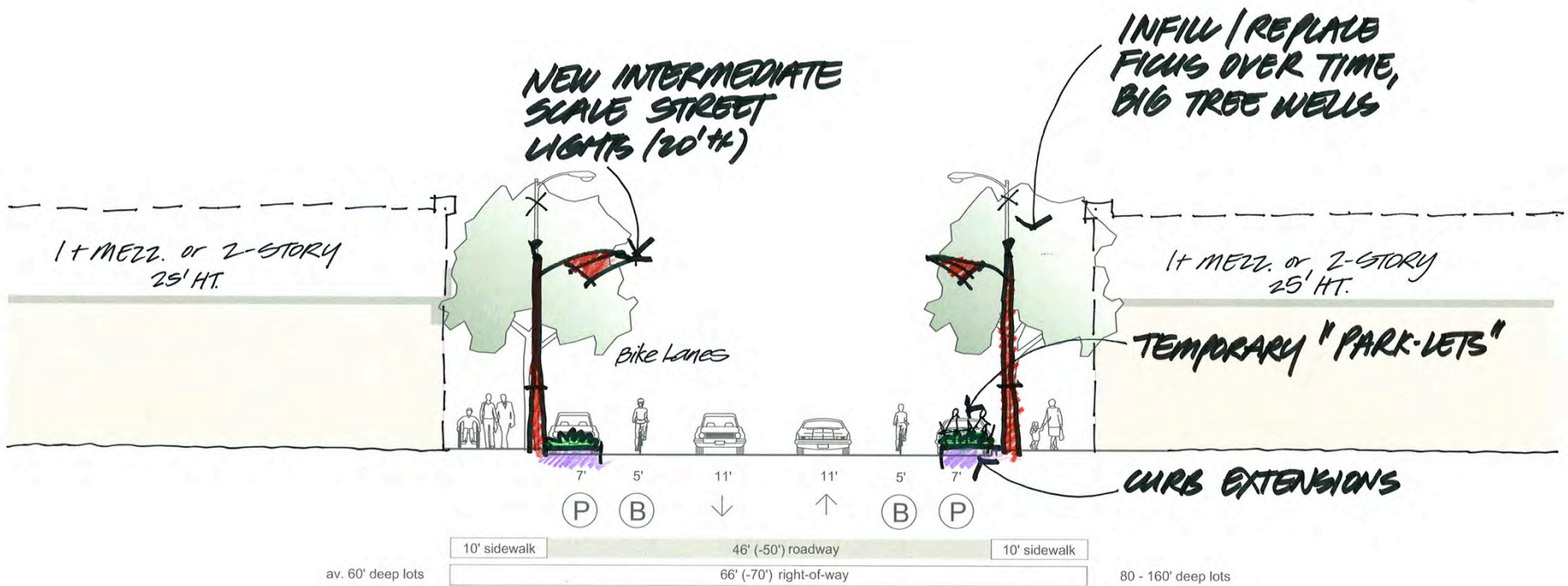
Roberston Blvd.: Beverly - Melrose
existing



av. 60' deep lots

80 - 160' deep lots

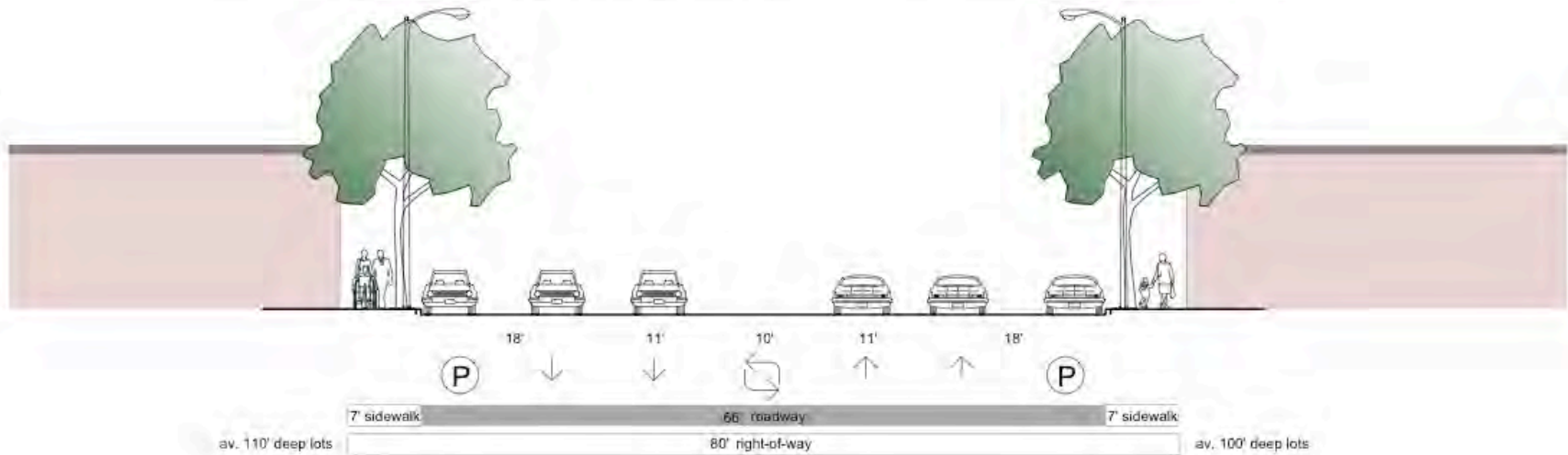
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ROBERTSON (Beverly to Melrose)
 - Per Ped-Bike Mobility Plan

Scale: 1"=10'

Melrose Avenue: Orlando - La Cienega
existing - 3 curbcuts on south side nr. La Cienega - all with alley entrances.
Could replace CLTL with median or bike lanes or ???

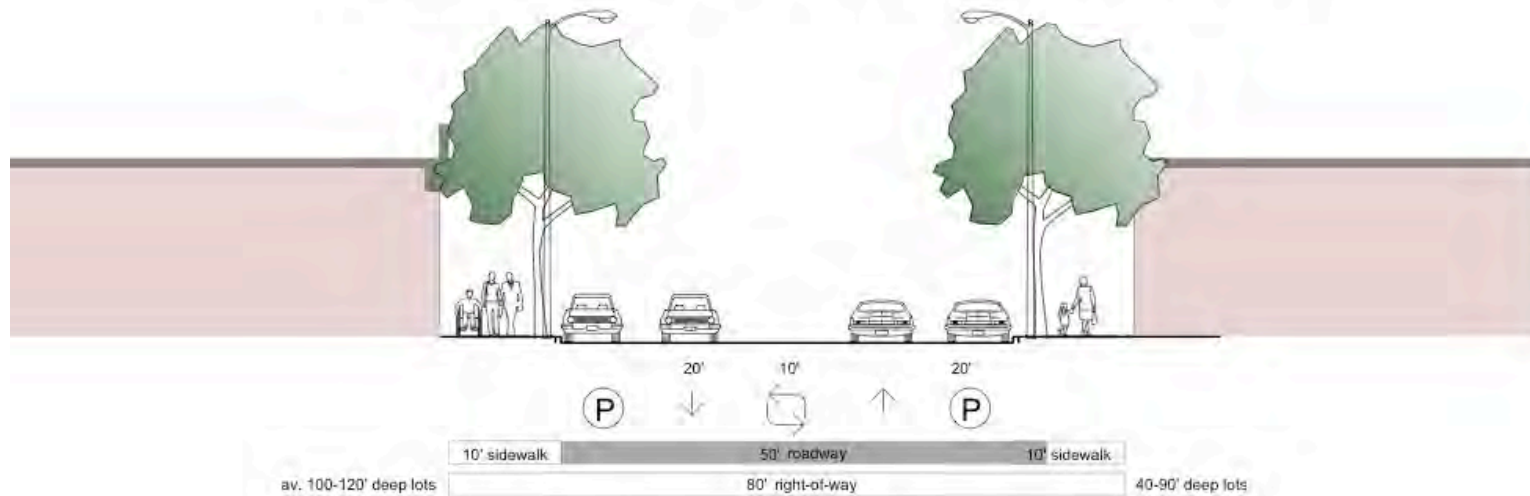


66' roadway

Scale: 1"=10'

Melrose Avenue: La Cienega - Huntley

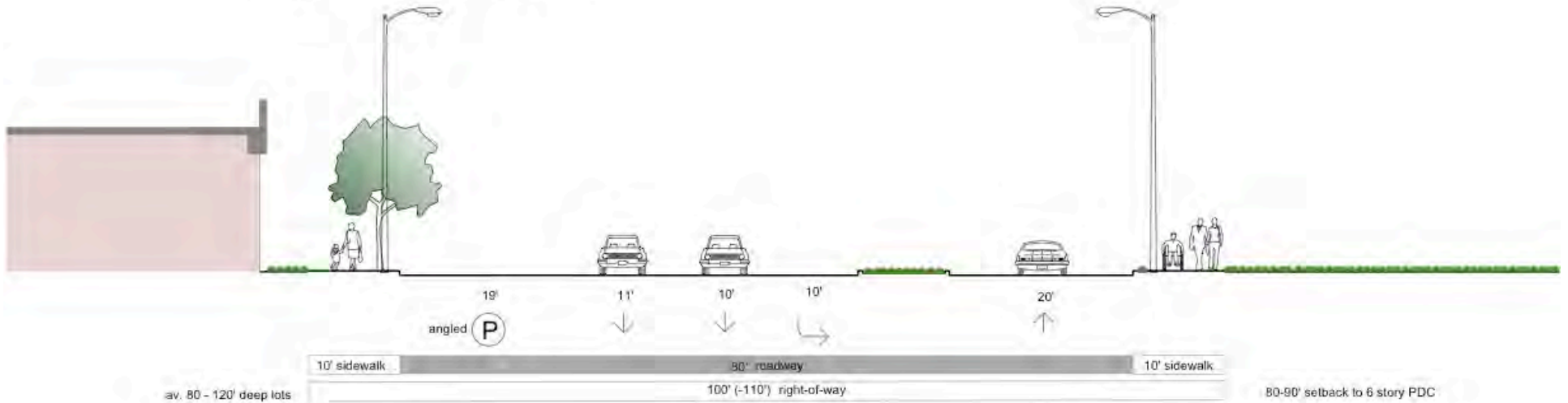
existing - short blocks, few curb cuts. Could replace CLTL with bike lanes or ???



50' roadway

Scale: 1"=10'

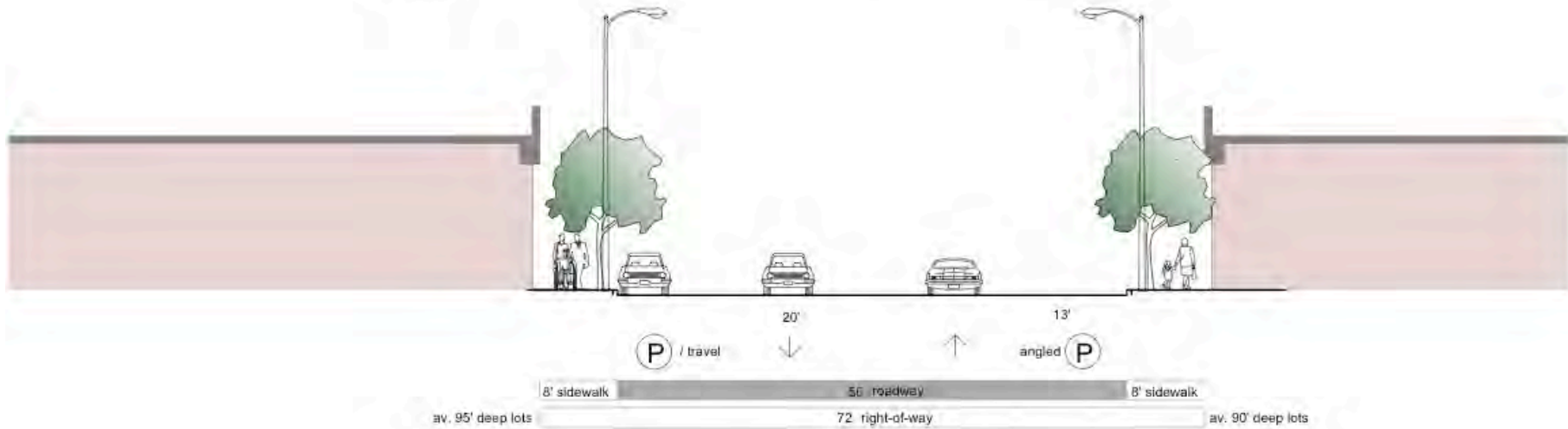
Melrose Avenue: PDC



80' roadway

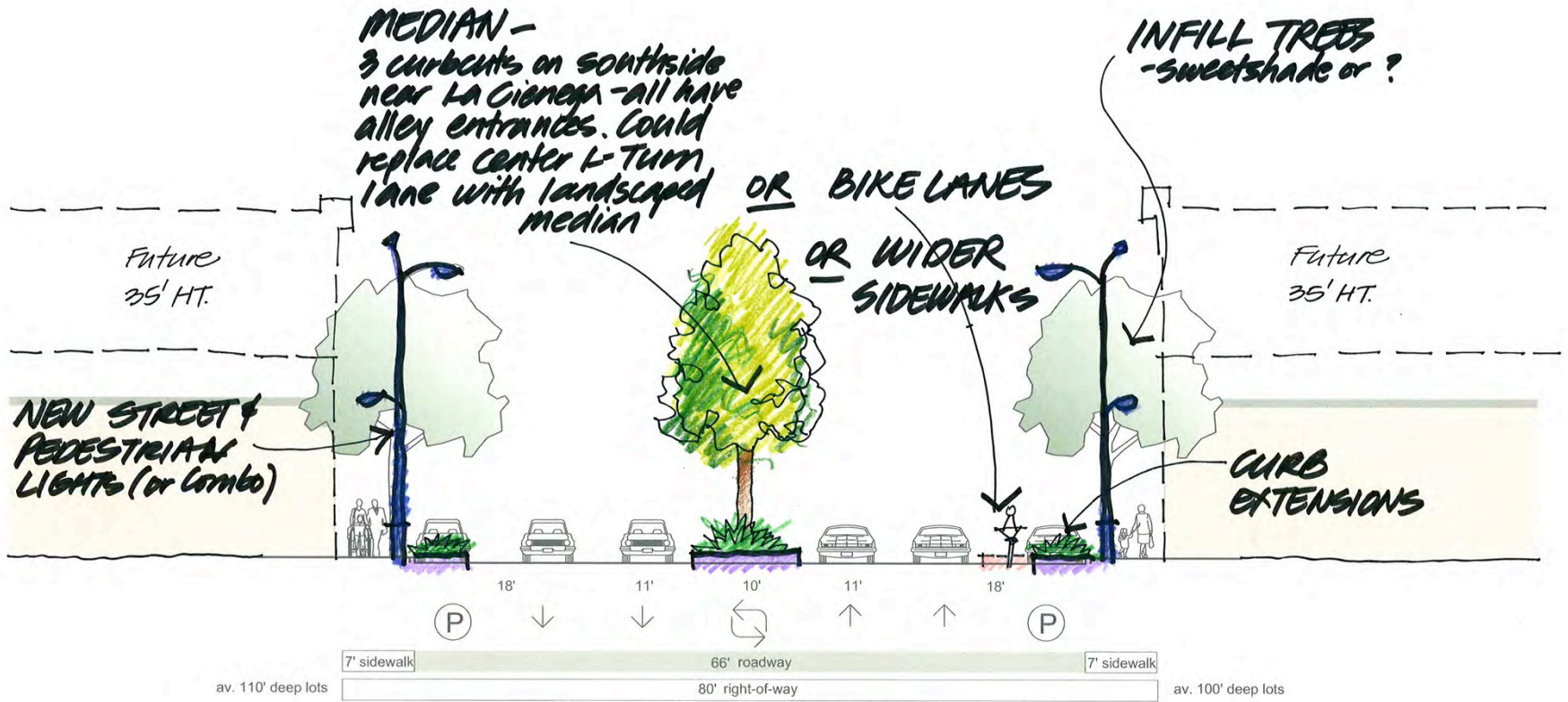
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Melrose Avenue: San Vicente - Doheny
existing



50' roadway

Scale: 1"=10'



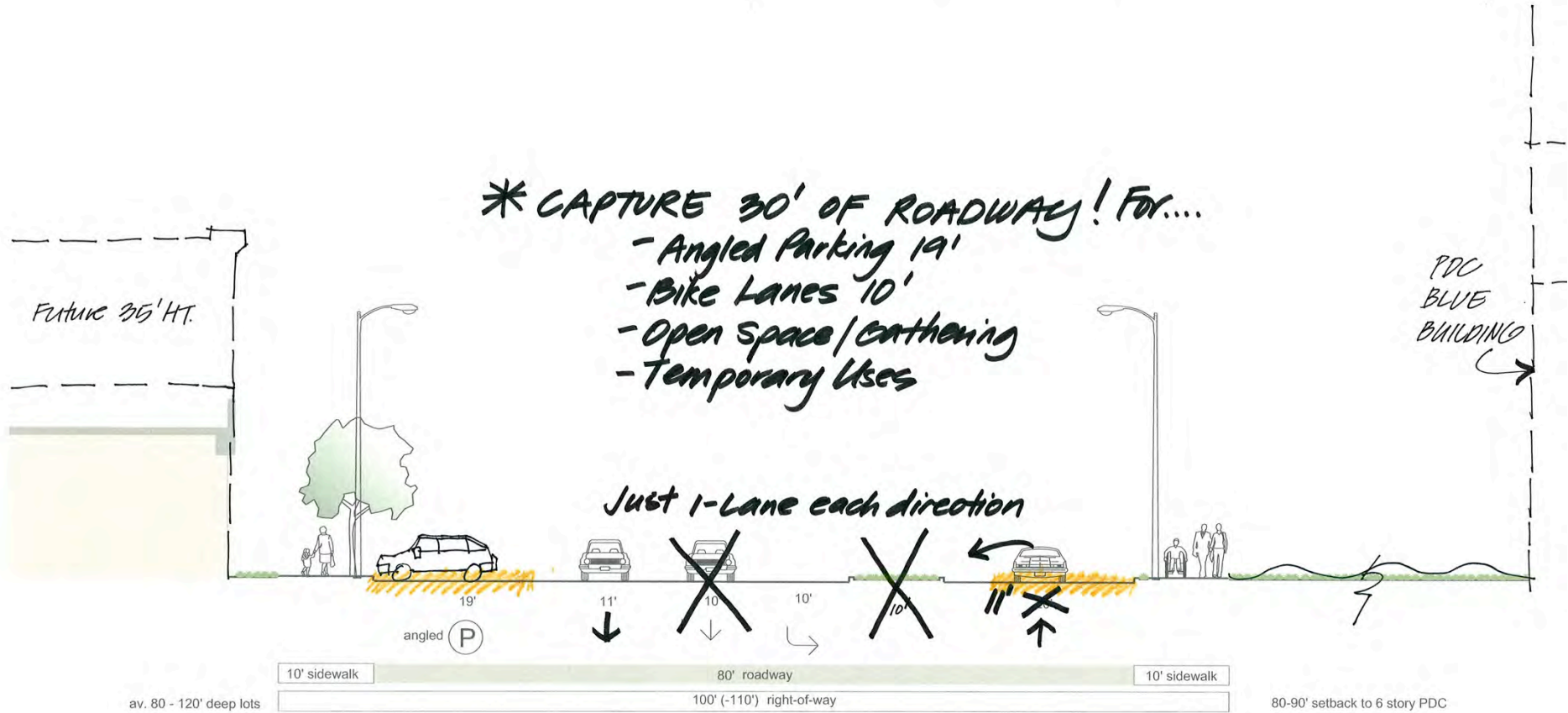
MELROSE (Orlando to La Cienega)

Scale: 1"=10'



MELROSE (La Cienega to Huntley)

Scale: 1"=10'



MELROSE - Around PDC

Roundtable Discussion

- 3 best attributes of
 - Avenues District
 - Your street(s)
- 3 attributes to aspire to
 - Avenues District
 - Your street(s)
- 3 other places with those attributes

For example:

- Chelsea, NYC
- South Beach
- Georgetown
- State Street, Santa Barbara
- Kalakaua Avenue, Waikiki
- Milan
- Paris
- Vienna
- ?





BALLY

Bureau
Museum
TRIEST

KNIZE

Schneider
KNIZE
Hemdenmacher

KNIZE
PRET A PORTER

KNIZE
NEW YORK PARIS BAD GASTEIN

Parfumerie



Allin Denk



Meeting	Topic	Date
1	Kick Off Meeting	April 3
2	Walkability & Vision	May 1
3	Mobility Ped/bike/traffic flow improvements District parking & valet	June
4	Streetscape medians, walkways, parkways, setbacks, street trees & lights	July
5	Streetscape gathering places, wayfinding, furnishings, other lighting, art	August
	Community open house	August
	Draft Streetscape Master Plan review	October
	Final Streetscape Master Plan	December

Walkability & Visioning

May 1st

- 4:00 pm Meet at library for briefing
- 4:30 pm Walk at least 2 street segments
- 5:30 pm Reconvene at library – dinner and discussion: issues & vision
- 6:00 pm Share issues & vision
- 7:00 pm Adjourn

“Homework”

Think about your vision for the Avenues and your street(s)

