

# THE AVENUES

ART, FASHION & DESIGN DISTRICT  
WEST HOLLYWOOD

## Streetscape Master Plan Draft Public Realm Vision

# BID's District Vision...

The Avenues of Art Fashion & Design District has been the West Coast's premier shopping destination since the golden days of historic Hollywood, filled with boutiques and ateliers that catered to movie stars and the elite of the new metropolis. The Avenues seek to protect this legacy of quality, style and experience. Respected brands, outstanding service, impeccable workmanship, and cutting edge design give visitors outstanding value in fashion, interior design, furniture, the decorative arts, food and spirits. Visitors can easily walk from international brands like Ralph Lauren, Waterworks and John Varvatos, to Christian Louboutin, Poliform and Fendi Casa, or to local favorites Kitson, Coco de Mer, and Alpha and then sit and enjoy the streetscape at world famous "Entourage" locale, Urth Caffé or fine dining at the latest endeavor from the Soho House, Cecconi's. Year-round Avenues activities encompass free gallery walks, charity events, book signings, artist receptions, product offerings and demonstrations. Our signature annual event The Art & Design Walk, a festive district wide open studio tour, welcomes all to celebrate community and experience the diversity of the district.

- **The Avenues District website**





What We Heard from You: Missing Elements

## A Public Realm Vision.... (DRAFT)

The Avenues streetscapes are **contemporary public spaces** designed so visitors and residents **move gracefully** within the district on foot, by bicycle, in their cars, or by transit. The individual shopping streets, while **unique** in their physical features, shops, galleries and restaurants, collectively contribute to this seminal destination. The streetscape design of the Avenues conveys thoughtful **organization of the public realm** focused on **sustainable** landscaping, a **beautiful** tree canopy, **landscaped** parkways, boutique retail **gardens**, European-style lighting and inviting furnishings. World-renown public art and district wayfinding lend focus to the **special places** where residents and shoppers gather to **visit, exchange ideas and relax**. Visitors only have to **park once and walk to experience it all**. The eclectic architecture, shop windows and public spaces make the Avenues a **sophisticated yet quaint, worldly yet neighborhood-friendly destination** that is uniquely West Hollywood.

- Trendy cafés, boutiques, amidst heavy traffic in places
- In some places walkable, village-y
- Inconsistent sidewalk and roadway, 2:1 lane congestion
- Narrow, uneven sidewalks, poor lighting, parking nightmare
- Could have more fashion/creative uses in future
- Needs cleaner, more symmetrical sidewalks, trees & slower traffic
- Could be more walk and bike-friendly
- Needs more walk space and reasons to go west on Melrose
- Near PDC/Robertson provide a gathering place, look at floating storefronts, cafes, high-end parkway, seating, gathering place, bike parking
- Wide sidewalks are great, there doesn't always need a parkway; liked segment near SW corner of Westbourne best
- Add crosswalk at Norwich

- Neighborhood, cool city modern
- Sparse, not terribly inviting
- Narrow sidewalks, inconsistent storefronts
- Diagonal parking in some places, parallel in others
- Drab, totally different street each block
- Need trash cans
- Jumbled, barren, empty, lots of concrete
- Increase café seating, widen sidewalks, more restaurants, art, fountains and seating can provide energy
- Need more reasons to go west on Melrose
- Liked segment near SE corner at Almont best
- Provide gathering place at Robertson, Almont
- A great area – just need to connect so people can park and walk

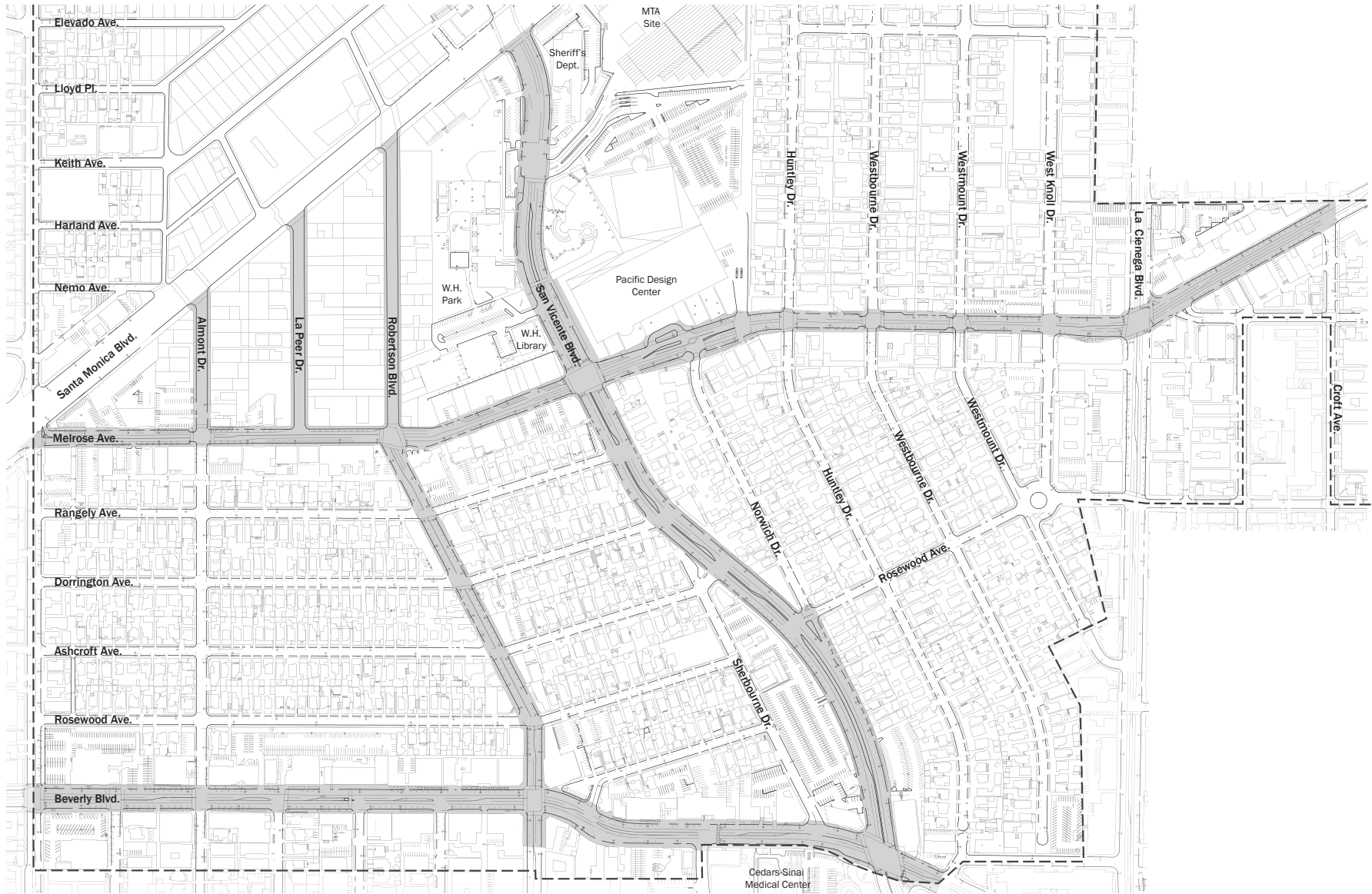
- Famous as an avenue for tastemakers (fashion & food)
- A village-like, lively shopping street
- Experienced as a cohesive place along its entire length
- Comfortably walkable, with convenient parking choices
- Easy to navigate for residents and visitors in any mode
- Recalibrated to be local serving, not a regional conduit
- Beautiful!

- Upscale, fashion-oriented design, boutique-size shops
- Destination for upscale home, clothing
- Desolate in stretches now, charming in some places
- Residential-friendly, walkable
- Nice scale, variety of storefronts
- Polarized corners with not a lot in between
- Irregular with occasional “events” of interest, lots of concrete
- Most felt comfortable walking on sidewalk
- Not easy to cross street, not safe for pedestrians
- Felt cars were moving too fast
- Add crosswalk at Ashcroft
- Add curb extensions & new gathering places (Rosewood, Beverly)

- A charming, boutique-oriented boulevard
- As well as a neighborhood-friendly main street
- A refined public spine that strongly connects Melrose and Beverly, encouraging walking between them
- Fragrant, textured and thoughtfully designed
- Even more walkable with spaces to stop and enjoy
- A garden of delights!

- Modern furnishings on a main thoroughfare, a design shopping street, furniture & retail, home design and some apparel
- Fast traffic, lots of concrete
- Feels very open, too many tree types and walkway widths
- Dull, no reason to walk here (no cafés, retail) – could add in future
- Not particularly walkable
- Not enough greenery
- Broad, fast, irregular, cluttered, but a little charm
- Charming northside parkways – most liked this segment best
- Add landscaped median islands (unanimous)
- Could be more mixed-use in future
- Most felt comfortable on sidewalks, though cars move fast here
- Special place at Robertson that works better for residents

- A sleek and modern thoroughfare
- A shopping boulevard for high-design products
- Integrated with more active uses: cafés, retail, residential (mixed use)
- Wide beautifully landscaped parkways
- Beautifully landscaped medians
- Feature a great district gathering place



# Avenues Base Map