

THE AVENUES

ART, FASHION & DESIGN DISTRICT
WEST HOLLYWOOD

Streetscape Master Plan
Working Group Meeting No. 3

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 12
4	Streetscape walkways/parkways/setbacks, street trees & lights, stormwater infiltration	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

Where we are in process

Presentation (45 minutes):

1. Working Group's mobility **objectives**
2. Mobility **strategies**
3. **Options** for rebalancing each avenue
4. Pedestrian & bike **Best Practices** to implement where appropriate

Work Session (1 hour +) – break into groups

1. Select **preferred option(s)** for each avenue
2. Present back to entire group

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.

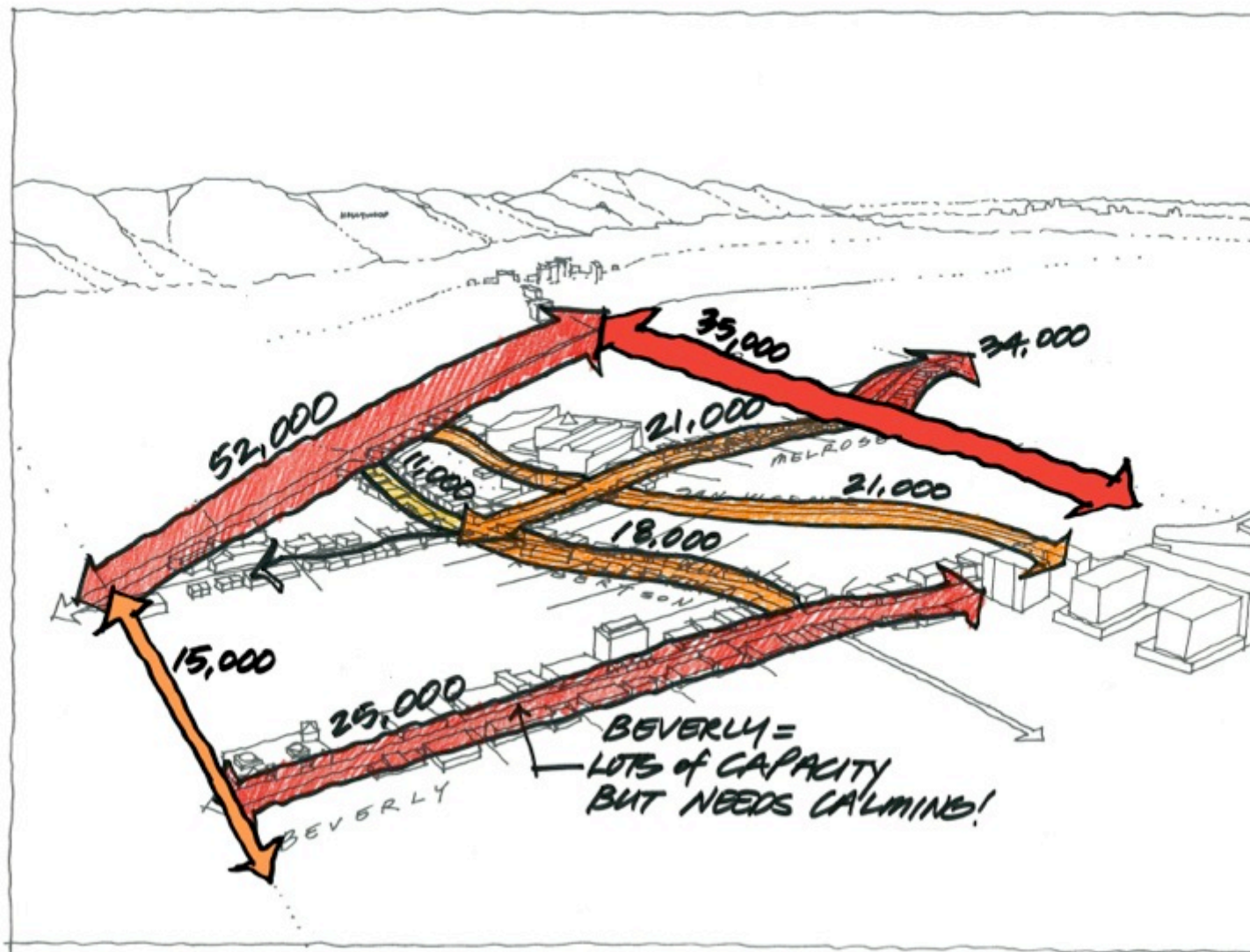
- Famous as an avenue for tastemakers (fashion & food)
- A village-like, lively shopping street
- Experienced as a cohesive place along its entire length
- Comfortably walkable, with convenient parking choices
- Easy to navigate for residents and visitors in any mode
- Recalibrated to be local serving,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

- 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!

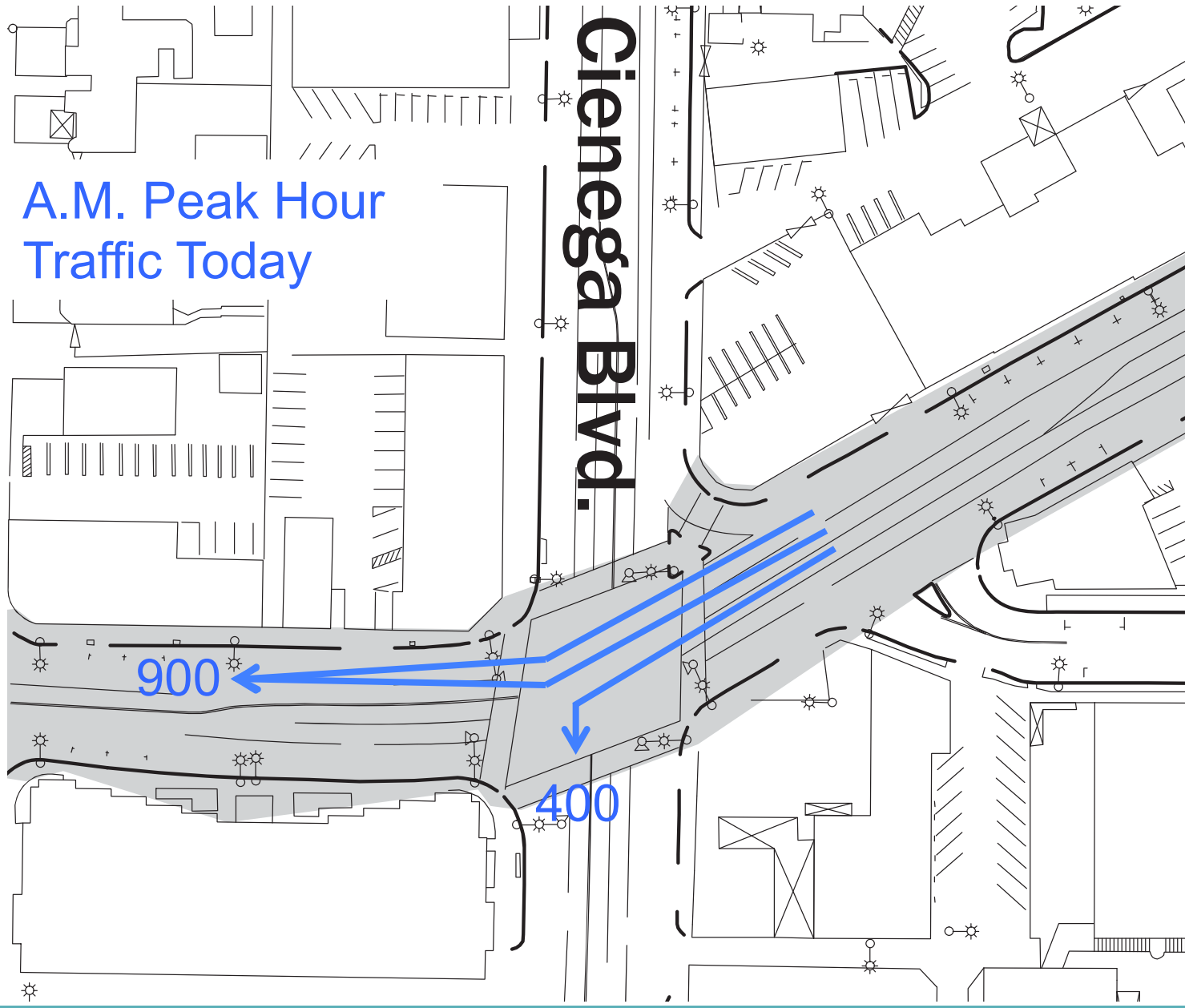
- A sleek and modern thoroughfare
- A shopping boulevard for high-design products
- Integrated with more active uses: cafés, retail, residential (mixed use)
- Wide beautifully landscaped parkways
- Beautifully landscaped medians
- Feature a great district gathering place

- **More consistent street character** - roadway width/stripping and sidewalk width/zones.
- **More walkable & bikable**, including wider sidewalks on Melrose and safer street crossing on all streets.
- **More restaurants/outdoor dining** (requires wider sidewalks at least in places or parklets in parking lanes).
- **Unify the entire district** and, in particular, Melrose from La Cienega to Doheny and make it **more village-like**.
- **Slow down the traffic** during non-peak periods.
- **Manage peak-hour through traffic** to reduce impact on the Melrose and Robertson.
- **Provide safe, convenient parking** (does it have to be curbside?)

1. **Shift through traffic** from Collectors (Melrose and Robertson) to Arterials.
2. **Move curbs** to a consistent roadway width.
3. **Re-balance uses** within the ROW
4. **Enhance** pedestrian and bike **access / safety**



1. Shift Through Traffic from Collectors to Arterials



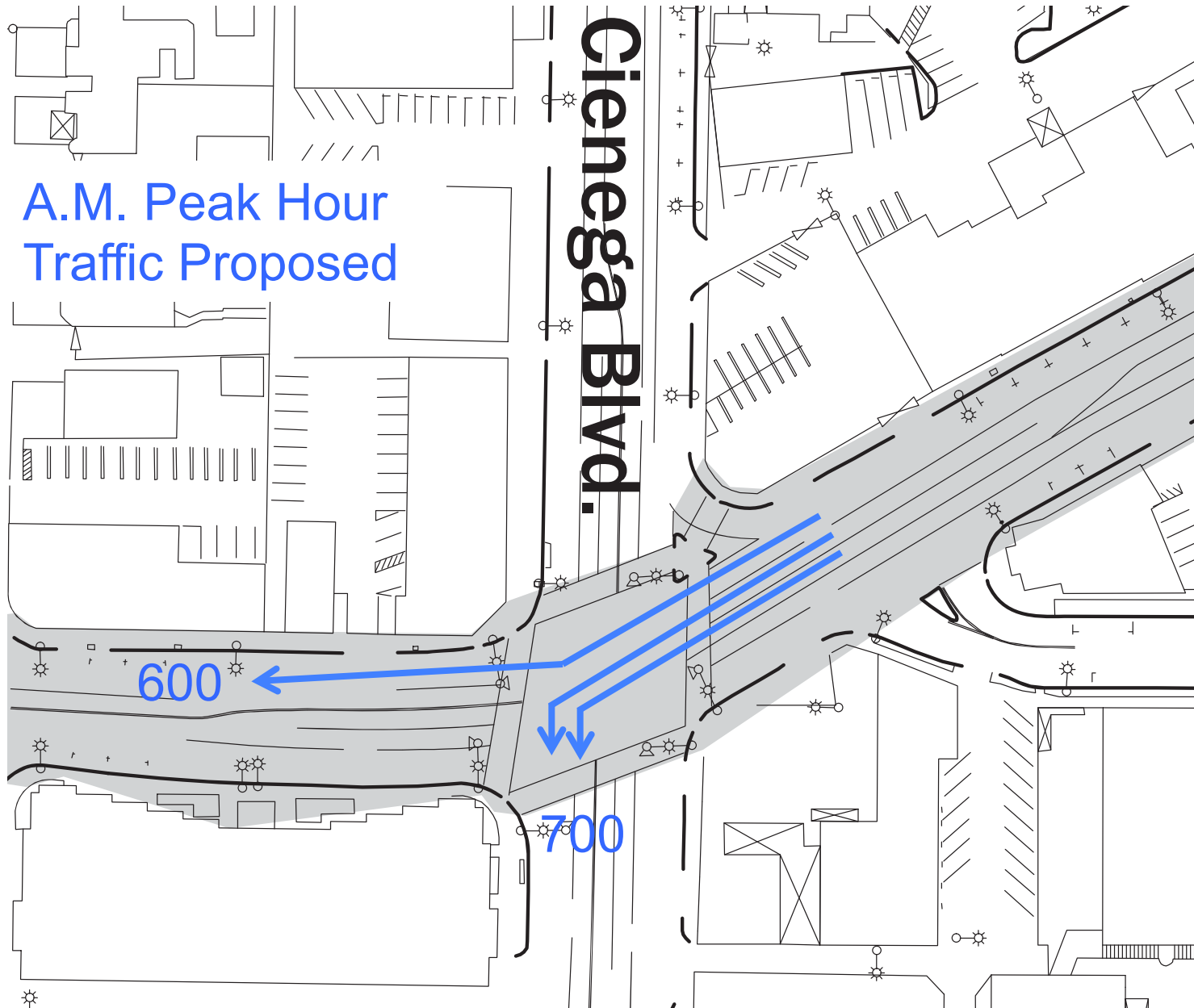
A.M. Peak Hour
Traffic Today

Cieneşa Blvd.

900

400

1. Shift Through Traffic from Collectors to Arterials



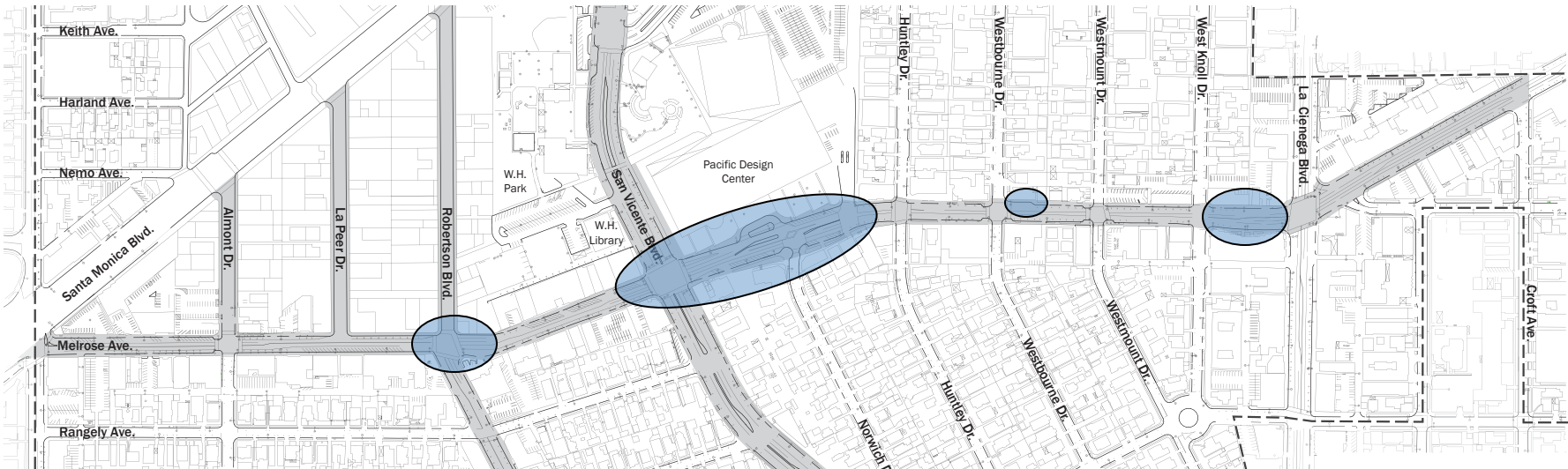
A.M. Peak Hour
Traffic Proposed

Cieneşa Blvd.

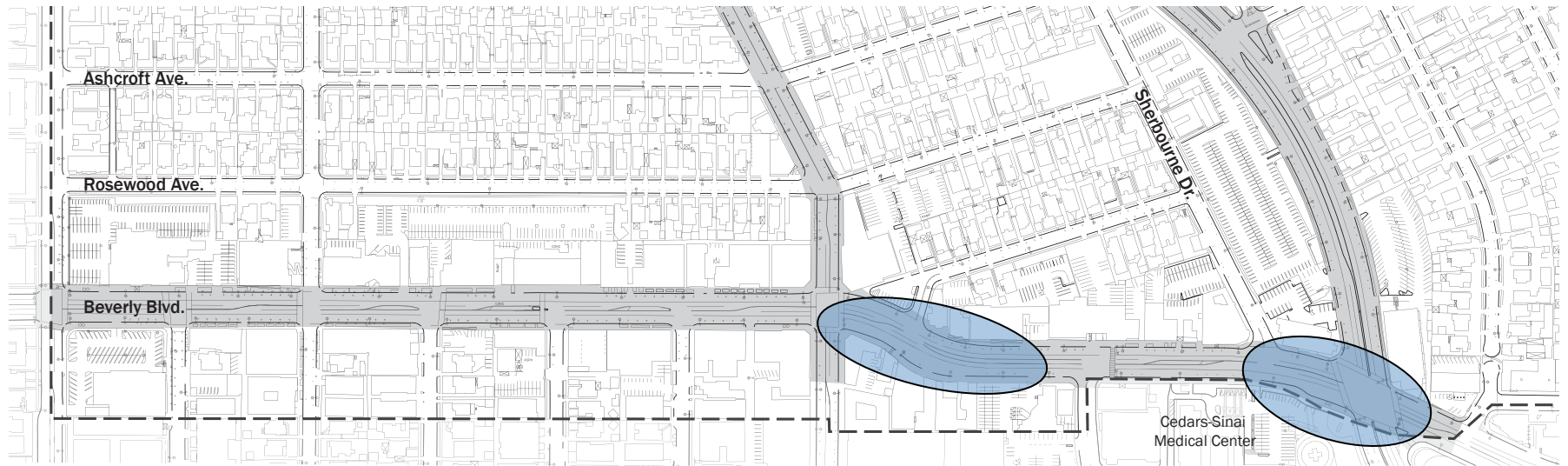
600

700

1. Shift Through Traffic from Collectors to Arterials



2. Consistent Roadway Width: 50' on Melrose



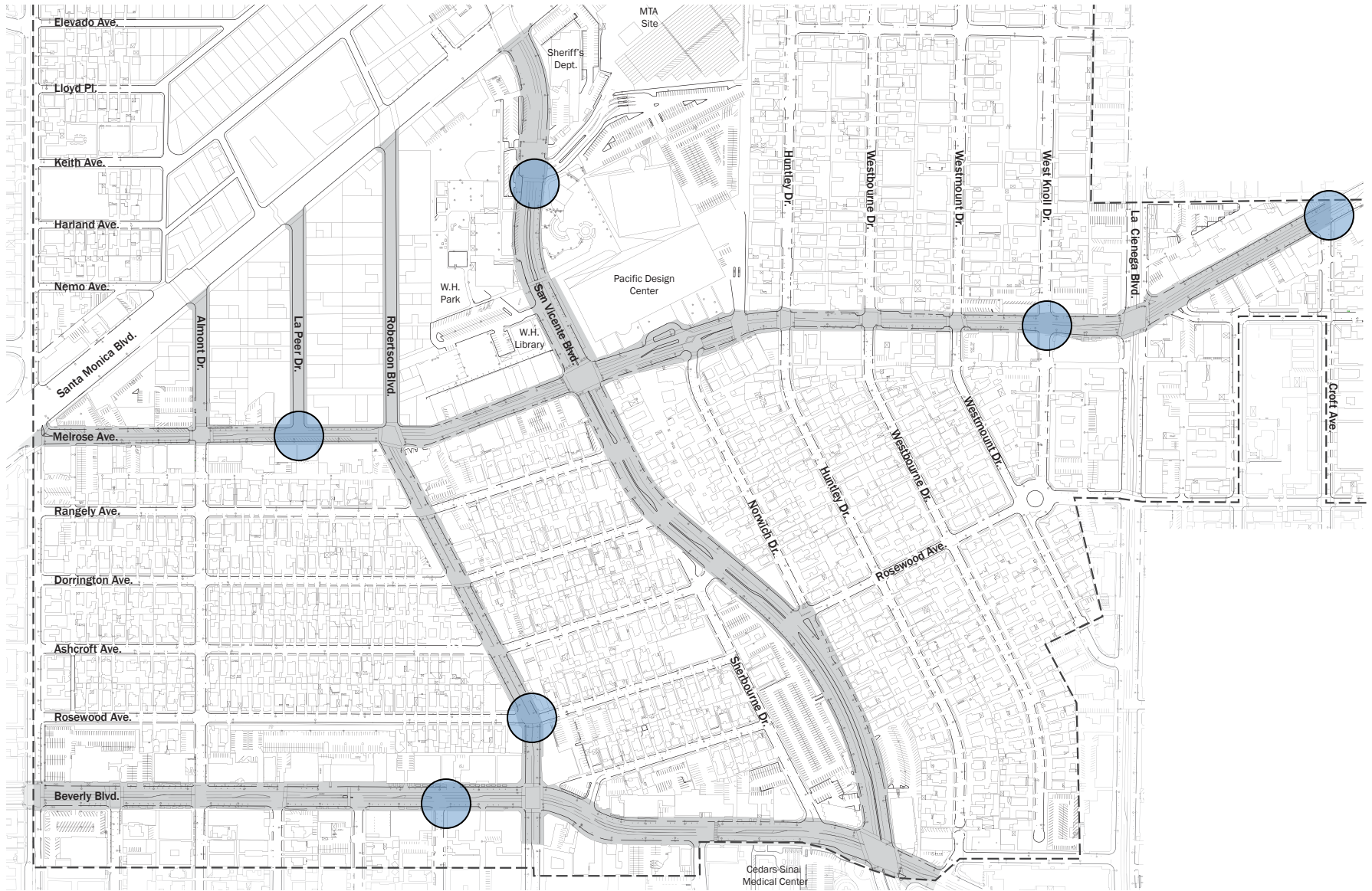
2. Consistent Roadway Width: 70' on Beverly

Best Practices To Implement Everywhere Appropriate

1. Corner curb extensions
2. Bus stop curb extensions
3. Directional corner ramps
4. Crosswalks at every intersection
5. Crosswalk median refuges
6. Crosswalks staggered through medians
7. Raised, textured crosswalks
8. Unsignalized crosswalk hawkeye flashers
9. Bike sharrow markings if no bike lanes
10. Bike sharing program
11. Bike parking
12. Eliminate or narrow curb cuts/driveways
13. Landscaped medians, esp. at gateways
14. Neighborhood neck-downs with landscaping



Curb extensions: corner & bus stop
Directional ramps at corners



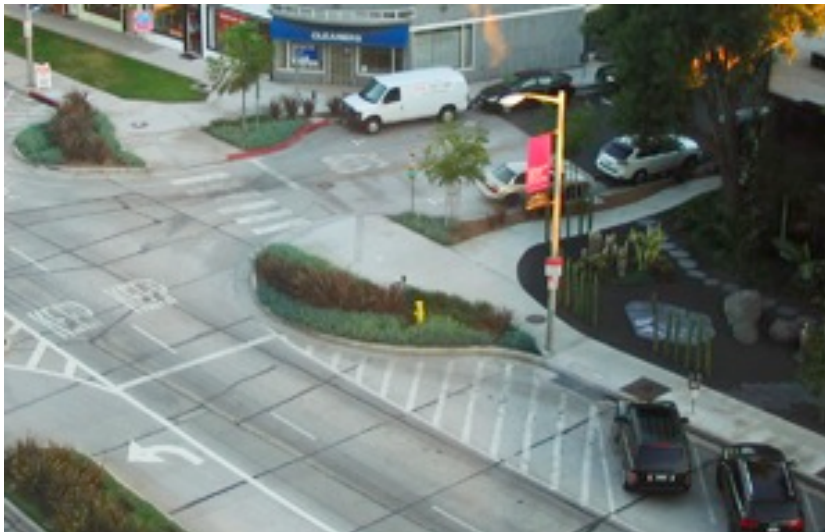
Crosswalks: potential new ones



Crosswalks: refuge medians, staggered in medians; raised, textured; flashers



Bikes: Sharrows markings, bike share, bike parking



Narrow driveways; landscaped medians;
neighborhood neck-downs