

## 4.0 BICYCLE DESIGN GUIDELINES



This chapter covers the following topics:

- Bikeway design recommendations
- Riding on sidewalks
- Recommended bikeway signage
- Recommended bike racks and lockers
- Recommended drainage grate designs
- Proposed changes to the Municipal Code for bicycles
- Bikeway maintenance issues

This chapter provides details on the recommended design and operating standards for the City of West Hollywood's Bicycle and Pedestrian Mobility Network. It also provides a guide for the proper implementation of the projects outlined in Chapter 7.

Design guidelines for bikeways have been developed by the American Association of State Highway and Transportation Officials (AASHTO), the Federal Highway Administration (FHWA) and Caltrans. These guidelines include the Guide for the Development of Bicycle Facilities

(AASHTO 1999), the Manual on Uniform Traffic Control Devices (FHWA 2000), the Caltrans Highway Design Manual Chapter 1000, and the Caltrans Traffic Manual.

## 4.1 Class II Bike Lane Facilities Design Recommendations

The following guidelines should be used when implementing a Class II bikeway facility in the City of West Hollywood. These guidelines are adapted from the state and federal design guidance cited at the beginning of the chapter.

1. Class II Bike Lane facilities are provided in the direction of vehicle travel adjacent to the curb lane. The bike lanes should conform to the minimum design standard of 5 feet in width. Where space is available, a width of 6 feet is preferred, especially on busy arterial streets, on downhill grades, and adjacent to parallel parking.
2. Under certain circumstances, bike lanes may be 4 feet wide. Situations where this is permitted include the following.
  - a. Bike lanes located between through traffic lanes and right turn pockets at intersection approaches. Please see Figure 4.4.
  - b. Where there is no parking, the gutter pan is no more than 12" wide, and the pavement is smooth and flush with the gutter pan.
  - c. Where there is no curb and the pavement is smooth.
3. "Bike Lane" signage, as shown in Figure 4.1, shall be posted after every intersection along the route of the bike lane facility. Directional signage may accompany this sign as well to guide bicyclists along the route. If a bike lane exists where parking is prohibited, "no parking" signage may also accompany bike lane signage.



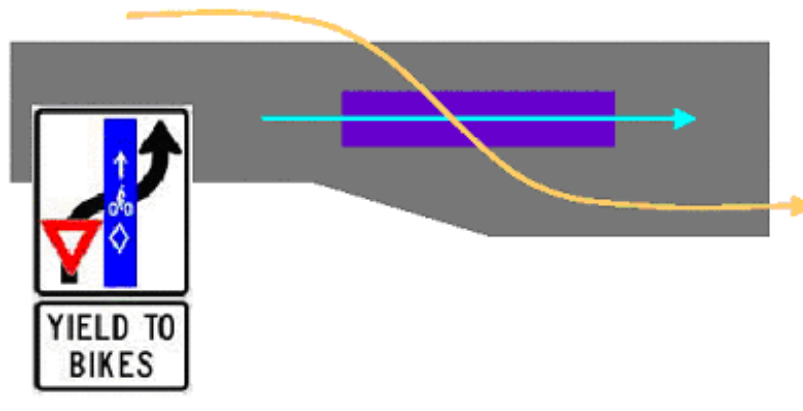
**Figure 4.1 Class II Bike Lane Sign (Caltrans #R81)**

4. Bike lanes should be striped with a solid white stripe of width 4 inches and may be dashed up to 200 feet before an intersection approach. A dashed bike lane allows for its dual use as a right-turn pocket for motor vehicles.
5. Stencils shall also be used within the lane on the pavement that read "bike lane" and include a stencil of a bicycle with an arrow showing the direction of travel. See Figure 4.2.



**Figure 4.2 Class II Bike Lane Striping and Stencil**

6. Intersection treatments should include bike lane 'pockets' as described in item 1 and signal loop detectors or video detectors where necessary. A colored lane treatment may also be used to guide bicyclists through the transition to a right turn lane. Blue lane treatments are currently being used in Portland, Oregon and Cambridge, Massachusetts. Please see Figure 4.3.



**Figure 4.3 Schematic of Colored Lane Application**

7. Loop detectors that detect bicycles should be installed near the stop bar in the bike lane at all signalized intersections where bicycles are not readily accommodated. Signalization should be set to accommodate bicycle acceleration speeds. Please see Figure 4.4.
8. Bike boxes, as shown in Figure 4.4, should be included where a bike lane approaches a signalized intersection. A sign outlining proper usage of the bike box could also be installed on the approach to the intersections. A bike box allows for bicyclists to shift to the left turn lane during the red phase of a traffic signal.



Figure 4.4 Bike Box at an Intersection

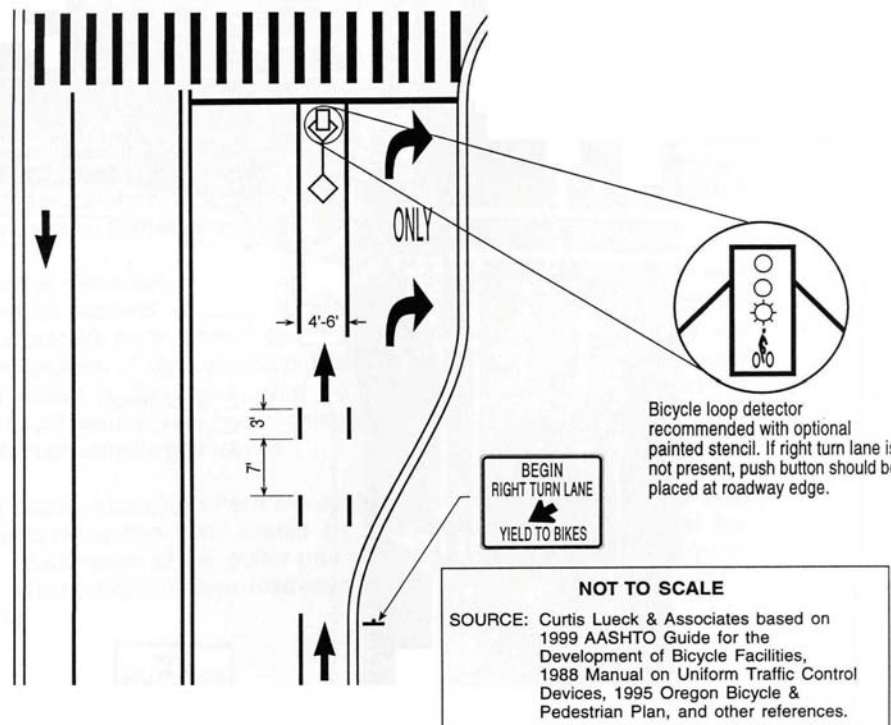


Figure 4.5  
Bike Lane Treatment at an Intersection

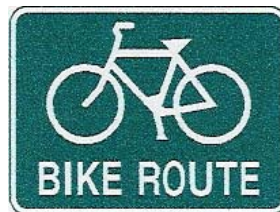
## 4.2 Class III Bike Route Facilities Design Recommendations

Bike routes have been typically designated as simple signed routes along street corridors, usually local streets and collectors, but sometimes along arterials. With proper route signage, design, and maintenance, bike routes can be effective in guiding bicyclists along a route that is more suited for bicycling without having enough roadway space to provide a dedicated bike lane. Class III Bike Routes can be designed in a manner that encourages bicycle use, convenience, and safety. There are a variety of improvements that can enhance the safety and attraction of streets for bicyclists. Bike routes can become more useful when coupled with such techniques as the following.

- Route, directional, and distance signage
- Wide curb lanes
- Bicycle stencils painted in the traffic lane
- Accelerated pavement maintenance schedules
- Traffic signals timed for cyclists (where warranted)
- Traffic calming measures

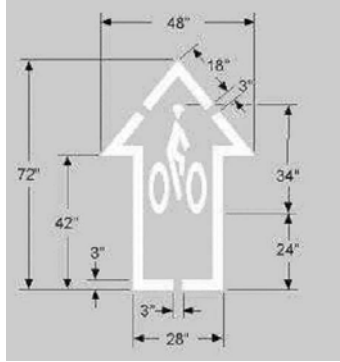
The following design guidelines should be used with the implementation of new Class III Bike Route facilities in the City of West Hollywood.

1. Proper Bike Route signage, as shown in Figure 4.5, should be posted after every intersection along the route of the bikeway. This will inform bicyclists that the bikeway continues and will also alert motorists to the presence of bicyclists along the route. Directional and/or destination signs may accompany the Bike Route sign as well to guide bicyclists.



**Figure 4.6**  
**Class III Bike Route Sign (Caltrans #G93)**

2. The cities of San Francisco and Denver are experimenting with the use of the bike route pavement stencil, as shown in Figure 4.6. Caltrans is in the process of evaluating the use of the stencil as an approved pavement marking. Although it is likely that the stencil will be approved, it would be wise for the City of West Hollywood to request a design exception from Caltrans for the use of the stencil. This Plan recommends using the stencil as a way to enhance the visibility and safety of new Class III Bike Route facilities in West Hollywood.



**Figure 4.7**  
**Schematic of Class III Bike Route Pavement Stencil**  
**in use in San Francisco and Denver**

3. A bike route network map may be included alongside some bikeway signage at specific locations in the City. This map would serve as a guide for bicyclists to navigate around West Hollywood and connect with various destinations. Locations where these maps would be posted may include major bus stops, parks, major intersections, and other public places.

### 4.3 Riding on Sidewalks

The use of sidewalks as bicycle facilities is strongly discouraged by Caltrans. The City has installed signs that prohibit riding on sidewalks along Santa Monica Boulevard where there is an adjacent bike lane. Significant safety issues arise when cyclists ride on sidewalks, especially when cyclists ride contrary to the flow of traffic and encounter driveways and side streets where motorists do not expect to see them. Cycling on sidewalks can also be hazardous to pedestrians. The Los Angeles County vehicle code, which the City has adopted by reference, regarding riding on sidewalks may be found in Appendix G. It is recommended that the City adopt an ordinance for all sidewalks adjacent to all newly implemented Class II Bike Lane facilities in the City.



**Figure 4.8**  
**West Hollywood Sign Prohibiting Sidewalk Riding**

## 4.4 Signage

Bikeway signage in West Hollywood should conform to the signage identified in the Manual on Uniform Traffic Control Devices (MUTCD) and the Caltrans Traffic Manual. These documents give specific information on the type and location of signing for the primary bike system. A full list of applicable on-street bikeway signage from the MUTCD is shown in Table 4.1.

**Table 4.1**  
**Recommended Bikeway Signage and Markings**

Item	Location	Color	Caltrans Designation	MUTCD Designation
Bike Lane Ahead: Right Lane Bikes Only	At beginning of bike lanes	B on W	N/A	R3-16 R3-17
Bicycle Crossing	For motorists at bikeway crossings	B on Y	W79	W11-1
Bike Lane	At the far side of all arterial intersections	B on W	R81	D11-1
STOP Ahead	Where STOP sign is obscured	B,R on Y	W17	W3-1
Signal Ahead	Where signal is obscured	B,R,G	YW41	W3-3
Pedestrian Crossing	Where pedestrian walkway crosses bikeway	B on Y	W54	W11A-2
Directional Signs (i.e. PDC, Plummer Park, etc.)	At intersections where access to major destinations is available	W on G	G7 G8	D1-1b(r/l) D1-1c
Right Lane Must Turn Right; Begin Right Turn Here, Yield to Bikes	Where bike lanes end before intersection	B on W	R18	R3-7 R4-4

## 4.5 Bicycle Parking

Bicycle parking is not standardized by any state or municipal codes. However, there are preferable types of secure bicycle furnishings available. Bicycle parking is a critical component of the network of mobility and facilitates bicycle travel within the City. The provision of bicycle parking at every destination ensures that bicyclists have a place to safely secure their bicycle. Elements of proper bicycle parking accommodation are outlined below.

1. Short-term parking should be accomplished through the provision of bike racks as shown in Figures 4.8, 4.9, and 4.10. The “bike hitch” and “inverted U rack” are recommended. Figure 4.10 shows an innovative concept in which the bike rack itself looks like a bicycle.
2. Long-term parking should be provided for those needing all day storage or enhanced safety. These parking facilities should consist of bike lockers, as shown in Figures 4.12 and 4.13. The e-Locker, which is a new type of bike locker that does not require administration of a bike locker program, is also a new option for providing long-term parking for bicyclists.



Figure 4.9  
"Bike Hitch" Bicycle Rack Parking



Figure 4.10 "Inverted U" Bicycle Rack Parking



Figure 4.11 "BikeBike" Bicycle Rack Parking



**Figure 4.12 Conventional Bicycle Locker Storage**



**Figure 4.13 Bicycle "eLocker" Storage**

3. Bicycle parking should be clearly identified by signage, such as in Figure 4.14. Signage shall also identify the location of racks and lockers at the entrance to shopping centers, buildings, and other establishments where parking may not be provided in an obvious location, such as near a front door.



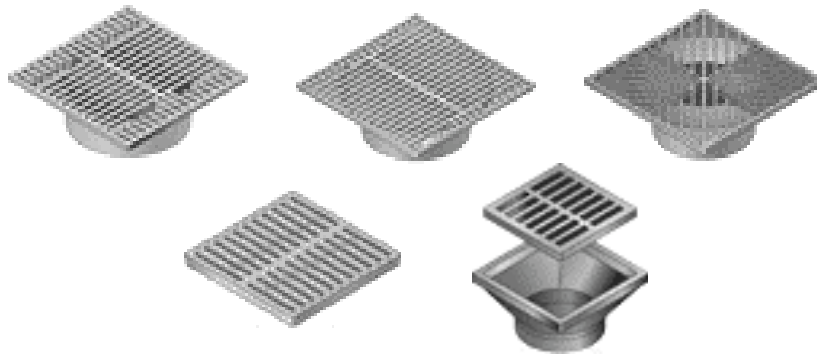
**Figure 4.14 Bicycle Parking Sign (Caltrans #G93C)**

4. Bicycle parking should be located as close to the front door of buildings and retail establishments in order to provide for the convenience, visibility, and safety of those who park their bicycles.
5. Bicycle lockers shall have informational signage, placards, or stickers placed on or immediately adjacent to them identifying the procedure for how to use a locker. This information at a minimum shall include the following:

- Contact information to obtain a locker at City Hall or other administrating establishment
  - Cost (if any) to use a locker
  - Terms of use
  - Emergency contact information
6. Bicycle lockers shall be labeled explicitly as such and shall not be used for other types of storage.
  7. Bicycle racks and storage lockers shall be bolted tightly to the ground using surface or in-ground mounts in a manner that prevents their tampering.
  8. The required spacing between bike racks shall be 3 feet to allow maneuvering room for people to lock their bicycles.

## 4.6 Drainage Grates

Care must be taken to ensure that drainage grates are bicycle-safe. If not, a bicycle wheel may fall into the slots of the grate causing the cyclist to fall. The replacement of the existing grates is required. An interim measure could be to weld thin metal straps across the grate perpendicular to the direction of travel until they are replaced. These should be checked periodically to ensure that the straps remain in place. Grates with bars perpendicular to the roadway must not be placed at curb cuts, because wheelchairs could also get caught in the slot. Figure 4.15 shows the appropriate types of drainage grates that should be used. Any pattern that does not cause tires to get caught between them is recommended. These may include those with horizontal slats, hashed slats, hexagonal slats, or other specific patterns. Drainage grates that meet this standard can cost in the range of \$5 to \$8 per grate excluding installation costs. All new roadwork will incorporate appropriate types of drainage grates subject to the approval of the Department of Public Works.



**Figure 4.15**  
**Samples of Proper Drainage Grate Design**

## 4.7 Bicycle Amenities Ordinance

**ACTION ITEM:** Recommend that the City Council adopt and incorporate the following changes into Municipal Code 19.28.150.

The City of West Hollywood Municipal Code 19.28.150 (attached in Appendix A) presently requires bicycle parking, showers, and clothing lockers in new non-residential developments. The ordinance generally serves bicyclists well. Modifications are recommended to some aspects of the ordinance. These code modifications are recommendations that require City Council approval and would be subject to the discretion of the Department of Public Works.

1. Two types of cyclists need parking: visitors and commuters. Visitors favor convenient short-term parking, while many bicycle commuters require secure, long-term parking. Bicycle racks provide short-term parking. Those people leaving their bicycles parked all day often prefer the security of bicycle lockers. Thus, it is recommended to amend the ordinance to say that:
  - "Half of all parking shall be enclosed, bicycle lockers. Long-term parking may also be provided with attendants who have exclusive access to parking areas and who are always available to store and retrieve bicycles."
2. Many bicycle racks are difficult to lock to or do not support the bicycle well. It is recommended to add the following language:
  - "Bicycle racks that hold the bicycle upright by wheel contact must hold at least 180 degrees of the wheel."

The racks illustrated in Figures 4.10 (Bike Hitch), 4.11 (Inverted U), and 4.12 (Bike Bike) are those that are recommended for use in the City.

3. The spacing between bicycle racks should also be included:
  - "Bicycle racks shall be installed with 3 feet of space between them to allow for bicycle maneuverability and accessibility."
4. Some bicycle racks are poorly installed and can be easily removed along with the bicycles. The following text can be added:
  - "Bicycle racks shall be installed with in-ground mounts and bottom braces with the appropriate fitting bolts."
5. In order to encourage bicycle commuting, many bicyclists will need gender-segregated shower and private changing areas. It is recommended to amend the ordinance with the following language. For projects where two showers are required, language should be added to ensure
  - "...one shower and changing facility for each gender."
  - "Showers should be located adjacent to clothing lockers and changing areas."
6. It is important that the locker and changing facilities remain available to commuters. In some buildings where such facilities are required, maintenance, management, or security staff sometimes uses all the lockers regardless of their commute mode. The following text can be added:

- "Changing facilities and lockers shall remain available for all bicycle-commuting employees in the building."
7. Some people do not know what bicycle lockers are when they see them. Others do not know how to get a locker. The following text can be added to the ordinance:
- "All bicycle lockers shall have a sign in plain view to passersby identifying them as bicycle lockers along with contact information and procedure required to obtain a locker. The signs shall be no smaller than 16 inches by 12 inches."
8. It is also important that cyclists be able to find the bicycle parking, showers and clothing lockers. The following text can be added:
- "Signage that is clearly legible upon approach of every automobile and pedestrian entrance shall be displayed indicating the availability and location of bicycle parking, showers, and clothing locker facilities. Signs shall also be clearly legible from elevators and entrances and posted at the entrance of the shower and locker rooms."
9. For new multi-family dwelling buildings, bicycle parking should be provided for both residents and visitors. The following text can be added:
- "All new multi-family residential buildings shall provide bicycle parking for residents and visitors. One bicycle locker (accommodating two bicycles) shall be provided for every 4 residential units for use by residents."
  - "At a minimum, bike racks accommodating two bicycles shall be provided near the entrance of every multi-family building for visitors."
  - "Every new multi-family building over 20 units shall provide bike racks to accommodate two bicycles for every additional 20 units for visitors."
  - "Visitor bicycle parking shall be located not more than 30 feet from the entrance of the building. The visitor bicycle parking shall be signed for identification."
  - Visitor bicycle parking shall comply with city standards for bike rack type and mounting requirements listed in items 2 and 3 above.

## 4.8 Bikeway Maintenance

Bicyclists are more sensitive to the quality of pavement than motorists. Small changes in pavement surface can have a significant impact on a bicyclist traveling on a street or path. Small cracks and grooves can cause a bicyclist to lose control and possibly tumble. The City should establish accelerated street maintenance schedules for the regular sweeping of streets with bike lanes and those that are designated bike routes. Resurfacing specifications should be developed and maintained as the City performs street improvements or when companies require the trenching of certain streets for a period of time. Compaction standards should also be followed to ensure that the settlement of pavement does not occur, especially within zones that have been trenched for some purpose.

Bikeway maintenance includes cleaning, resurfacing and restriping the surface, repairs to the pavement, cleaning drainage systems, trash removal, and landscaping. These facilities should be prioritized to include an accelerated maintenance plan that would be a part of the City's ongoing street maintenance. A list of maintenance items that the City should incorporate into its regular maintenance schedule includes the following.

1. Sign replacement/repair
2. Pavement marking and stencil replacement
3. Tree, shrub, and grass trimming
4. Pavement sealing/potholes
5. Pavement sweeping
6. Trash disposal
7. Lighting replacement/repair
8. Graffiti removal

All proposed designs should be closely examined to minimize future maintenance costs. If possible, maintenance on Class II and III bikeway facilities should be accelerated in order to maintain the viability and attractiveness of existing and new bikeways in the City.

Enforcement of vehicle statutes relating to bicycle operation will be enforced on Class II and Class III bikeways as part of the department's normal operations. No additional staff time or equipment is anticipated for Class II or III segments of the bikeway network.

## 5.0 PEDESTRIAN DESIGN GUIDELINES



This chapter covers the following topics:

- Street types
- Sidewalk design guidelines
- Pedestrian Crossings
- Guidelines for Development Projects
- Proposed Municipal Code enhancements as they relate to pedestrian accommodation

This chapter provides details on the recommended design and operating standards for the City of West Hollywood's pedestrian mobility network. Focused pedestrian planning is a relatively new field, and many guidelines have not been standardized as of the date of this Plan. The guidelines described here are a mix of various sources including publications of the American Association of State Highway and Transportation Officials (AASHTO), the Manual on Uniform Traffic Control Devices (MUTCD), and the Caltrans Traffic Manual, as well as recommended guidelines in use in various cities in California and elsewhere.

This chapter uses existing classification of streets and provides guidelines for the implementation of specific improvements related to sidewalks and crossings for each street classification.

## 5.1 Street Classification

Some of the pedestrian design guidelines vary according to the type of street involved. Streets may be classified by type based on the uses they serve and the level of pedestrian activity expected there. The following classifications apply to West Hollywood and will be referenced in the design guidelines, which follow in subsequent sections of this chapter.

### 5.1.1 Retail-Commercial Streets

Retail-Commercial Streets are those where the greatest numbers of pedestrians are encouraged and expected. Ideally, they will have the widest sidewalks, the widest crosswalks, the brightest street lighting, the most furnishings, and other features that will enhance the pedestrian environment. Retail, restaurant, and entertainment areas are most often located along these streets. In West Hollywood, the following streets are classified as Retail Commercial.

- Beverly Boulevard
- Santa Monica Boulevard
- Sunset Boulevard
- Robertson Boulevard
- Melrose Avenue
- Fairfax Avenue south of Santa Monica Boulevard
- La Brea Avenue

Sunset Boulevard is classified as a Retail-Commercial Street. However, the Sunset Specific Plan provides planning guidelines that cover pedestrian-related issues. In general, the Sunset Boulevard Specific Plan will be deferred to for Sunset Boulevard because it goes beyond the guidelines presented in this Plan for most issues.

### 5.1.2 Other Commercial Streets

Other Commercial Streets are arterial streets with retail, office, civic, and recreational uses. Transit service runs along them and pedestrians often require buffers from traffic. These streets include:

- San Vicente Boulevard between Santa Monica Boulevard and Melrose Avenue
- Sunset Boulevard west of Cory Avenue

### 5.1.3 Medium- and High-Density Residential Streets

Medium- and High-Density Residential Streets often have greater volumes of pedestrians than Low-Density residential streets. These streets have multi-family residential units. In some cases they are served by either MTA or Cityline transit service. Streets that have transit service require good pedestrian links to bus stops. The following portions of the arterial street network are classified as Medium- and High-Density residential.

- San Vicente Boulevard north of Santa Monica Boulevard

- Fountain Avenue
- Fairfax Avenue north of Santa Monica Boulevard
- Crescent Heights Boulevard

#### 5.1.4 Low-Density Residential Streets

Low-Density Residential Streets require basic pedestrian amenities, such as sidewalks. These streets are typically quieter than others and generally do not carry transit vehicles or high volumes of traffic, although pedestrians require a pleasant walking environment in order to access transit on the nearest arterial roadway. These streets have single-family residential homes.

## 5.2 Sidewalk Design Guidelines

Sidewalks along city streets are the most important part of the pedestrian mobility network in West Hollywood. Sidewalks provide pedestrian access to virtually every activity and provide critical connections between modes of travel, including the automobile, transit, and bicycles. General provisions for sidewalks include standard width, provisions for street furniture and other obstructions, and guidelines for Americans with Disabilities Act (ADA) compliance. This Plan will defer to the sidewalk guidelines contained in the Sunset Specific Plan for sidewalks on Sunset Boulevard.

Current guidelines for sidewalks in areas of West Hollywood other than Sunset Boulevard are provided in Municipal Code 19.20.160. The Code states that all sidewalks shall be 10 feet wide including both sidewalk and verge (area between the sidewalk and the curb which is often landscaped). This guideline provides adequate provision for pedestrian travel along most streets except where there are high volumes of pedestrian traffic. Many segments of Santa Monica Boulevard have wider sidewalks to accommodate the high pedestrian volumes, especially near San Vicente and Robertson boulevards. The Code does not discuss the different sections of the space commonly referred to as “sidewalk”. These sections of sidewalk are discussed in this section.

The Sunset Boulevard Specific Plan incorporates designs that differ from the standards set for other part of the City. The guidelines for Sunset Boulevard are more specific and set the stage for shared use of streets in the City.



Sidewalks can be segmented into four zones that designers should provide for: the Frontage Zone, the Through Pedestrian Zone, the Furnishings Zone and the Curb Zone. Current City guidelines do not distinguish between these zones. The following describes these sidewalk zones and recommends specific guidelines that apply to each.

### 5.2.1 Frontage Zone

The Frontage Zone is located immediately adjacent to buildings and provides a short distance from buildings, walls, fences, or property lines. It can include landscaping (permanent or temporary) as well as awnings, news racks, benches, outdoor café seating, and other furnishings typically found in the Furnishings Zone (see Section 5.2.3). In residential neighborhoods, landscaping typically occupies in the Frontage Zone. The recommended minimum Frontage Zone width is:

- 30 inches on Retail-Commercial Streets, 8 feet where outdoor café seating is desired
- 18 inches along Other Commercial Streets, Medium- and High-Density Residential Streets, and Low-Density Residential Streets

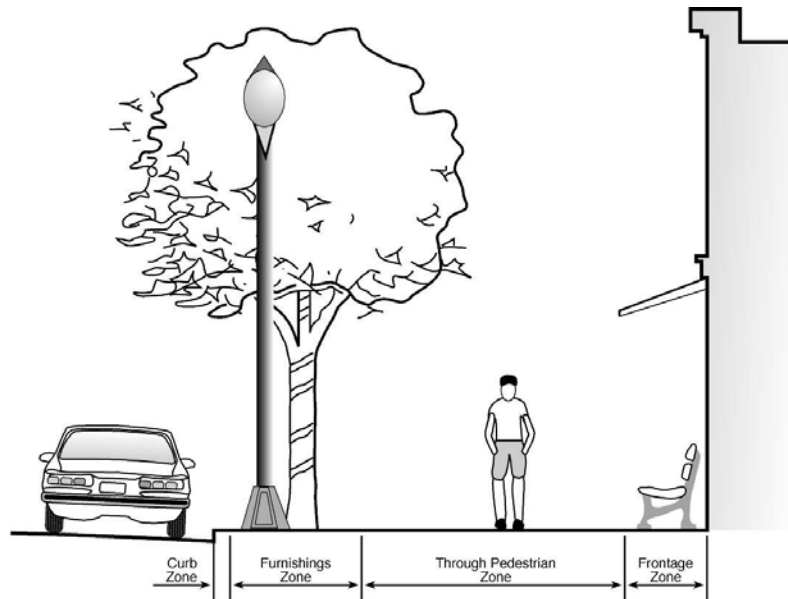


Figure 5.1 Typical Sidewalk Zones

### 5.2.2 Through Pedestrian Zone

The Through Pedestrian Zone serves as the area dedicated to walking and should be kept clear of all fixtures and obstructions. The clearance provided in the Through Pedestrian Zone should generally be straight for convenience of all pedestrians, but especially for the sight-impaired. This zone is located between the Frontage Zone and the Furnishings Zone. The recommended minimum Through Pedestrian Zone width is:

- 8 feet on Retail-Commercial Streets; wider where heavy pedestrian traffic is expected
- 6 feet along Other Commercial Streets

- 4 feet, preferably 5 feet, along Medium- and High-Density Residential Streets
- 4 feet, preferably 5 feet, along Low-Density Residential Streets

### **5.2.3 Furnishings Zone**

The Furnishings Zone lies between the Through Pedestrian Zone and the Curb Zone. All fixtures, such as street trees, utility poles and boxes, lamp posts, signage, bike racks, news racks, benches, waste receptacles, drinking fountains, and other street furniture should be contained in the Furnishings Zone to keep the Through Pedestrian Zone free for walking. In residential neighborhoods, the Furnishings Zone is often occupied by a planted parkway. The recommended minimum Furnishings Zone width is 4 feet on all streets.

### **5.2.4 Curb Zone**

The Curb Zone provides a buffer between the sidewalk and the street. It defines the pedestrian area from the street. It may simply consist of the width of the curb or may contain extra space for the unloading of passengers or freight. The recommended minimum Curb Zone width is:

- 18 inches where pedestrian or freight loading is expected and may conflict with obstacles in the Furnishings Zone
- 6 inches along segments of all other streets

The total recommended minimum sidewalk width including parkway for different districts includes the following.

- 15 feet along Retail-Commercial Streets; wider where heavy pedestrian traffic or pedestrian loading is expected
- 12 feet along Other Streets
- 11 feet along Medium- and High-Density Residential Streets
- 10 feet along Low-Density Residential Streets

### **5.2.5 Other Sidewalk Guidelines**

Other sidewalk guideline recommendations include the following.

1. Sidewalks should have a maximum 5 percent grade where feasible to accommodate persons with wheelchairs.
2. On level segments of sidewalk, the maximum cross-slope should be 2 percent for accessibility for the disabled.
3. Sidewalks may include a textured border where appropriate to provide enhanced mobility for the blind.
4. Driveway aprons should be confined to the Furnishings and Curb Zones.
5. Landscaped buffers or fences should separate sidewalks from parking or off-street passenger loading areas.
6. Sidewalks surface should be stable, firm, smooth, and slip-resistant.

7. Colored sidewalks and pavers may be used on Retail-Commercial Streets, but textures should be smooth in the Through Pedestrian Zone to accommodate persons with disabilities.
8. Rough sidewalk textures may be used only in the Frontage and Furnishings Zones for decorative purposes.
9. Pedestrian and driver sight distances should be maintained near driveways.

Regulations regarding fencing and foliage near the intersection of sidewalks and driveways should be developed to ensure proper sight distance between vehicles and pedestrians when vehicles enter or exit a driveway across a sidewalk.

### 5.3 Pedestrian Crossings

Safe pedestrian crossings are critical components of the pedestrian network of mobility in West Hollywood. The City currently has crosswalks at every signalized intersection and at many unsignalized intersections and mid-block locations. Although the California Vehicle Code states that a crosswalk implicitly exists on every leg at every intersection, it is important to recognize that visibility and safety are important factors that determine where people will attempt to cross a street. The following guidelines are recommended for pedestrian crossings, including both signalized and unsignalized crosswalks.

#### 5.3.1 Recommended Crossing Guidelines

1. Crosswalks should be a minimum of 12 feet in width. Wider crosswalks should be considered in areas of high pedestrian volumes.
2. Appropriate pedestrian crossing signage, as shown in Figure 5.2, should be displayed at all midblock crosswalks to warn motorists of crossing pedestrians.



**Figure 5.2 Pedestrian Crossing Signage**

3. Flashing lights may be added to the perimeter of the sign in Figure 5.2 as allowed under the MUTCD guidelines.
4. Unsignalized pedestrian crosswalks should be adequately lighted, have clear sight distances, and be free from obstructions, such as foliage and poles.
5. Unsignalized crosswalks should be well marked with high visibility paint.
6. Mid-block crosswalks should be designated only in areas with relatively high pedestrian activity and crossing patterns, and where the distance to the nearest marked crosswalk

is greater than 300 feet. This can be determined from various factors, including the incidence of jaywalking.

7. At signalized intersections, efforts should be made to install marked crosswalks at every leg of the intersection where feasible given traffic and other considerations.
8. Pedestrian signals should be timed in order to accommodate slower pedestrians crossing within a reasonable amount of time. This should take into consideration people with slower walking speeds, such as seniors and persons with disabilities, in areas where this is appropriate. This may be also be achieved by using Pedestrian-Friendly-User-Intelligent (PUFFIN) signals that detect pedestrians in the crosswalk and extend the green time to allow pedestrians to finish their crossing.
9. Pedestrian push-buttons should be located at every actuated signalized intersection, and should be accessible to people in wheelchairs and easy to find for the sight-impaired. Larger push buttons are preferred to smaller ones. Pedestrian push-buttons should not be used at fixed-timed signals where the "walk" signal phase is automatic.
10. Instructional signage on how to use the push-button feature at signalized crossings should accompany these devices. See Figure 5.3.



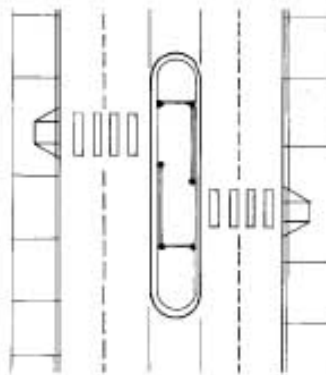
**Figure 5.3**  
**Pedestrian Push-Button Instructions**

11. Audible Pedestrian Signals (APS) should be considered especially in areas frequented by blind people. The signals should be set to emit a lower-volume sound at night and may be quieted adjacent to residential neighborhoods where nighttime activities are low.
12. In Pedestrian-Oriented Retail Districts, bricks or textured pavers may be used as an outside border of a crosswalk in order to enhance its visibility and to provide identifiable borders for the sight-impaired. The center of the crosswalk should be colored for visibility and should provide for wheelchairs, strollers, wheeled suitcases, etc.
13. ADA-compliant wheelchair ramps should be provided at all corners where there is new construction. Every corner should have two ramps: one for each direction of travel. See Figure 5.4.
14. ADA guidelines regarding the grade and requirements for landings at wheelchair ramp locations should also be followed.



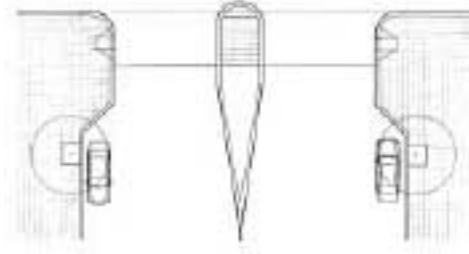
**Figure 5.4**  
**ADA-Compliant Wheelchair Ramp Design**

15. Lighting can be directed onto crosswalks where pedestrian and vehicular traffic is heavy, or where mid-block crossings need added visibility.
16. Advanced stop bars should be used to create a safety buffer between stopped vehicles and the crosswalk. Stop bars should be moved to approximately 5 feet before a signalized crosswalk and 10 feet before an unsignalized crosswalk where feasible. Wide crosswalks may allow for a shorter distance to the stop bar.
17. Where feasible, pedestrian refuge islands should be considered where pedestrians are required to cross a wide multi-lane street. It is important that the median be extended a short distance beyond the edge of the crosswalk in order to ensure that turning vehicles do not encroach on the median pedestrian refuge area. See Figures 5.5 and 5.6.



**Figure 5.5**  
**Preferred Median Refuge Island Design**

18. Consideration should be given to reducing the turning radius of corners at intersections in order to minimize the crossing distance of pedestrians and to slow traffic, especially across busy multi-lane arterials. The presence of buses, trucks and other large vehicles should be considered in designing the turning radii.
19. Bulbouts should be considered at intersection corners as a way to minimize the crossing distance of pedestrians.



**Figure 5.6**  
**Typical Bulbout Design with Refuge Island**

### 5.3.2 Transit Stops

20. Transit Stops should provide benches and lighting for the comfort of passengers waiting for their transit vehicle.
21. Transit stops should be designed in a manner that ensures accessibility for people in wheelchairs.
22. Transit and bicycle information should be provided at transit stops. Such information as bus line and destination, timetables, and route maps should be provided.
23. Where feasible, bus bulbs should be considered as a way of increasing sidewalk space, increasing space for landscaping and street furniture, providing a waiting area for passengers, and improving bus service operations.



## 5.4 Guidelines for Development Projects

### 5.4.1 Planning Principles

Walkability depends much on the design and configuration of the built environment. Some features attract and encourage walking, while others discourage walking. Walking is often how people travel from one land use to another, especially in an urban setting like West Hollywood. To the extent that the distance between land uses is minimized and the environment is safe, pleasant, and interesting, people will walk. As West Hollywood's infrastructure matures and new development is implemented over the coming years, opportunities will arise to enhance the pedestrian-friendliness of the community. The following planning principles serve as a guide for the continuation and further enhancement of West Hollywood as a pedestrian-friendly city.

- *Compact, concentric development* locates a greater number of destinations within walking distance than linear development.
- *High storefront density* in retail districts makes walking interesting and attracts pedestrians.
- *Zero lot line zoning* allows buildings to abut one another, keeping the distance between them convenient for walkers.
- *Ground floor retail and other interesting uses on the ground floor of buildings* also attract window shoppers and make for interesting and pleasant walking environments. Windows and doors should be encouraged in place of blank walls.
- *Mixed land uses* make it convenient to walk between land uses -- from home to work, from home to the store, from work to restaurants, etc.
- *Convenient transit access* encourages a mode of travel that stimulates walking at either end of the trip.
- *Centralized parking structures* spread walking destinations less than large surface parking lots.
- *Sidewalks adjacent to business and storefronts* make access more convenient than those with parking separating sidewalks from entrances. This is safer for pedestrians as well. Sidewalks next to businesses attract window shoppers and make for interesting and pleasant walking environments.
- *Architecture* that blends well with its surroundings brings visual and functional interest and attracts pedestrians.

#### 5.4.2 Development Codes

One of the challenges of implementing design strategies in a built-up community such as West Hollywood is that existing street widths, sidewalk widths, buildings and the like may present physical barriers to achieving enhancements. Some of the sidewalks are too narrow to create the type of pedestrian environment that is desired. However, as West Hollywood undergoes second-generation growth, opportunities arise to reshape the built environment into one that enhances pedestrian mobility. This is occurring now. In order to best take advantage of these opportunities the City must have development guidelines that require builders to recreate the pedestrian realm.

The City has guidelines and standards in its zoning codes. The guidelines in this text are a resource that can be utilized when the City adopts new codes. This adoption will follow review and approval of the Public Works and Planning Department Directors depending on local conditions, needs, impacts, and feasibility.

**Action Item:** Recommend that the City incorporate these guidelines into zoning and planning codes when they are updated, as appropriate.

##### 5.4.2.1 Existing Codes

The City already has some of these guidelines. The Sunset Specific Plan has detailed requirements for setbacks, sidewalk widths, streetscape treatments, mixed-use development, consolidated parking, and architecture design guidelines. These are meant to ensure a pedestrian-friendly environment evolves as new development occurs along Sunset Boulevard.

Title 19 contains the Zoning Ordinance within the Municipal Code and also includes a range of requirements affecting new development throughout West Hollywood.

- *Zoning Code 19.10.050* provides incentives for mixed-use development projects to locate in the City.
- *Zoning Code 19.10.060* limits the ground floor of commercial establishments to pedestrian-oriented uses.
- *Zoning Code 19.20.110* requires that sidewalks or other designated pedestrian pathways be provided from each structure to the public sidewalk.
- *Zoning Code 19.28.130* limits the number of driveways on both commercial and residential sites.
- *Chapter G-08.050* says that the visual impact of parking areas and garage openings in Medium- and High-Density housing shall be minimized.
- *Chapter G-12* requires that the main entry to a commercial building be oriented to a major street. It also discourages long, blank walls.
- *Chapter G-28* states that ingress and egress to parking lots and structures shall consider possible conflicts with vehicular and pedestrian traffic.

The City's Standard Development and Permit Conditions also contain requirements affecting the pedestrian realm.

- *Section 10.5* of the Residential Permit Conditions and *Section 10.10* of the Commercial Permit Conditions require that nothing shall obstruct motorists' view from 5 feet back from the property line to a distance of 10 feet from the side of the driveway on the driver's right side and 10 feet from the centerline of the driveway to the driver's left side.
- *Section 10.6* of the Residential Permit Conditions and *Section 10.11* of the Commercial Permit Conditions state that entry controllers shall be set back a minimum of 12 feet from the property line. These requirements are to reduce conflicts between pedestrians and motor vehicles using driveways.

The City has a variety of architecture design guidelines and a Design Review process that helps to guide development projects in a visually appealing direction.

As can be shown by the above excerpts, the City of West Hollywood has already enacted a progressive array of building codes, guidelines, and permit conditions to bring about pedestrian-friendly feature of new development projects.

#### 5.4.2.2 Proposed Code Enhancements

The following will augment the Zoning Code and/or Section 10 (Transportation, Parking and Circulation) of the City's Standard Development Permit Conditions to improve upon these. These apply to both commercial and residential developments unless otherwise specified.

1. Setbacks shall be required where adequate width does not presently exist to meet the minimum widths for sidewalks described in Section 5.2.1.
2. On Retail-Commercial Streets. A building entrance from the sidewalk shall be provided at least every 75 feet where there are retail and office establishments. This will ensure a pedestrian-oriented compactness.

3. On Retail-Commercial Streets and along Other Commercial Streets, vehicular parking shall be located in the back of the building or in a subterranean garage. This is to prevent parking lots in front of buildings that spread walking distances between buildings, visually impact the pedestrian environment, and conflict with pedestrian movement in driveways.
4. Along Medium- and High-Density Residential Streets, vehicular parking shall be located in the back of the building or in a subterranean garage. A maximum of one level of parking garage shall be permitted above natural grade up to a maximum of 7 feet in height. Any portion of the parking garage above grade shall be mechanically ventilated and enclosed, except for the driveway.
5. Where vehicles on commercial property are parallel to sidewalks, the drive-in area shall be separated from the sidewalk by a fence or landscaping. This will prevent the intrusion of cars into the sidewalk.
6. Driveways and driveway landscaping shall be designed to minimize interference with pedestrians. Motorists' view shall not be obstructed from 8 feet inside the property line to a distance of 10 feet from the side of the driveway on the driver's right side and 10 feet from the centerline of the driveway to the driver's left side. This enhances the existing requirement in the Standard Development and Permit Conditions. It will minimize conflicts between pedestrians and vehicles backing out of driveways on private lots.
7. Driveway aprons shall not extend beyond the sidewalk Furnishings Zone into the Through Pedestrian Zone. This will maintain an even walking surface for persons in wheelchairs and others.
8. Parking structure entrances shall be designed in a way that minimizes the occurrence of vehicles waiting for gates to open. Entry controllers shall be set back a minimum of 19 feet from the property line. This enhances the existing requirement in the Standard Development and Permit Conditions.
9. For Medium- and High-Density Residential development projects, the intersection of the sidewalk and the pathway leading to the building's entry shall be wide enough to allow for enhanced mobility for pedestrians and persons in wheelchairs.

## 5.5 Adding Elements of Interest to the Pedestrian Realm

The guidelines presented above have primarily focused on creating a safe and convenient walking environment. These guidelines form the basis for a pedestrian-friendly West Hollywood. To go beyond "pedestrian-friendly" to "pedestrian-seductive", the walking environment must be interesting, colorful, vibrant, and inviting. The furnishings of the built environment provide opportunities to engage people. Some of these features might be implemented on a case-by-case basis or as part of an overall street design proposed in the future. A coordinated urban design effort can tie these features together in a consistent theme, as was recently done on Santa Monica Boulevard. Some of these features include the following.

- Bus shelters
- Trees and landscaping
- Benches and other street furniture
- Textured or colored sidewalk paving (outside the Through Pedestrian Zone)

- Attractive street lights
- Attractive, standard trash and recycling receptacles
- Attractive, consolidated news racks
- Clocks
- Public art
- Banners and flags
- Information kiosks
- Fountains
- District-wide logo/signage programs, such as the Avenue of the Arts

Special events bring pedestrians out who enjoy leisurely strolling and people watching. Often these events require street closures to enhance the pedestrian experience. West Hollywood already hosts several parades, shows, and festivals throughout the year. These include some of the best-known events in the greater Los Angeles area and include the Christopher Street West Gay and Lesbian Pride Parade and Festival, the AIDS Walk, and the Halloween Carnival.

## 6.0 EDUCATION AND PROMOTIONAL PROGRAMS



This chapter covers the following topics:

- Bicycle and Pedestrian Awareness Campaign
- Bicycle and Pedestrian Education Programs
- Programs Costs

It is important to complement the proposed bicycle and pedestrian improvements of this Plan with an effective public awareness and education campaign. This campaign raises awareness of bicycling and walking as means of transportation as well as emphasizing the skills to make them more enjoyable experiences. Bicycling and walking are viable options for transportation that are healthy, safe, provide convenient links to other forms of transportation, and can save time for short trips. This is the vision behind the educational and promotional programs outlined in this chapter.

The City of West Hollywood includes a wide spectrum of people. The public awareness and education campaign must target each of these audiences.

1. Adults
2. New immigrants
3. Russian Community

4. Household Employees
5. Gay and Lesbian Community
6. Seniors
7. Children
8. Teens
9. Parents
10. Employees Living Outside of West Hollywood
11. Employees Living in West Hollywood
12. Visitors (local)
13. Visitors (other)
14. Disabled Persons
15. Experienced bicycle commuters
16. Recreational bicyclists
17. Drivers of public transit, shuttle services, and taxis
18. Private vehicle drivers

## 6.1 Bicycle and Pedestrian Awareness Campaign

A public awareness campaign can make bicycling and walking exciting for people in the community. Specific themes are created to get people interested in trying bicycling and walking as means of transportation. Awareness is raised through literature and public service announcements.

Goal: To promote bicycling and walking in West Hollywood.

### 6.1.1 Action Plan #1: Point of Use Maps and Signage

Bicyclists and walkers can be well served with maps and signs that provide information on streets and sidewalks. This information can include maps of routes, route identification, instructions for multi-modal linkages, parking, etc. They should be located on signposts next to bicycle route signs near bus stops, at busy intersections and at public parks and libraries.

### 6.1.2 Action Plan #2: Print Campaign

#### Themes of Focus

- *"See West Hollywood by the seat of your pants. Bike!"*
- *"See West Hollywood on your feet. Walk!"*
- *"Walk, ride, and roll in West Hollywood!"*

#### Program

The print campaign would include guides with map inserts, bumper stickers and posters.

- a. The brochures would include the following information.

- Maps highlighting routes and sites
- Where to rent/purchase bicycles
- Bike shops
- Rules of the road and sidewalk
- Information/hotline number
- Available bike parking and facilities (showers and lockers)
- Share the Road (message)

b. Bumper stickers would feature the promotional slogan *“Walk, Ride, and Roll in West Hollywood!”*

c. Posters would feature the promotional slogan *“Walk, Ride and Roll in West Hollywood. For More Information, Call 323/XXX-XXXX.”* To offset the cost to the City of West Hollywood, sponsors could be secured. Sponsors logos would be added at the bottom of the poster.

#### Distribution

a. The brochures with maps and bumper stickers would be distributed in and around West Hollywood to businesses and community groups.

b. Brochures would be provided to the West Hollywood Sheriff’s Department to distribute to those who receive moving violations.

c. Brochures and posters would be distributed to the following locations:

- Worksites
- Retail sites
- Chamber of Commerce
- Visitors Bureau
- Hotels and Motels
- Gas Stations
- Libraries
- Community Centers
- DMV
- Churches
- Schools

d. Access to the material would be promoted on the City’s web site.

A consultant would produce and arrange the distribution of printed materials. In addition, a consultant would identify sponsors and funding sources to offset the costs associated with the printed material. All activities would be done under the supervision of the Transportation Department.

### 6.1.3 Action Plan #3: Public Service Announcements

#### Theme of Focus

- *"I Get Around...in West Hollywood!"*

The most cost effective way for the City of West Hollywood to promote the bicycle and pedestrian modes as effective and enjoyable ways to travel is to use existing television public service announcements made available through the National Highway Traffic Safety Administration, Safe Kids Coalition, the City of Los Angeles, and the California Office of Traffic Safety (OTS). These agencies can provide award-winning television public service announcements on the following topics.

- Pedestrian education for seniors
- Pedestrian education for children and their families
- Pedestrian education for the general public
- Driver education on pedestrians
- Driver education on bicyclists
- Drivers running red lights
- Bicycle commuting
- Bicycle education for children

The City of West Hollywood can tag each of the television public service announcements with the promotional slogan. Production of the tags could be accomplished by the city's cable station.

In addition, the City of West Hollywood would benefit from a comprehensive television and radio campaign that was initiated by the City of Los Angeles in Spring 2003. This campaign is sponsored by the Los Angeles Department of Transportation (LADOT) through a state grant. The program is modeled after the Street Smarts Program conducted in the City of San Jose.

#### a. Movie Theatre Promotion

The City of West Hollywood would provide local movie theatres with existing television public service announcements to be included as trailers on-screen. Several theatres use slides for community announcements, and the City of West Hollywood could provide a slide or digital photo of the promotional slogan.

#### b. West Hollywood Spokesperson

Solicit the interest of local television and radio public service directors to interview a West Hollywood spokesperson to discuss the campaign and the importance of bicycling and walking as an alternative mode of transportation in West Hollywood.

A consultant would produce and arrange for the distribution of public service announcements. In addition, a consultant would identify sponsors and funding sources to offset the costs associated with the printing of materials. All activities would be done under the supervision of the Transportation Department.

### 6.1.5 Action #4: Other Promotional Activities

#### Theme of Focus

The promotional theme of “I Get Around.”

#### Program

A campaign of promotions would be implemented to promote bicycling and walking as an effective, fun and economical way to travel in West Hollywood.

##### a. Commuter of the Month

Implement a contest for residents and employers to nominate a person who utilizes walking, biking, and/or intermodal transportation to *get around* West Hollywood. Entry forms available at employer sites, retail sites, churches, recreation and community centers would promote the contest. Monthly winners would receive prizes that may include gift certificates to dinner, retail stores, and merchandize.

##### b. Murals

Murals have been successfully used to promote ideals and inform the community of important issues. Murals could be produced in West Hollywood toward the promotion of walking and bicycling. The mural program would solicit help from local volunteers, artists, children, seniors, and other community members. Costs for the production of the murals could be generated by grants through public art foundations.

##### c. Retail Involvement

Partnerships with local retailers would be established to promote bicycling and walking. These partnerships would involve the campaign theme being promoted on bag stuffers and pre-printed bags. The costs of the bag stuffers and pre-printed bags would be born by retailers as a donation. The City of West Hollywood would provide suggested artwork for the printed material. If possible, retailers could provide counter space for guides and window space for promotional posters. Retailers could also provide space for bicycle racks and provide bike lockers where necessary.

##### d. Business Partnerships

Local businesses have an integral role to play in encouraging bicycle commuting and walking to work. Employers that work in buildings with bicycle parking, showers, and clothing lockers have especially good opportunities to make bicycle commuting attractive. Aside from providing these physical accommodations, employers can participate in Bike to Work Week, Clean Air Week, and other promotional events. They can provide financial incentives, such as bicycling and walking subsidies, in lieu of free parking. Hosting safety seminars and promotional meetings on site can also play an integral role in encouraging commuters to bicycle or walk to work. Employers should also educate employees about the health and environmental reasons for bicycling and walking to work, as well as the cost of commuting by car. The City may require these activities as part of its Transportation Demand Management ordinance approval for new developments

##### e. Walk and Ride Exhibit

West Hollywood could produce a traveling mobile exhibit promoting walking and bicycling. The exhibit would feature the following elements.

- Photo displays of new facilities
- Photos of residents and employees riding and walking
- Walk and Bike Guides
- Interactive video television monitor allowing participants to take the “Bike & Walk Challenge”

This exhibit would be featured at all community events including Earth Day, Clean Air Week, Bike to Work Week, Halloween Carnaval, the Christopher Street West Festival, and Farmers Markets. The exhibit would be built to allow assembly and attendance to be done by one person.

f. Event Producers Obligation

West Hollywood would require all community events to promote walking and bicycling as a mode of transportation to their event. The City could include this requirement as part of the permit process for events. The obligation of the event coordinator would include the following:

- Promote walking and bicycling to the event in all event literature, advertisements, and other collateral materials
- Provide space at the event and coordinate personnel for secure bicycle parking and/or valet bike parking service

g. Contests / Promotions

West Hollywood would partner with a local gym and/or recreation center to host an attempt to set the Guinness Book of World Record for the greatest number of miles walked on a treadmill. The contest would include residents participating in walking on a treadmill for a designated time in order to set the record. Promotional flyers would be distributed to promote the event and local media would be solicited to cover the record setting attempt. Although all the walking is done on a treadmill, the goal of the special event is to generate interest in walking.

The same format would be used to organize an attempt to set the most miles ridden on a stationery bike.

h. Community Event

West Hollywood would produce “West Hollywood’s Annual Walk, Ride, and Roll” event.

This event would be a bike, walk, and transit expo to promote the use of alternative modes of transportation including shuttle services, buses, electric cars, carpooling, biking, and walking. Other aspects of walking and biking would also be showcased including their health benefits, the active lifestyle of those who walk, the equipment, the financial benefits, and the environmental benefits.

The event would include the following.

- Law enforcement exhibits
- Vendors exhibits
- Transit providers exhibits
- Exhibits from alternative modes of transportation providers
- Bike and pedestrian facilities exhibits

- Bicycles and related equipment exhibits
- Entertainment
- Walk, Ride and Roll events including the “*Kids Walk & Ride*”, “*Wheel Fun for Adults*”, and a *Alternative Mode of Transportation Rally*
- Amateur Bike race
- Sidewalk Stroll, a recreational walk for all ages
- Special appearances of the Orange Men

i. Monthly Events

Sidewalk Strolls - Organized walks would be implemented for seniors at local centers. The goal of these events would be to generate interest in recreational walking for health reasons with the ultimate goal of promoting walking as a form of transportation.

City Walk and Bike Tours - Organized walks and rides would be organized for the general public in order to (1) showcase the destinations reachable by walking and bicycling, (2) educate participants on walking and bicycling as a mode of transportation and (3) promote walking and bicycling as a healthy activity.

A consultant would produce and arrange the coordination and implementation of all promotional activities. In addition, a consultant would identify sponsors and funding sources to offset the costs associated with the promotional activities. All activities would be performed under the supervision of the City’s Transportation Department.

## 6.2 Bicycle and Pedestrian Education Programs

Education can make pedestrians, bicyclists, and motorists more aware of potentially hazardous environments and teach them the skills needed to make cycling and walking more effective and enjoyable way to travel.

The City of West Hollywood does not currently have a safety education program.

### 6.2.1 Action Plan #1: Driver Education

#### Theme of Focus

- Laws for bicyclists, pedestrians and motorists
- Walk and Bicycle Guides

#### Program

The program would be created to educate drivers on the laws for bicyclists, pedestrians and motorists as well as encourage drivers to share the road.

#### a. Speakers

A consultant would arrange to attend traffic schools to talk about the rights, the responsibilities, and the proper behavior of bicyclists and pedestrians in relation to traffic. If consultant cannot be arranged to participate in existing traffic school programs, then the West Hollywood Sheriff's Department could speak with participants at community events.

A consultant would conduct presentations at traffic schools and identify sponsors and funding sources to offset the costs associated with the presentations. All activities would be performed under the supervision of the Transportation Department.

#### b. Walk and Bicycle Guides

The Share the Road message would be included all printed material to be distributed at worksites, parking structures, and retail sites.

### 6.2.2 Action Plan #2 Public Awareness and Promotional Campaigns

#### Themes of Focus

- "Save A Life: Your Own. Use Crosswalks"
- "It could be someone you love in the crosswalk."
- "Cruise West Hollywood...On A Bike."

#### Programs

The programs would include a print campaign to promote bicycle and pedestrian education to the general public:

#### a. Media Event

The City of West Hollywood would hold a media event to kick-off the public awareness and promotional campaigns. The elements of the media event would include the following:

- City officials
- Representatives from target audiences
- West Hollywood Sheriff’s Department
- Orange Men
- Distribution of a press kit outlining the programs

A consultant would be contracted to produce the media event and identify sponsors and funding sources to offset the costs associated with the event. All activities would be performed under the supervision of the City’s Transportation Department.

b. Print Campaign

Incorporate the promotional themes in maps, posters, bumper stickers, guides, and television public service announcements.

A consultant would produce the printed material and identify sponsors and funding sources to offset the costs associated with the printing of materials. All activities would be performed under the supervision of the Transportation Department.

c. Stencils

Targeted messages can be stenciled at corners and/or other strategic locations in West Hollywood for pedestrians. Messages can be rotated to include several languages where needed. Suggested messages could include the following.

<u>Message</u>	<u>Designated Location</u>
Cross at crosswalks	Mid-block locations
Wait for the signal and look all 4 ways	Intersections
Don’t drive or park in the bike lane	Where needed

A consultant would coordinate the production of the stencils and identify sponsors and funding sources to offset the costs associated with the stencils. All activities would be performed under the supervision of the Transportation Department.

- Street Banners - Display street banners with the message “Walk, Ride, and Roll in West Hollywood!” During the designated month for the “Annual Walk, Ride, and Roll” event.

A consultant would coordinate the production of the street banners and identify sponsors and funding sources to offset the costs associated with the banners. All activities would be performed under the supervision of the Transportation Department.

- Bike Racks/Lockers - Point of usage facilities would feature “how to” messages on how to lock and store your bicycle. In addition, the signage would provide a number where more information could be obtained.

A consultant would coordinate the production of the street banners and identify sponsors and funding sources to offset the costs associated with the banners. All activities would be performed under the supervision of the Transportation Department.

A consultant would coordinate the production of the signage on bike racks and lockers and identify sponsors and funding sources to offset the costs associated with the signage. All activities would be performed under the supervision of the Transportation Department.

### ***6.2.3 Action Plan #3: Senior Citizen and Disabled Pedestrian Education***

#### Themes of Focus

- Suggested places to walk
- Personal safety
- Traffic devices
- Recognition of the of causes of pedestrian collisions
- Avoidance of pedestrian collisions
- Promotion of proper attire (bright colors, proper shoes, glasses, walkers, canes, etc.)
- Effects of certain medication on physical reactions, eyesight, hearing

#### Program

These programs would include instructors and guest speakers to provide information specific to the needs of the seniors and disabled.

##### a. Instructor

A consultant would conduct presentations at community centers, places of worship, clubs, senior citizen centers, physicians' offices, and hospitals. The presentation would address the sensitive issues of physical limitations of many seniors and the crucial need for them to reach their destinations (e.g. medical appointments, food shopping, etc.).

A consultant would conduct the presentations and identify sponsors and funding sources to offset the costs associated with the presentations. All activities would be performed under the supervision of the Transportation Department.

##### b. Guest Speakers

In addition, presentations would include guest speakers including officials from West Hollywood, transit providers, retailers, physicians, and officers from the Sheriff's Department. A consultant would coordinate the participation of guest speakers and identify sponsors and funding sources to offset the costs associated with the presentations. All activities would be performed under the supervision of the Transportation Department.

### ***6.2.4 Action Plan #4: Teen & Adult Pedestrian and Bicycle Education Program***

#### Themes of Focus

- Helmet fitting demonstrations
- Seeing and being seen
- Bicycle maintenance and repair
- Stopping / braking skills
- Left hand shoulder check
- Scanning for hazards, debris and traffic
- Riding straight
- Making left and right hand turns

- Proper usage of bike boxes at intersections
- Discourage riding on sidewalks

### Programs

The program would produce a video and implement clinics as a way for teens and adults to learn how to use walking and bicycling as an effective way to commute, improve health, and provide an enjoyable recreational activity.

#### a. Interactive Video

A consultant, in conjunction with a vendor, would produce an interactive video that would simulate the City's traffic environment. This interactive video program would test the user's abilities as a bicyclist and pedestrian to ride and walk through West Hollywood from destination to destination. The user would receive a score for knowledge and skills as a pedestrian and/or bicyclist. The video would incorporate the existing bicycle and pedestrian facilities and allow for revisions to include new facilities and traffic conditions. Voiceover narration would accommodate the diverse language needs of the target groups.

The video would be made available to employers, the recreational center, and the library, community groups and Neighborhood Watch organizations. In addition, the video would be made accessible to general public via the city's website. Existing technology would allow the production of this interactive video to be cost effective and a valuable source of an on-going educational program.

A consultant would coordinate the production of the interactive video and identify sponsors and funding sources to offset the costs associated with the presentations. All activities would be performed under the supervision of the Transportation Department.

#### b. Bike Clinics

Bike clinics would be held on weekends for inexperienced bicyclists that are interested in cycling for health, recreation, and transportation purposes. The clinics would include discussions of the rights and responsibilities of bicyclists, the laws governing bicyclists, bicycling conditions and facilities in West Hollywood and surrounding communities. Practical training would occur on an obstacle course. Once all the participants have mastered the basic skills, they would ride on the street with a qualified instructor.

A consultant would conduct the bike clinics and identify sponsors and funding sources to offset the costs associated with the presentations. All activities would be performed under the supervision of the Transportation Department.

### ***6.2.5 Action Plan #5: Education for Elementary School Children***

#### Theme of Focus

##### Bicycle Education

- Recognition and avoidance of common bicycle collisions
- Understanding of motorist and bicyclist behaviors, rights, and responsibilities
- Awareness of the California Vehicle Code governing bicyclists and motorists
- Bicycle helmet purchase and use
- Bicycle purchase, maintenance, and repair

- Physical, social, and economic consequences of bicycle collisions
- Promotion and benefits of bicycling as an effective mode of transportation
- Traffic knowledge assessment and skills

#### Pedestrian Education

- Recognition and avoidance of common pedestrian collisions
- Understanding of motorists, right and responsibilities
- Awareness of the California Vehicle Code governing pedestrians
- Physical, social and economic consequences
- Promotion of benefits of walking as an effective mode of transportation
- Traffic knowledge assessment and skills

#### Pedestrian Education at Bus Stops

- Proper behavior around bus stops
- Schedules, fares, and passenger skills
- Intermodal use (bike racks on buses)

#### Programs

The programs for elementary schoolchildren include rodeos and classroom curricula and would be tailored to meet the needs of schoolchildren, parents, and teachers in pre-school through 6<sup>th</sup> grade.

##### a. Community-Based Rodeos

Community-based rodeos would be conducted for families of school-aged children. These community-based rodeos would be held every two months and would include bicycle and pedestrian education relevant to the City of West Hollywood including new bicycle and pedestrian facilities and bicycle operation. Volunteer community members, including parents, senior citizens, bike enthusiasts, and other screened/qualified volunteers, could staff the rodeo.

Each rodeo could feature a traffic simulation course consisting of a miniature city with streets, sidewalks, intersections, traffic signs, traffic signals, a residential area, a business area, bike lanes, trucks, and buses. The course would allow children with their parents to practice bicycle handling and pedestrian skills.

By utilizing this simulated environment, the ability of children to recognize traffic hazards is improved. These rodeos would also allow parents to participate in the educational process by involving them in the lesson plans.

##### b. Curriculum

Curricula would be implemented in pre-schools, childcare centers, and elementary schools in and around West Hollywood. The curricula would be designed to target specific grade levels: pre-school, kindergarten, 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> grades. Each grade level program would include basic information, demonstrations, activities, and printed material. An outline of a model curriculum is described below while a detailed curriculum is attached in the appendix.

The tenets of a model curriculum for West Hollywood children include the following lessons.

---

Pre-school, kindergarten, 1<sup>st</sup> and 2<sup>nd</sup> grades

- Stopping before crossing the street
- Recognition of physical barriers
- Model street crossing and visual barriers
- Neighborhood walks

4<sup>th</sup>, 5<sup>th</sup>, and 6<sup>th</sup> grades

- Bicycle Education
- Recognition and avoidance of common bicycle collisions
- Understanding of motorists behaviors, rights, and responsibilities
- Awareness of the California Vehicle Code governing bicyclists
- Bicycle helmet purchase and use
- Bicycle purchase, maintenance, and repair
- Physical, social, and economic consequences of bicycle collisions
- Promotion and benefits of bicycling as an effective mode of transportation
- Traffic knowledge assessment and skills

Pedestrian Education

- Recognition and avoidance of common pedestrian collisions
- Understanding of motorists, right and responsibilities
- Awareness of the California Vehicle Code governing pedestrians
- Physical, social and economic consequences
- Promotion of benefits of walking as an effective mode of transportation
- Traffic knowledge assessment and skills

A consultant would conduct the school program and identify sponsors and funding sources to offset the costs associated with the presentations. All activities would be done under the supervision of the Transportation Department.

### ***6.2.6 Action Plan #6 Education Enforcement***

#### Theme of Focus

- Improve communication with law enforcement
- Bicycle clinics
- Prioritize enforcement of bicycle, pedestrians, and motorist laws

### Program

The program would include any support needed by the West Hollywood Sheriff's Department in educational outreach by improving communication between the public and the West Hollywood Sheriff's Department as well as the prioritization of law enforcement.

A consultant would meet with West Hollywood Sheriff Department officers, especially bicycle patrol officers, to open up discussion about existing problems facing bicyclists, pedestrians, and motorists. The officers would also be briefed on new facilities that affect bicycling and walking in the City of West Hollywood. In addition, City Staff would provide all information regarding programs to be implemented to encourage bicycle and pedestrian activity.

### Enforcement Priority

A consultant would meet with West Hollywood Sheriff's Department and other municipal departments to discuss public safety.

## 6.3 Programs Costs

Table 6.1 on the following page provides general cost estimates for the various elements for the implementation of the Bicycle and Pedestrian Education and Promotional Programs.

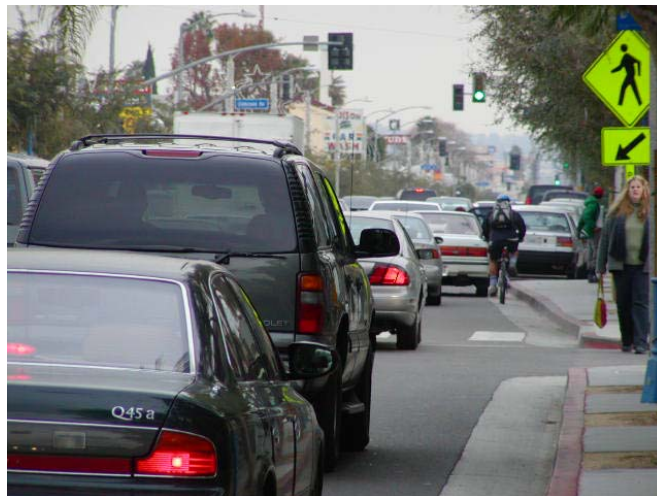


Table 6.1 Typical Program and Event Costs

Item no.	Item	Rate	Cost
1	Walk/Bike Guides (100,000) (Design, production and distribution, translation)		\$5,000
2	Posters (5,000) (Design, production, distribution)		\$6,500
3	Website (production, maintenance)		\$2,500
4	Television Public Service Announcement (production of informational tag)		\$1,200
5	Movie theatre Slides (production, design, and duplication, 4 slides, 25 copies)		\$2,100
6	Program spokesperson (20 presentations per year)	\$25 per presentation	\$5,000
7	Commuter of the Month Promotion Coordinator	25 hours per month @\$25 per hour	\$625
	Entry forms (5000)		\$825
	Posters (1000)		\$1,250
	Gift Certificates		\$0
8	Murals	5 @\$25,000 each	Grants and sponsorships
9	Retail Promotions Bag stuffers (500,000) Pre-printed bags (500,000)	Donation	\$0
10	Walk, Ride, and Roll Exhibit (1) (Production of exhibit)		\$10,000
	Personnel for 5 events per year	\$200 per event	\$1,000
11	Walk, Ride, and Roll Annual Event		
	Coordinator <sup>1</sup>		\$25,000
	Support Staff <sup>1</sup>		\$20,000
	Event Costs <sup>1</sup>		\$40,000
12	Bike to Work Day		
	Coordinator		\$3,500
	Event Expenses (posters, entry forms, brochures, water bottles)		\$3,500
13	Guinness Book of World Records for Walking		
	Coordinator		\$3,200
	Related Event Costs		\$2,500
14	Guinness Book of World Records for Bicycling		
	Coordinator		\$3,200
	Related Event Costs		\$2,500
15	Sidewalk Strolls (12 per month)		
	Coordinator	\$750 per stroll	\$9,000
	Related Stroll Expenses		\$6,000

Item no.	Item	Rate	Cost
16	City Walks and Bike Tours (12 per month)		
	Coordinator	\$750 per walk/tour	\$9,000
	Related Expenses		\$6,000
17	Family Traffic Safety Day (4 per year)		\$6,000
18	School Traffic Safety Day	\$1000 per school	\$11,000
19	Teen/Adult Traffic Safety Education Program		
	Interactive Video (production and duplication)		\$40,500
20	Bike Clinics (6 per year)		
	Coordinator		\$4,500
	Related Expenses		\$1,200
21	Senior Citizen Presentation (24)	\$300 per presentation	\$7,200
	Related Expenses		\$1,300
22	Safety Awareness Program		
	Walk/Bike Guides <sup>2</sup>		
	Bag Stuffers <sup>2</sup>		
	Pre-printed Bags <sup>2</sup>		
	Bumper Stickers (1000) (Design, production, distribution)		\$1,800
	Posters <sup>2</sup>		
	Yard Signs (1000) (Design, production, distribution)		\$2,350
<b>TOTAL PROGRAMS COST</b>			<b>\$239,550</b>

<sup>1</sup> Sponsorship and booth sales will offset expenses.

<sup>2</sup> These costs identified above.