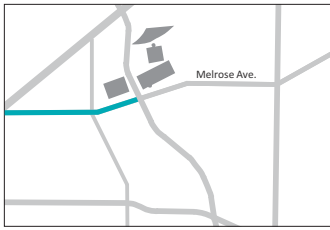


**Proposed improvements on Melrose Avenue east of San Vicente Boulevard.** Aerial photo (top) shows existing conditions. Plan (above) shows the elimination of the one-block long extra eastbound lane on Melrose Avenue, replacement of angled parking with parallel parking, a single center lane with short landscaped median, and resulting wider sidewalks.

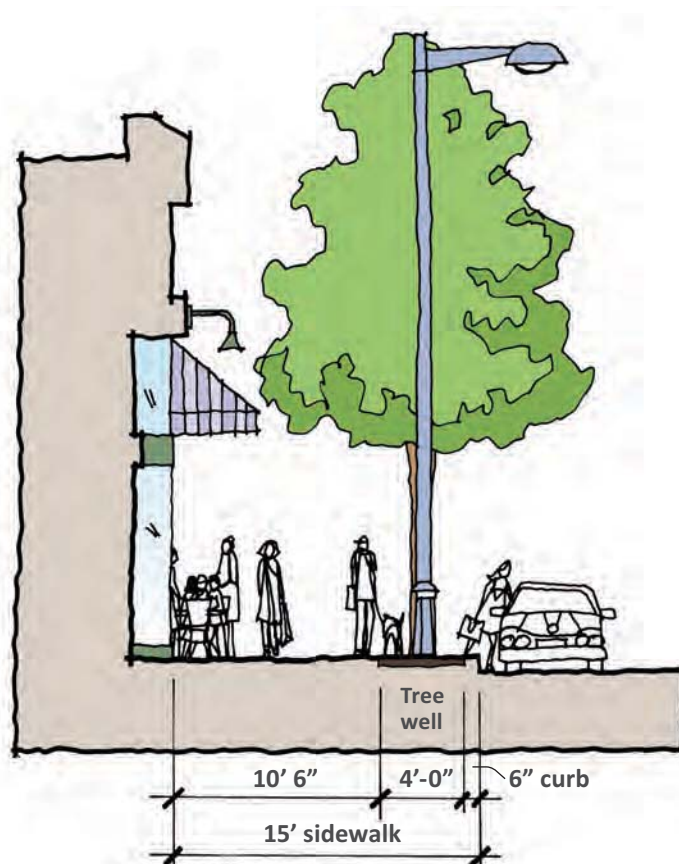


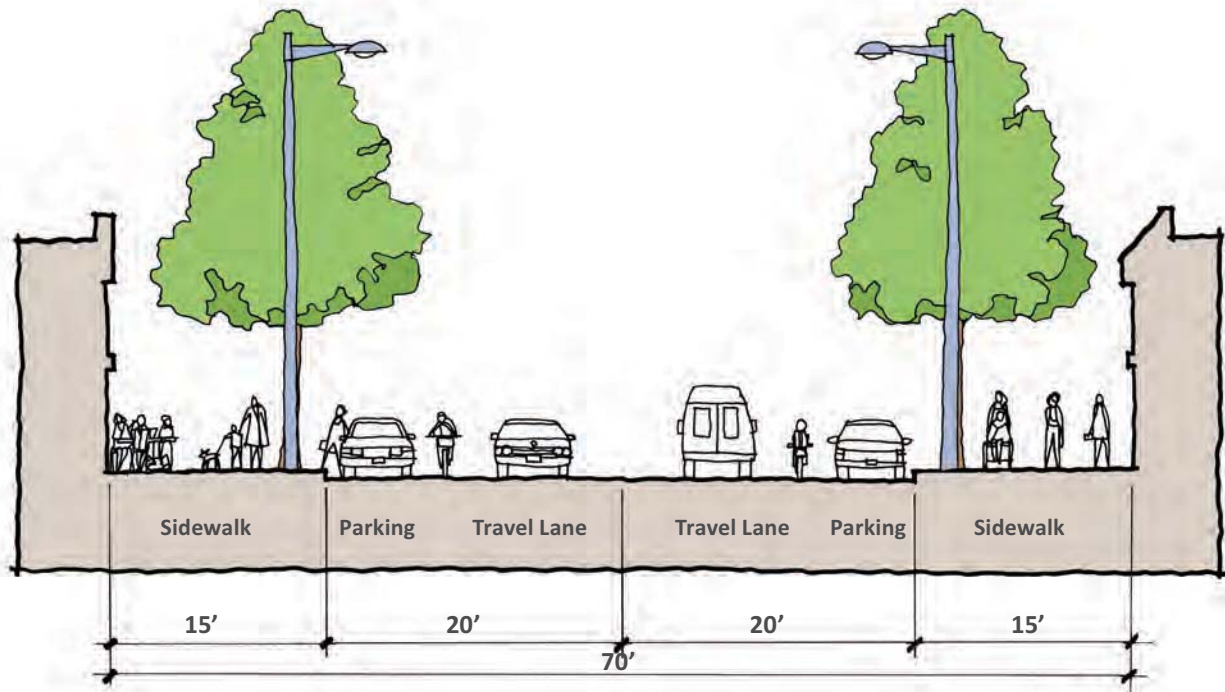
## SAN VICENTE BOULEVARD TO DOHENY DRIVE

This segment of Melrose Avenue currently has less pedestrian activity than the segment to the east. However, pedestrian activity is expected to increase as new shops and restaurants are added over time and the following streetscape improvements are completed.

- Add sharrow markings.
- Maintain existing parallel curbside parking and replace existing angled parking with parallel parking. The replacement of angled parking with parallel parking is estimated to reduce curbside parking in this segment by about 15 spaces.
- Add curb extensions on Melrose Avenue and cross streets at most corners. The exceptions are the northeast corner of Melrose Avenue and San Vicente Boulevard and all four corners of Melrose Avenue and Robertson Boulevard, which will not have curb extensions.
- Add new street trees with grates and new street lights.
- Add crosswalk markings on all four legs (streets) of the intersection at Melrose Avenue and La Peer Drive.
- Widen sidewalks on both sides of Melrose Avenue to 15 feet by replacing angled curbside parking with parallel curbside parking.

**Typical sidewalk on Melrose Avenue between San Vicente Boulevard and Doheny Drive.** The sidewalks will be 15 feet wide. Existing parkways and planted tree wells will be replaced by four foot by eight foot tree grates. A portion of the walkway zone can be used for sidewalk dining, as long as a clear path of travel at least five feet wide is maintained.





**Typical Melrose Avenue cross section from San Vicente Boulevard to Doheny Drive.** Cross section shows 15-foot wide sidewalks on both sides of the street and sharrow markings to encourage bicycling.



**Proposed improvement plan for a typical street segment of Melrose Avenue between San Vicente Boulevard and Doheny Drive.** Plan shows sharrow markings, parallel curbside parking, curb extensions with directional ramps, and 15-foot wide sidewalks with street trees in tree wells, and street lights.



**Proposed improvements to Melrose Avenue between San Vicente Boulevard and Doheny Drive.** Photo (top) shows existing conditions. Sketch (above) illustrates the following proposed improvements:

- 1 Sharrow markings
- 2 Parallel curbside parking
- 3 15-foot wide sidewalks (curb face to property line)
- 4 New sidewalk paving
- 5 Curb extensions at corners and, where appropriate, mid-block
- 6 Shade trees of alternating species with irrigation
- 7 Four-foot by eight foot tree wells with grates
- 8 New roadway lights
- 9 New pedestrian-scale lighting



**Proposed improvements to Melrose Avenue sidewalk between San Vicente Boulevard and Doheny Drive.**

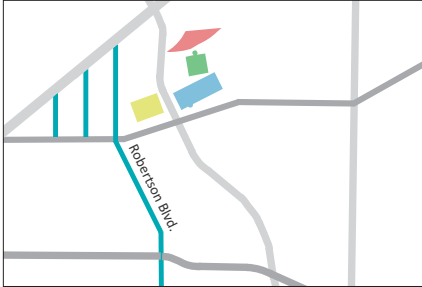
Photo (top) shows existing conditions. Sketch (above) illustrates the following proposed improvements:

- 1 Parallel curbside parking
- 2 15-foot wide sidewalks (curb face to property line)
- 3 New sidewalk paving
- 4 Shade trees of alternating species with irrigation
- 5 Four-foot by eight-foot tree grates
- 6 New roadway lights
- 7 New pedestrian-scale lighting

## 2.2

# ROBERTSON BOULEVARD, LA PEER DRIVE AND ALMONT DRIVE

## OVERVIEW



Key Plan

### AVENUES WORKING GROUP'S VISION FOR ROBERTSON BOULEVARD SOUTH OF MELROSE AVENUE

- A charming, boutique-oriented boulevard
- A neighborhood-friendly main street
- A refined public spine that strongly connects Melrose Avenue and Beverly Boulevard, encouraging walking between them
- Thoughtfully designed
- Even more walkable with spaces to stop and enjoy
- A garden of delights!

### BACKGROUND

Robertson Boulevard, La Peer Drive and Almont Drive north of Melrose Avenue are local streets, which have the potential to become a unique pedestrian-oriented district. However, the segment of Robertson Boulevard north of Melrose Avenue carries high vehicle and pedestrian traffic during weekend evenings.

South of Melrose Avenue, Robertson Boulevard functions like a neighborhood main street today, but also carries a high volume of peak-period commute traffic. With the proposed improvements, both segments of Robertson Boulevard can function better for pedestrians and cyclists, as well as vehicles, and the triangle between Melrose Avenue and Robertson Boulevard will become a more walkable area.

### COMMON IMPROVEMENTS FOR THE DISTRICT

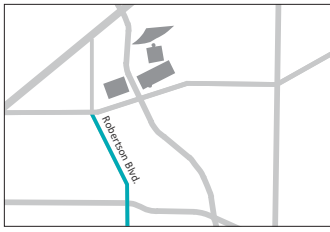
The following improvements will be made along the entire length of Robertson Boulevard, as well as on La Peer Drive and Almont Drive.

- Add sharrow markings.
- Make roadway width as consistent as possible, re-purposing unused roadway to widen sidewalks.
- Plant alternating species of street trees in planted parkways.
- Install new modern roadway lighting with either low height sidewalk lights (preferred) or if not practical, pedestrian pole lights.

The remainder of Section 2.2 describes specific improvements specific segments of these streets.



**Photos of existing parkways.** The intent of the Avenues Working Group (AWG) is that individual property owners and/or businesses continue to express the character and style of their building/business by creatively designing their parkway planting.



## IMPROVEMENTS BY STREET SEGMENT

### ROBERTSON BOULEVARD SOUTH OF MELROSE AVENUE

The following improvements will enhance Robertson Boulevard’s already walkable and garden-like character.

- Add sharrow markings.
- Maintain parallel curbside parking.
- Add curb extensions on Robertson Boulevard at most corners. The exceptions are the southeast corner at Melrose Avenue and the northwest corner at Beverly Boulevard.
- Add new street trees and new street lights.
- Add marked crosswalks on all four “legs”(streets) at the intersection of Robertson Boulevard with Ashcroft Avenue.
- Add marked crosswalks on the unmarked legs of the intersection of Robertson Boulevard with Rosewood Avenue, Dorrington Avenue, Ashcroft Avenue and Ranglely Avenue.
- Widen sidewalks on both sides of the street from the current 10 feet to 15 feet by taking five feet of excess roadway width on each side and converting it to sidewalk. The curb lane (travel lane plus parking lane) will be 20 feet wide.

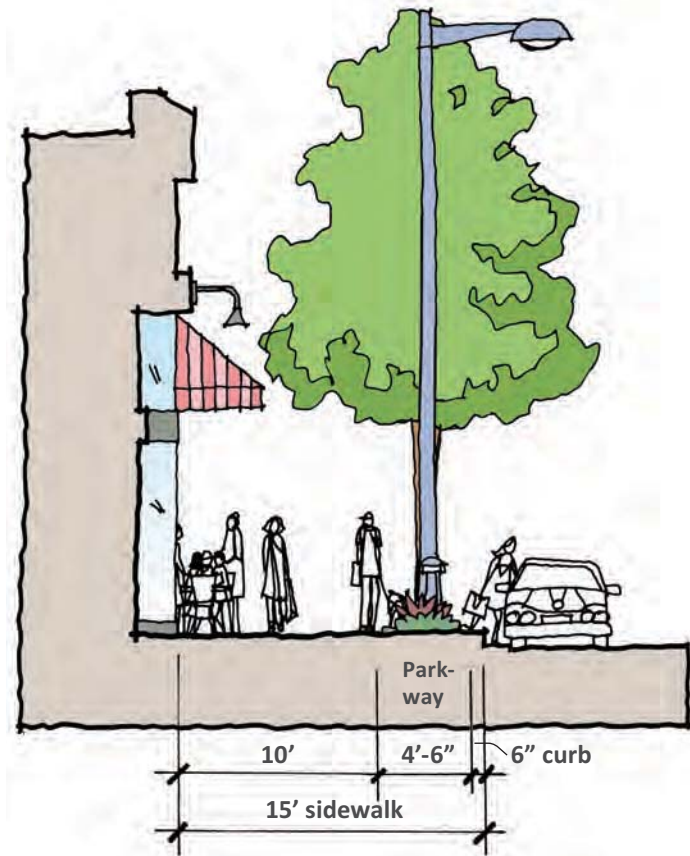


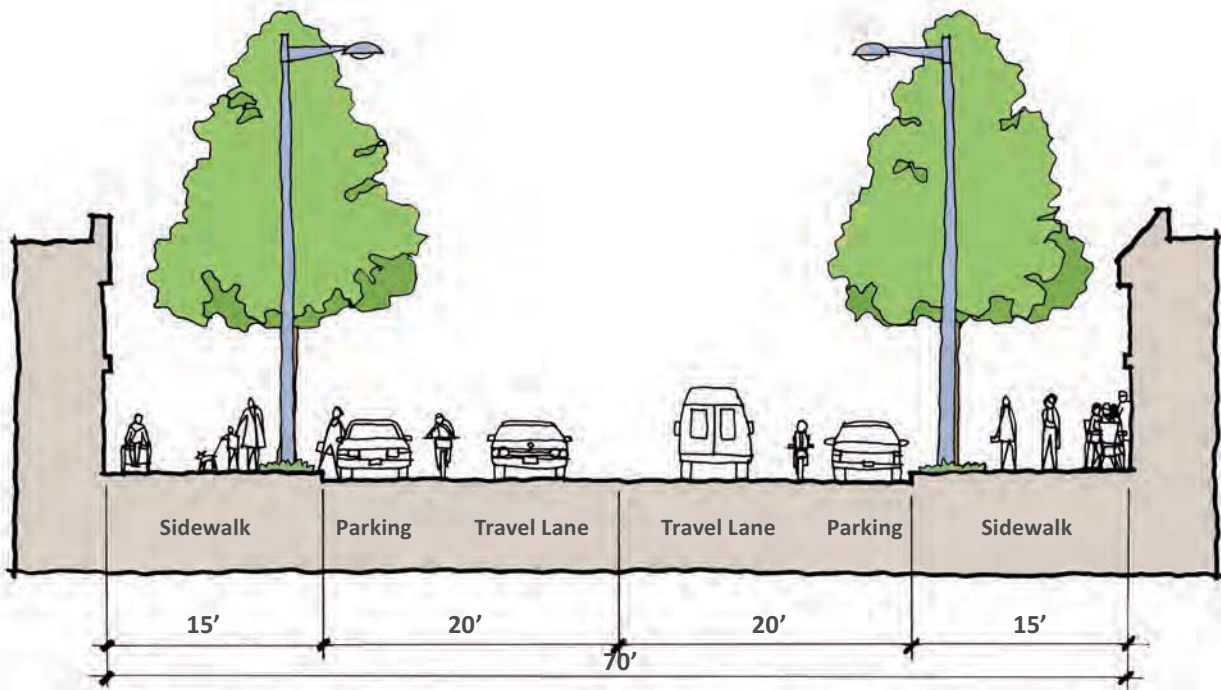
#### Typical sidewalk on Robertson Boulevard south of Melrose Avenue.

The 15-foot wide sidewalks on Robertson Boulevard south of Melrose Avenue will be divided into:

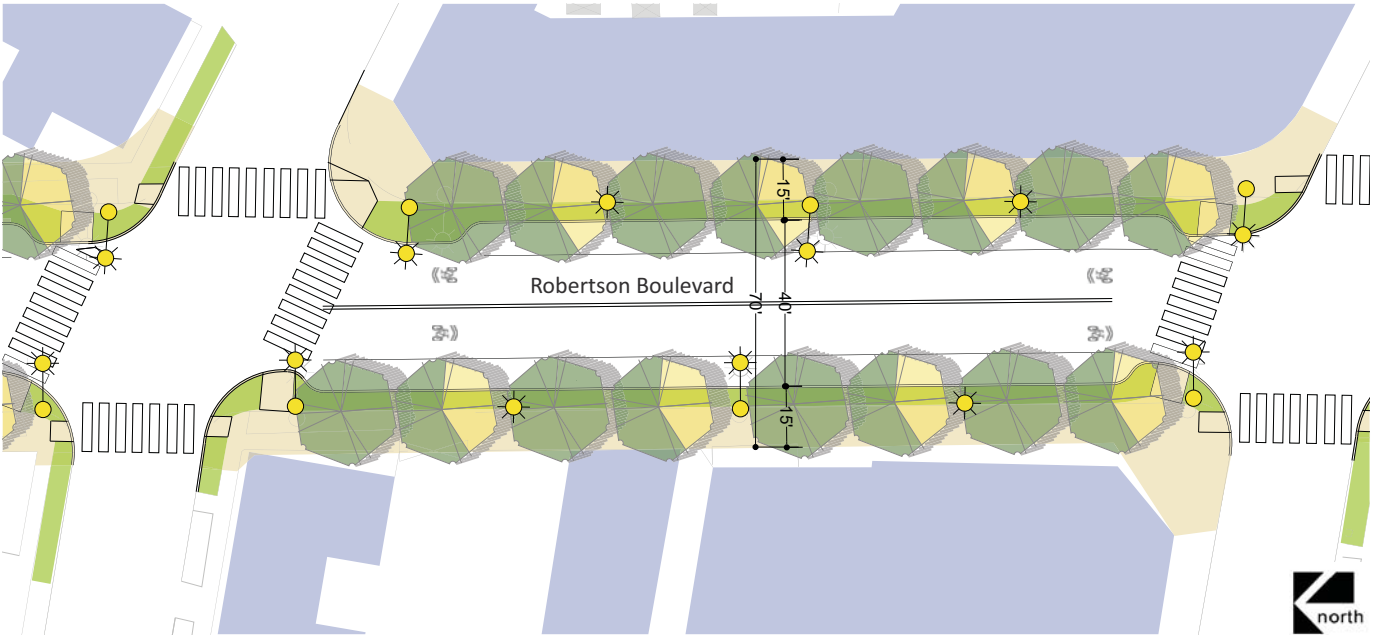
- a 10-foot wide walkway;
- a four-foot six-inch wide parkway with a path across it every 50 to 60 feet (every two blocks) to provide access between curbside parking and the walkway.

A portion of the walkway zone can be used for sidewalk dining, as long as a clear path of travel at least five feet wide is maintained.





**Typical Robertson Boulevard cross section south of Melrose Avenue.** Cross Section shows 15 foot sidewalks and sharrow markings to encourage bicycling.



**Proposed improvement plan for typical street segment of Robertson Boulevard south of Melrose Avenue.** Plan shows sharrow markings, parallel curbside parking, marked crosswalks on all four legs of intersections, curb extensions with directional ramps, and 15-foot wide sidewalks with street trees in tree wells, and street lights.



**Proposed improvements to Robertson Boulevard south of Melrose Avenue.** Photo (top) shows existing conditions. Sketch (above) illustrates the following proposed improvements:

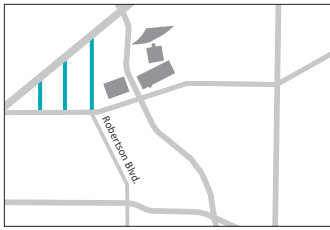
- 1 Sharrows markings
  - 2 Parallel curbside parking
  - 3 15-foot wide sidewalks (curb face to property line)
  - 4 New sidewalk paving
  - 5 Shade trees of alternating species with irrigation
  - 6 Four-foot six-inch wide landscaped parkways
  - 7 New roadway lights
  - 8 New pedestrian-scale lighting
- Curb extensions at corners and, where appropriate, mid-block will be provided but are not shown



**Proposed improvements to Robertson Boulevard south of Melrose Avenue.** Photo (top) shows existing conditions. Sketch (below) illustrates the following proposed improvements:

- 1 Parallel curbside parking
- 2 15-foot wide sidewalk (curb face to property line)
- 3 New sidewalk paving
- 4 Shade trees of alternating species with irrigation
- 5 Four-foot six-inch wide landscaped parkways
- 6 New roadway lights
- 7 New pedestrian-scale lighting





## ROBERTSON BOULEVARD, LA PEER DRIVE AND ALMONT DRIVE NORTH OF MELROSE AVENUE

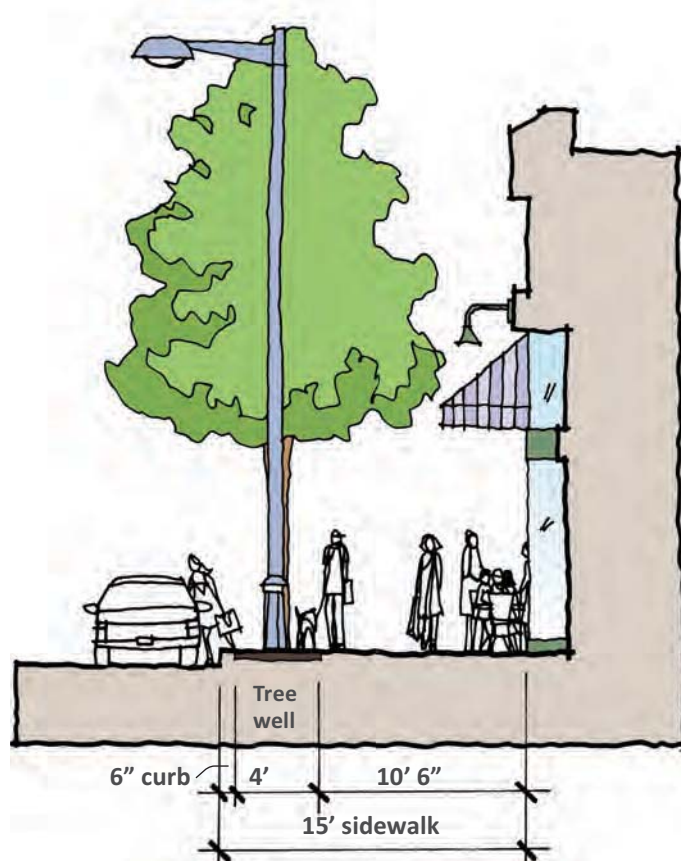
The following improvements will enhance the three street segments' role as a pedestrian-oriented district.

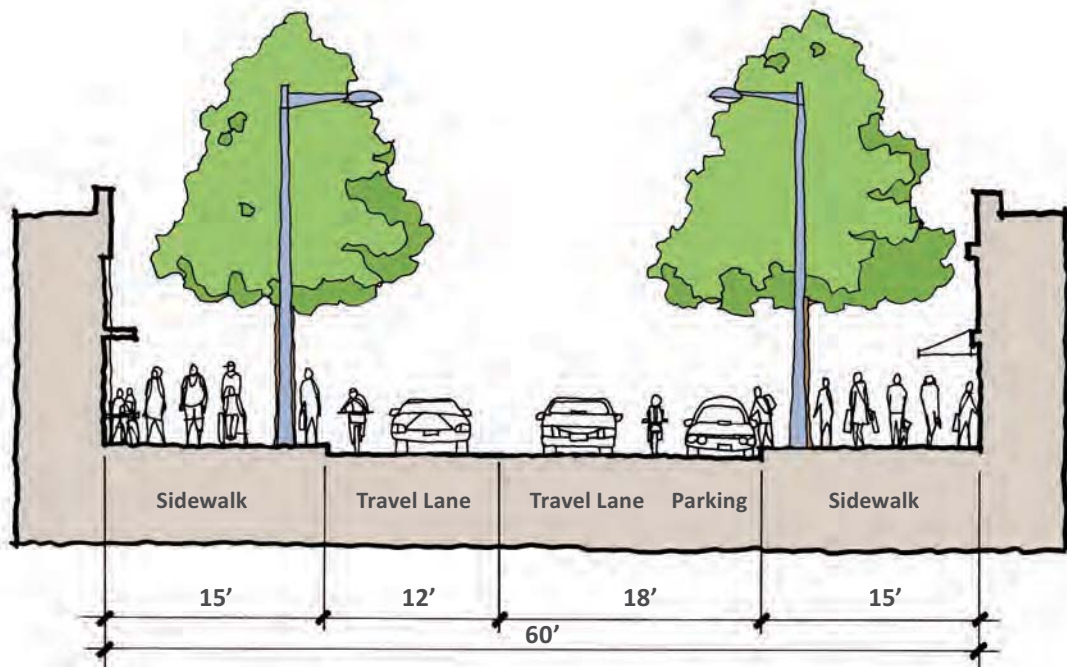
- Add sharrow markings.
- Maintain parallel curbside parking on the east side of the street.
- Add new street trees and new street lights.
- Remove parking on the west side of Robertson Boulevard north of Melrose Avenue to accommodate 15-foot wide sidewalks, resulting in the loss of 26 existing curbside parking spaces.

On La Peer Drive and Almont Drive, it may be possible to retain curbside parking on both sides of the street if improvements are made in conjunction with development projects. Instead of narrowing the roadways, which are currently 40 feet wide, to widen sidewalks to 15 feet, it may be possible to set development back 5 feet to achieve the same sidewalk width.

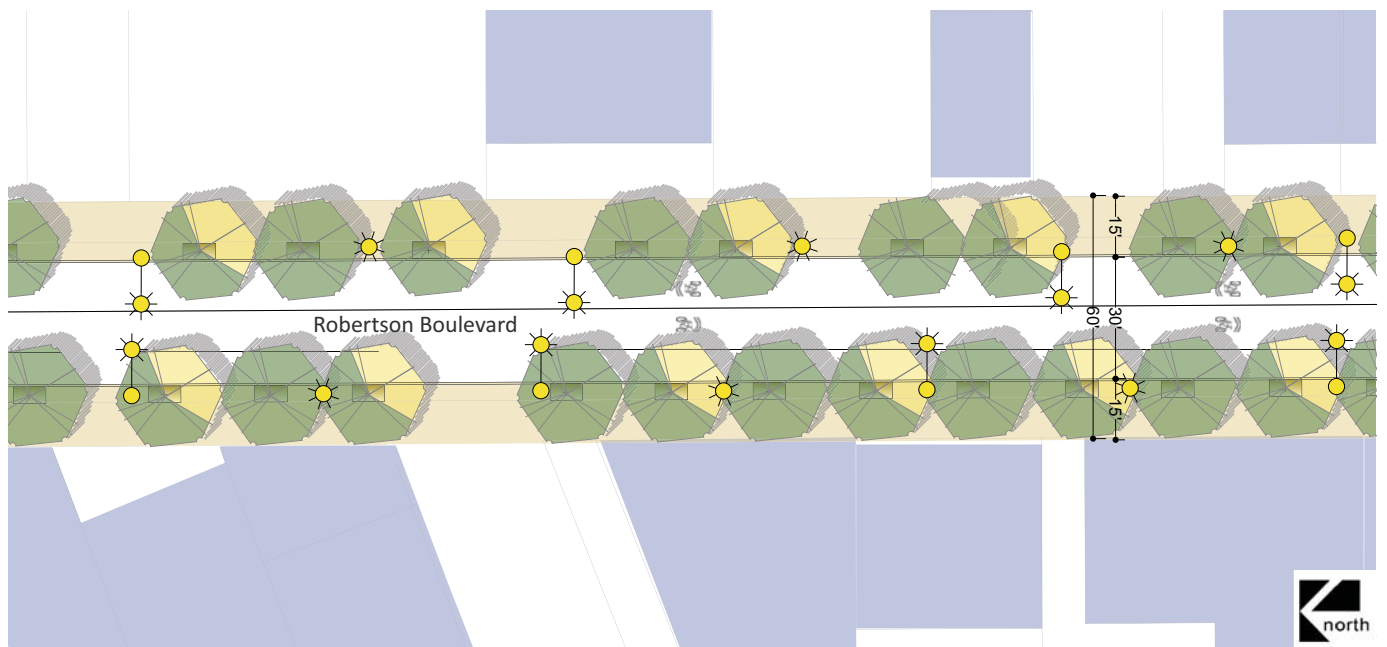
### Typical sidewalk on Robertson Boulevard north of Melrose Avenue.

Sidewalks will be 15 feet wide. Existing parkways and planted tree wells will be replaced by four foot by eight foot tree grates. On the west side of the street there will be no curbside parking; on the east side of the street (shown here) there will be curbside parking. A portion of the walkway zone can be used for sidewalk dining, as long as a clear path of travel at least five feet wide is maintained. Note that there will be no curbside parking on the west side of the street.

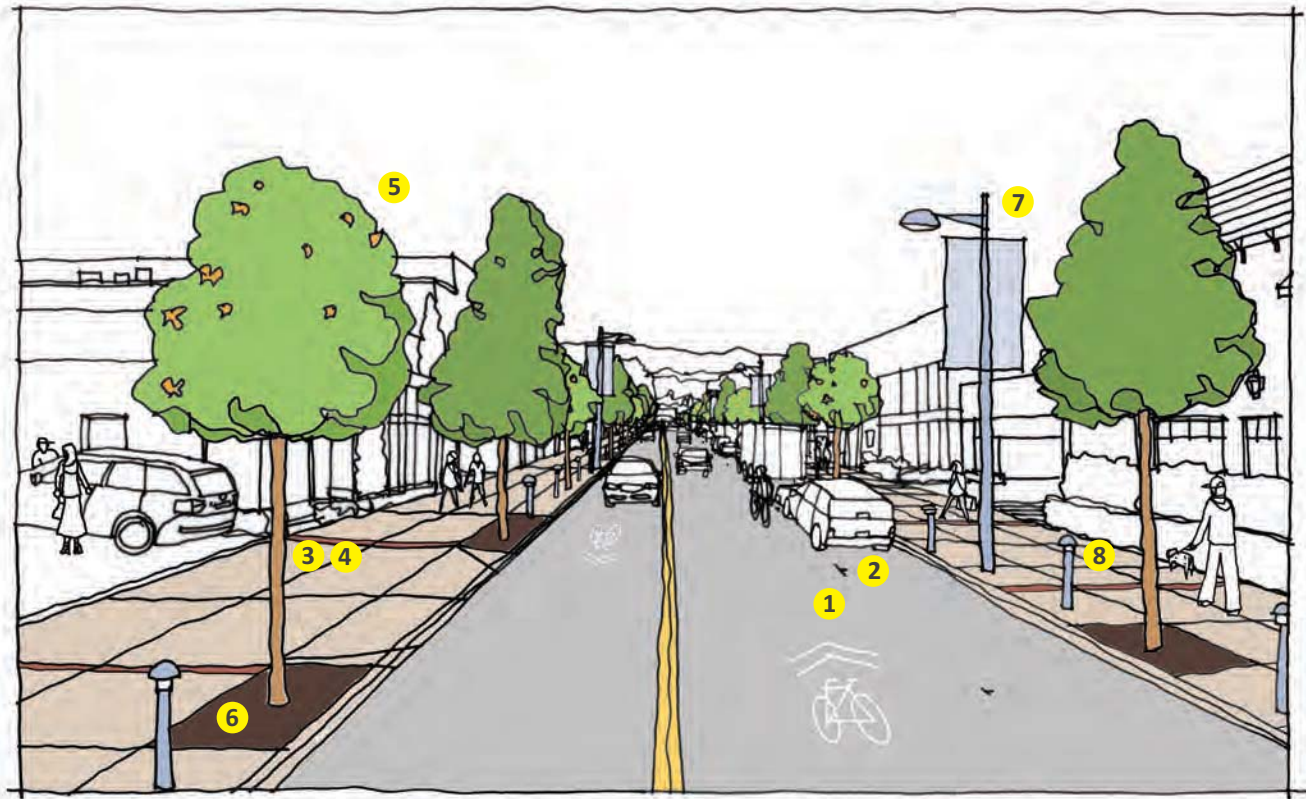




Robertson Boulevard north of Melrose Avenue - proposed cross section



**Proposed improvement plan for typical street segment of Robertson Boulevard north of Melrose Avenue.** Plan shows sharrow markings, parallel curbside parking on the east side of the street, 15-foot wide sidewalks with street trees in tree wells, and street lights.



**Proposed improvements to Robertson Boulevard north of Melrose Avenue.** Photo (top) shows existing conditions. Sketch (above) illustrates the following proposed improvements:

- |  |   |
|--|---|
| <b>1</b> Sharrow markings  | <b>5</b> Shade trees of alternating species with irrigation |
| <b>2</b> Parallel curbside parking on the east side of the street only | <b>6</b> Four-foot by eight-foot tree wells with grates     |
| <b>3</b> 15-foot wide sidewalks (curb face to property line)           | <b>7</b> New roadway lights                                 |
| <b>4</b> New sidewalk paving   | <b>8</b> New pedestrian-scale lighting                      |

# BEVERLY BOULEVARD

## 2.3

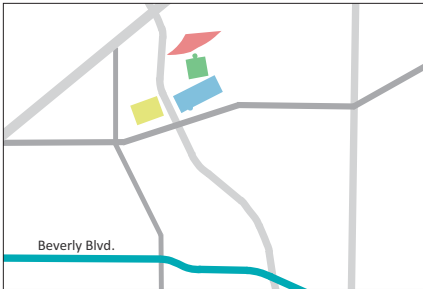
### OVERVIEW

#### AVENUES WORKING GROUP'S VISION

- 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 public gathering place

#### BACKGROUND

Beverly Boulevard carries the highest traffic volume in West Hollywood Design District, commensurate with its role as an “arterial” that carries crosstown traffic. With the proposed improvements, Beverly Boulevard can retain its vehicle capacity while also serving local businesses and residents.



Key Plan



**Photos of existing parkways.** The intent of the plan is that individual property owners and/or businesses continue to express the character and style of their buildings/businesses by creatively designing their parkway plantings using drought-tolerant plants.

## PROPOSED IMPROVEMENTS

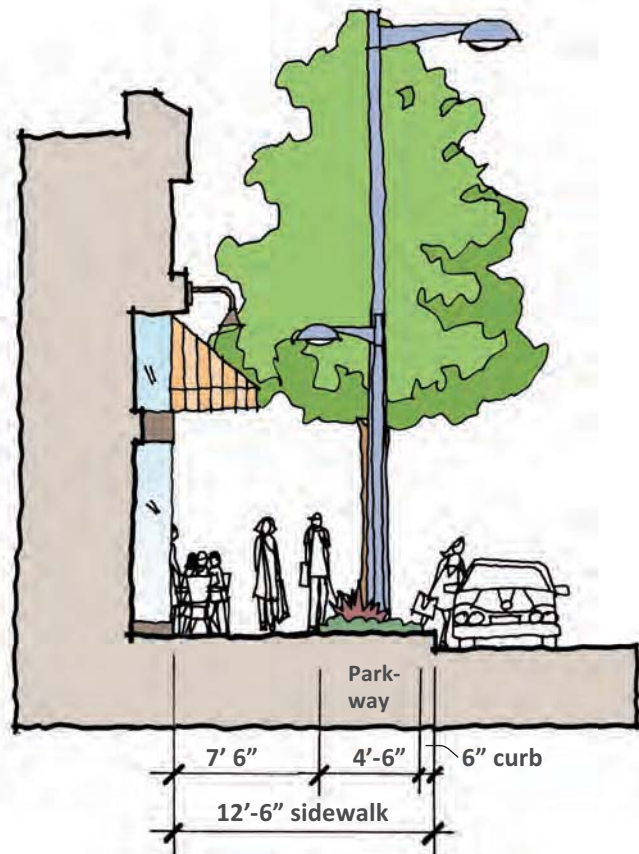
The following improvements are proposed for Beverly Boulevard to enhance walkability and provide continuity:

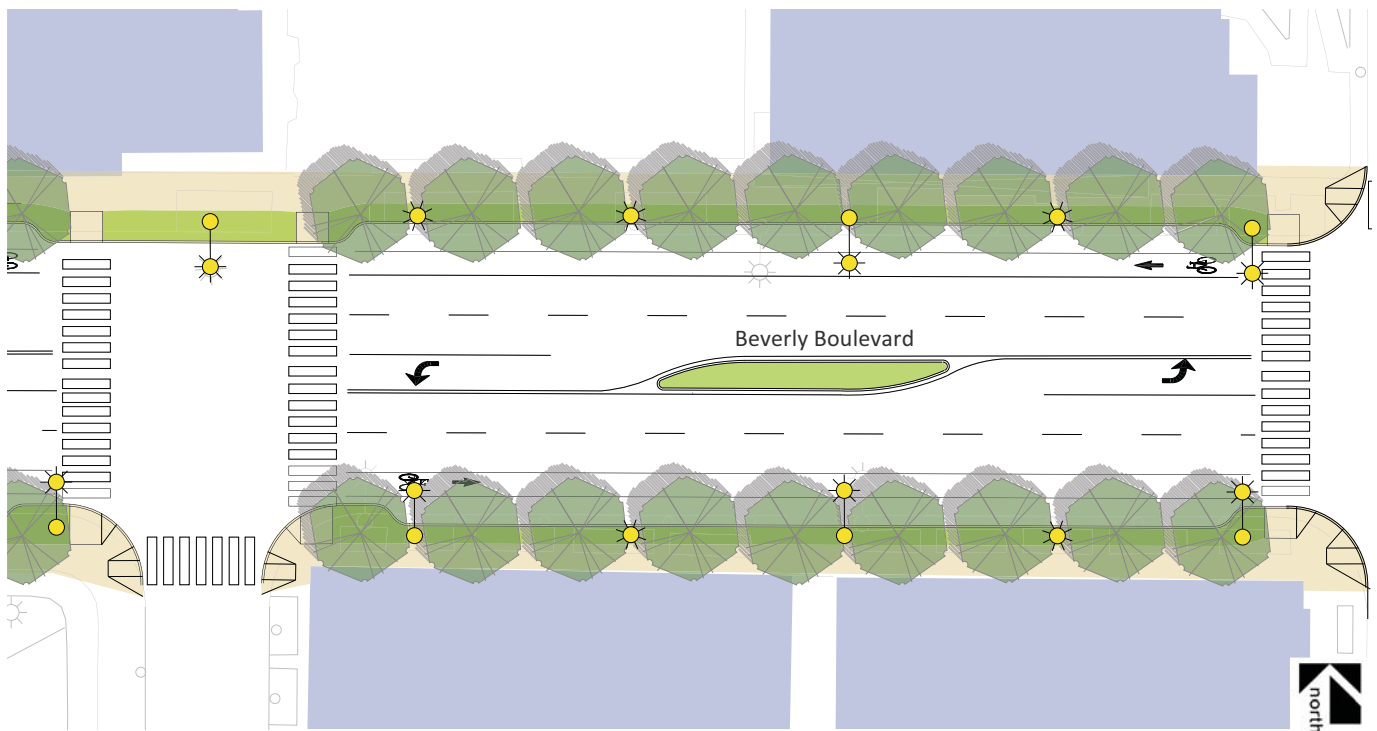
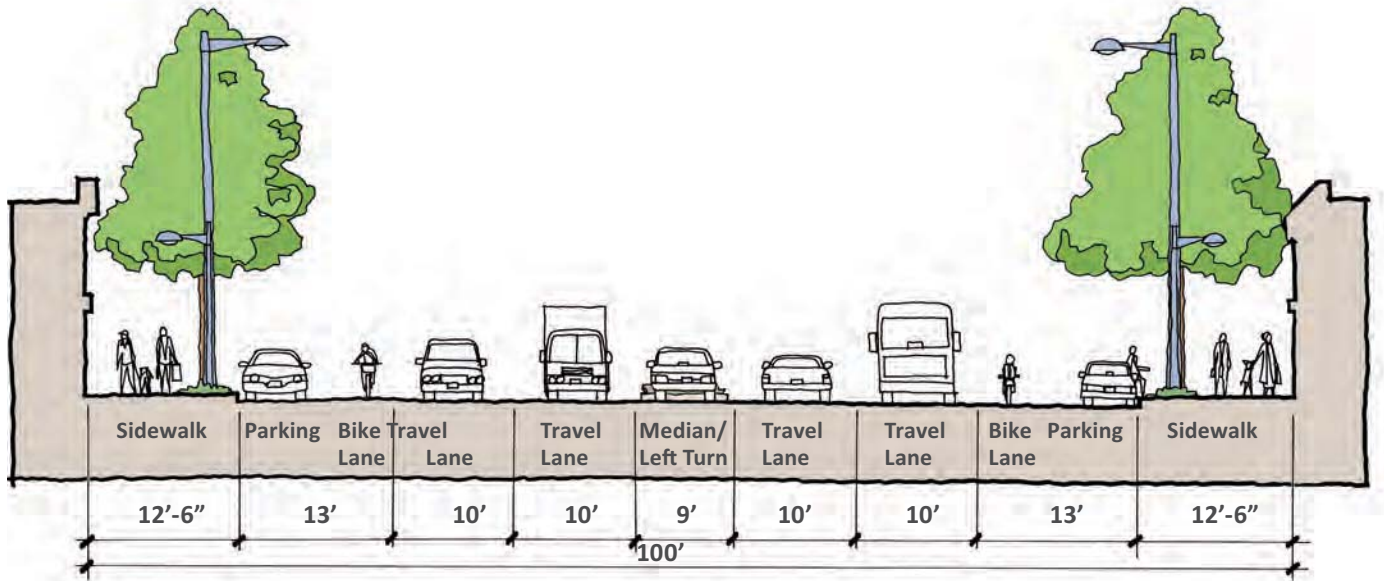
- In order to accommodate bicycle lanes, narrow sidewalks from 15 feet to 12 feet-6 inches wide.
- Add landscaped medians where feasible, in particular, as refuge islands at crosswalks where left-turn lanes are not required.
- Make roadway width as consistent as possible, smoothing out transitions and re-purposing unused roadway as pedestrian space.
- Provide parallel curbside parking throughout.
- Add new curb extensions where appropriate.
- Add a crosswalk at Clark Drive.
- Continue working with Cedars-Sinai Medical Center and the City of Los Angeles to improve the crossing at Beverly Boulevard and San Vicente Boulevard.
- Install landscaped parkways.
- Plant street trees with irrigation.
- Install new modern roadway lighting with pedestrian lights.
- Create a gathering place and city/district gateway at Beverly Boulevard and Robertson Boulevard.

### Typical sidewalk on Beverly Boulevard.

Existing 15-foot wide sidewalks will be narrowed to 12'-6". Existing two-foot curb access strip, six-foot parkway and seven-foot walkways will be replaced by:

- 6" curb;
- Four-foot six-inch wide parkway with a path across it every 50 to 60 feet (every two trees) to provide access between curbside parking and the walkway; and
- Seven-foot six-inch wide walkway.





**Proposed improvement plan for typical street segment of Beverly Boulevard.** Plan shows raised landscaped medians where they can be accommodated between left-turn lanes, parallel curbside parking, and 15-foot wide sidewalks with street trees in parkways and street lights.



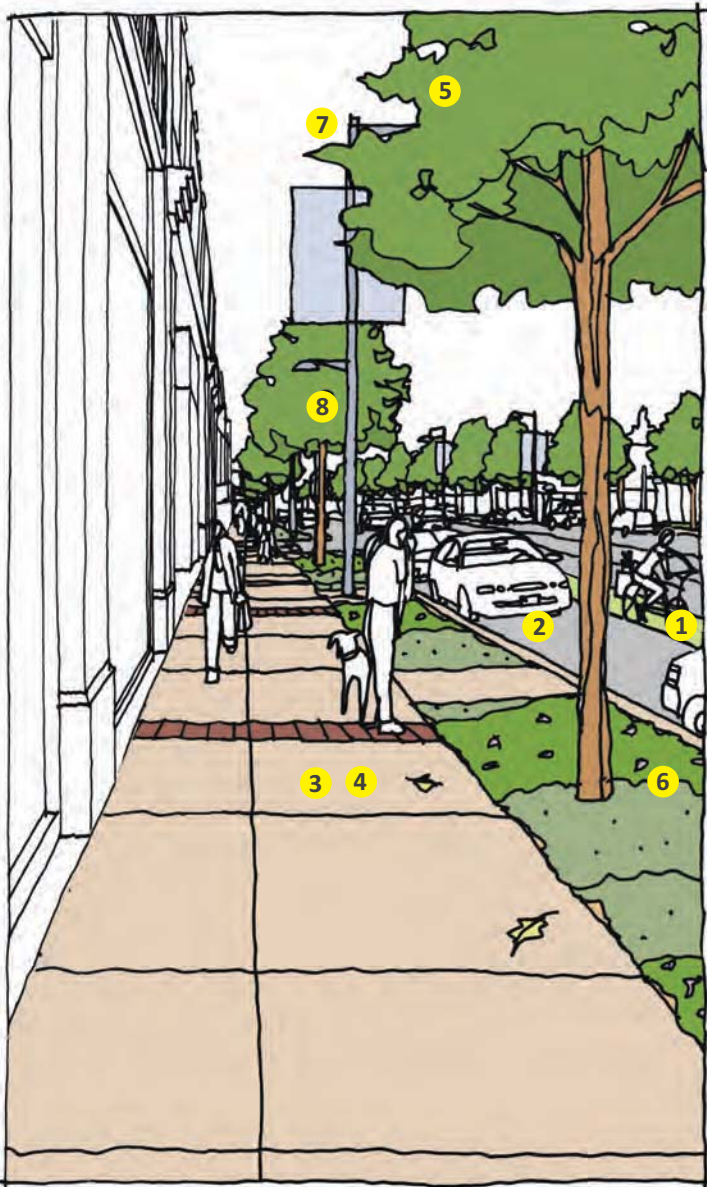
Photo of street view looking south today (top) and sketch of proposed improvements if bike lanes are added (above). Illustrated improvements include:

- 1 Landscape median
- 2 Bicycle lanes
- 3 Parallel curbside parking
- 4 12-foot 6-inch wide sidewalks (curb face to property line)
- 5 New sidewalk paving
- 6 Curb extensions at corners and, where appropriate, mid-block
- 7 Shade trees with irrigation
- 8 Four-foot six-inch wide landscaped parkways
- 9 New roadway lights
- 10 New pedestrian-scale lighting



Photo of sidewalk looking east today (left) and sketch of proposed improvements (below). Illustrated improvements include:

- 1 Bicycle lane
- 2 Parallel curbside parking
- 3 12-foot 6-inch wide sidewalk (curb face to property line)
- 4 New sidewalk paving
- 5 Shade trees with irrigation
- 6 Four-foot six-inch wide landscaped parkways
- 7 New roadway lights
- 8 New pedestrian-scale lighting





# 3

## **STREETSCAPE ELEMENTS**

# STREET TREES

## 3.1

**The Role of Street Trees.** Street trees and parkway landscaping contribute positively to the urban environment—to climate control, stormwater collection, and the comfort and safety of people who live or travel along the street. A street lined with trees and other plantings looks and feels narrower and more enclosed, which encourages drivers to slow down and to pay more attention to their surroundings. Trees provide a physical and a psychological barrier between pedestrians and motorized traffic, increasing safety as well as making walking more enjoyable. A healthy urban forest is also a powerful streetwater management tool. Leaves and branches catch and slow rain as it falls, helping it to soak into the ground. The plants themselves take up and store large quantities of water that would otherwise contribute to surface runoff. Part of this moisture is then returned to the air through evaporation to further cool the city.

Adding street trees provides the following benefits:

- Creates shade to lower temperatures in a city, reduces energy use, and makes the street a more pleasant place in which to walk and spend time
- Slows and captures rainwater, helping it soak into the ground to restore local hydrologic functions and aquifers
- Improves air quality by cooling air, producing oxygen, and absorbing and storing carbon in woody plant tissues
- Increases property values and sales revenues for existing businesses
- Enhances local neighborhood and cultural identity through specific plant forms and materials and by creating sheltering spaces for social interaction
- Enhances safety and personal security on a street by calming traffic and encouraging pedestrian activity, which provides more “eyes on the street”
- Provides cover, food, and nesting sites for indigenous wildlife as well as facilitates habitat connectivity

A key goal of adding street trees is to increase the canopy cover of the street and, therefore, the percentage of the street’s surface that is shaded by vegetation, not simply to increase the overall number of trees. In order to accomplish that goal, street trees must be provided with conditions that allow them to thrive, including adequate uncompacted soil, water, and air. The selection, placement, and management of other elements in the street, including paving and furnishings, should enhance, rather than reduce, the longevity of a city’s street trees.

**Basic Criteria for all Street Trees.** All street trees in West Hollywood Design District must:

- Be compatible with storefronts, that is, have a single central trunk that can be pruned up above business signs with an open canopy;
- Be in scale with the street, that is, when a roadway is narrow and buildings are one or two stories tall, trees can be smaller in size than on a street where the roadway is wider and buildings are taller;
- Be unique to West Hollywood Design District, that is, trees that are found in large numbers on other commercial streets in the city should not be used in West Hollywood Design District;

- Contribute to citywide species diversity;
- Provide a consistent canopy, that is, spacing of 25 to 30 feet;
- Have adequate soil volume of parkways, big tree wells, or use of Silva Cells, structural soil or other means of providing uncompacted soil under pavement, along with limiting the use of root barriers;
- Have adequate water: an automatic irrigation system or other means of regular irrigation.

Specific tree selection and planting criteria are contained in Appendix A.

**Tree Species for West Hollywood Design District.** While species will be selected in the design phase, the Avenues Working Group (AWG) identified their preferred planting pattern, form and example species that have that form.

The AWG prefers medium-sized vase-shaped canopy trees on Melrose Avenue and Robertson Boulevard. Recognizing the need for species diversity and unifying elements within the district, the AWG proposed alternating species: one tree common to both streets alternating with a second species on Melrose Avenue and a third species on Robertson Boulevard. Trees that the AWG identified as appropriate are Chinese Flame (*Koelreuteria bipinnata*), Evergreen Pear (*Pyrus kawikami*), Pink Trumpet Tree (*Handroanthus impetiginosus*), and London Plane (*Platanus acerifolia* ‘Yarwood’ or ‘Columbia’).

Because Beverly Boulevard is a much wider street, it requires larger scale trees, so it will have its own unique species. The AWG prefers a larger, more columnar tree. The three species the AWG identified as appropriate for Beverly Boulevard are Ginkgo (*Ginkgo biloba*), London Plane (*Platanus acerifolia* ‘Yarwood’ or ‘Columbia’), and Australian Flame (*Brachychiton acerifolia*).



A unifying district tree will be common to Melrose Avenue and Robertson Boulevard with an alternate species between that will reinforce each street’s unique identity. One of the species may be flowering to provide seasonal interest. Existing (top); illustrative trees in summer (lower left); and illustrative trees in spring when one species is flowering (lower right).



Trees the AWG considers appropriate for Melrose Avenue and Robertson Boulevard (clockwise from top left): Chinese Flame, Evergreen Pear, London Plane, and Pink Trumpet Tree.



Trees the AWG considers appropriate for Beverly Boulevard (clockwise from top left): Ginkgo, Australian Flame, and London Plane.

# LIGHTING

## 3.2

**The Role of Lighting.** Lighting provides essential nighttime illumination to support pedestrian activity and safety, as well as vehicle safety. On Arterial Streets, there are two types of lights: street lights, which are typically on approximately 30-foot tall poles and illuminate both the roadway and the sidewalk, and pedestrian lights, which are typically on 12- to 15-foot poles and provide supplemental lighting of sidewalks. Pedestrian lights contribute to the pedestrian scale of the street and add a warm glow of yellow light on the sidewalk. All street lighting can contribute to community identity and can serve as a strong unifying element.

**Design Character.** The Avenues Working Group (AWG) expressed a preference for modern fixtures, which will evoke a more sophisticated design aesthetic associated with West Hollywood Design District. The exact fixtures will be selected during final design because luminaire and bulb technology evolves each year. The new fixtures will be light-emitting diode (LED) based on their unparalleled energy efficiency and color rendition or more advanced technology.

**Fixture Types.** The AWG consensus was for the following fixtures by street:

- Melrose Avenue and Robertson Boulevard

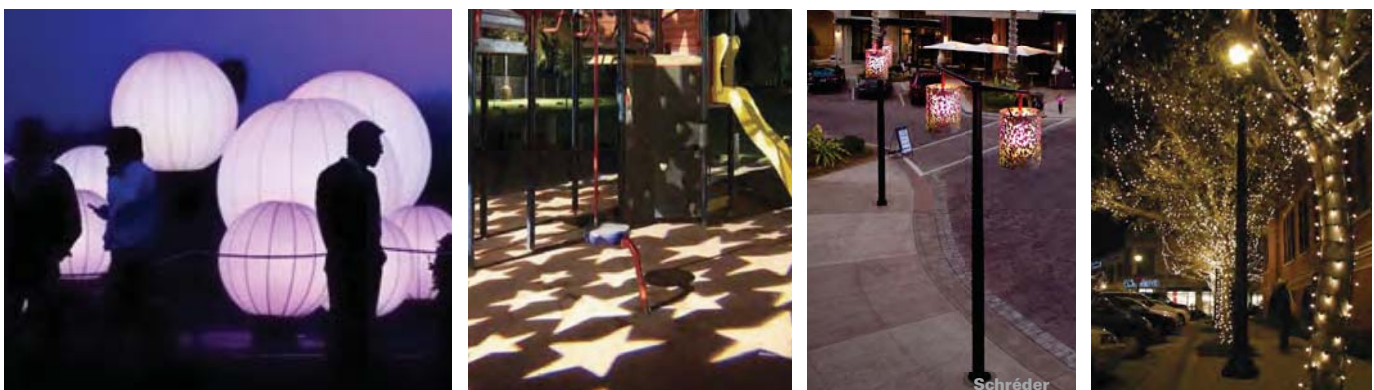
First choice: new street lights with low-level lighting to supplement sidewalk illumination. In the event the low-level fixtures prove to be impractical, a second choice was identified.

Second choice: new street lights with pedestrian lights on the street light poles and on 12- to 15-poles between to illuminate the sidewalk.

- Beverly Boulevard: new street lights with pedestrian lights on the street light poles and on 12- to 15-poles between to illuminate the sidewalk.

**Banners.** Advertising banners have been an important source of income for West Hollywood Design District. New roadway lights will need to accommodate up to two banners (approximately 8' high) each. See "District Identity" for examples.

**Special Lighting.** In addition to roadway and pedestrian lighting, special supplemental lighting can be integrated. It can be either permanent, seasonal and/or artist-designed to better define the gathering places and district gateways at night. The AWG requested electrical outlets be placed along the street to power seasonal lighting displays.



Examples of artist-designed light exhibits, gobo lights for special events, special placemaking light fixtures, and seasonal tree lighting.



**Melrose Avenue & Robertson Boulevard.** Examples of modern-style roadway lights with low level lights to illuminate the sidewalk.

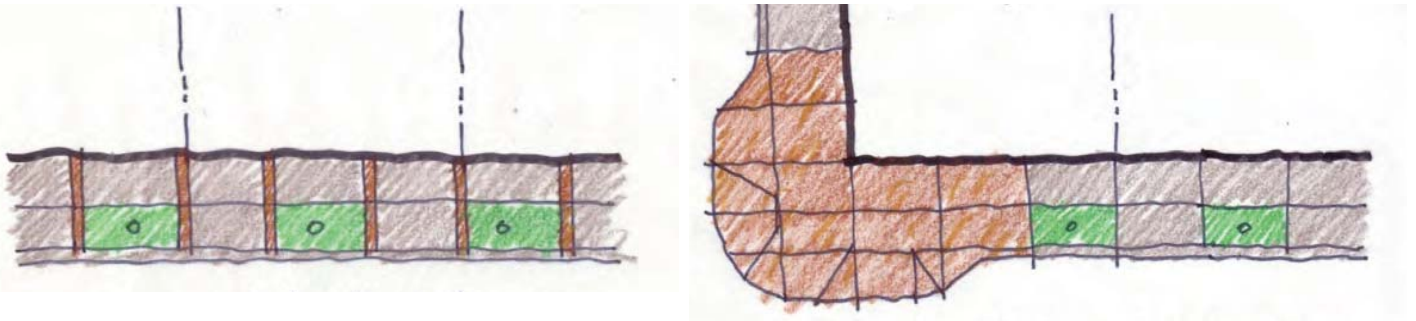


**Beverly Boulevard.** Examples of modern-style roadway lights (same fixture as on Melrose Avenue and Robertson Boulevard with pedestrian-scale pole lights to illuminate the sidewalk).

# SIDEWALK PAVING AND CROSSWALK MARKING

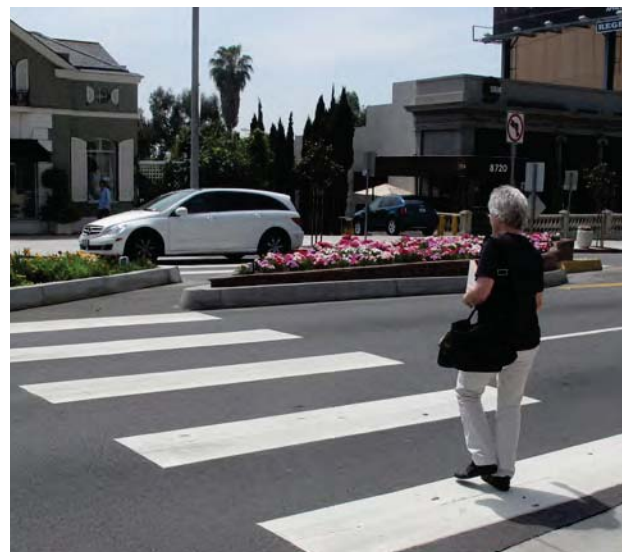
## 3.3

**Sidewalk Paving.** After considering a number of material choices and proportions of basic versus upgraded paving materials, the Avenues Working Group (AWG) preferred natural concrete for new sidewalks, upgrading to either stone or concrete pavers in limited areas throughout West Hollywood Design District, and/or upgraded only at corners, as illustrated below. The final decision will be made during design and based on available funding.



The above left example shows natural concrete sidewalk paving with bands of stone or concrete pavers at tree wells. The above right example shows natural concrete sidewalk paving with stone or concrete pavers at corners.

**Crosswalks.** The AWG's preference was a decorative pattern unique to the West Hollywood Design District, using inset thermoplastic material (DuraTherm) for signalized intersections or similar low-cost technique, unless a crossing is required to have continental striping for safety reasons. Unsignalized intersections will have continental striping.



Duratherm pattern (above left) and continental (striping above right). The Duratherm pattern will be determined during final design, and "LOOK" will be integrated to promote crossing safely.



Primary paving will be concrete with a simple scored pattern.



Secondary accent paving will be either stone pavers (first row above) or precast concrete pavers (directly above).

# FURNISHINGS

## 3.4

**The Role of Furnishings.** Furnishings in the street environment add vitality to the pedestrian experience and encourage walking, transit use, bicycling and other forms of active transportation. Like street lighting, they can contribute to community identity and can serve as a strong unifying element.

Street furnishings can enhance street life in many ways:

- Make walking, bicycling, and public transit more inviting;
- Highlight and support businesses on the street;
- Provide increased opportunities for social interaction.

**A Family of Furnishings.** New modern-style furnishings will be introduced into West Hollywood Design District for use on widened sidewalks and gathering places. New furnishing should complement the new modern street lighting and existing furniture, so there is visual cohesiveness across the district.

Existing furnishings that are expected to be used in West Hollywood Design District include:

- Bus shelters
- Supplemental bus stop seating
- Bicycle racks.

New furniture will be modern in character and may include:

- New durable metal trash receptacles;
- Other types of seating, including movable seating at gathering places, slender benches on narrow sidewalks in conjunction with bus shelters or located against walls (not stand-alone) and long benches;
- Tables with seating in gathering places and along storefronts in the commercial zone of the sidewalk.

**Sidewalk Dining.** The City regulates sidewalk dining. Dining area enclosures, required where alcohol is served, should be largely transparent, include planters or be otherwise attractively designed using durable materials.



**Existing Furnishings.** West Hollywood is already using a modern Decaux bus shelter with ad panel, perforated metal benches with dividing arms and inverted-U square tube bike rack.



Example of a “family of furniture” by one manufacturer where all pieces look good individually, or combined with others in the same line.



Furnishing options for gathering places could include a high table with barstools, living room style seating with low tables, or artist-designed bicycle racks and trash receptacles.

# GATHERING PLACES

## 3.5

**The Role of Gathering Places.** Gathering place can contribute to a district's identity and sense of place. Gathering spaces can be inhabited on a daily basis and for special programmed events. With street and sidewalk modifications come opportunities to create new spaces that did not exist before in West Hollywood Design District.

Potential gathering places are highlighted on the plan diagram on page 60. These gathering places, like all streetscape elements identified in the Master Plan, will be designed at a later date and may be designed and constructed separately from sidewalk improvements. The purpose of this Master Plan is to identify potential locations for gathering places. The character, elements and programming of each will be determined when they are designed, similar to the process that occurred on Santa Monica Boulevard.

**Small Gathering Places.** New curb extensions will calm traffic and make crossings safer for pedestrians. On some corners or at midblock locations, there may be room to provide small gathering places, which may include seating, wayfinding, landscaping, art and other elements.

In some locations, where the roadway is wider than necessary today, the new street configuration will result in sidewalks that are an additional five to 10 feet wide or more. This additional width can be used creatively to provide seating, wayfinding, landscaping and other placemaking elements. Locations that will have additional sidewalk width of more than five additional feet include:

- The south side of Beverly Boulevard just east of Bonner Drive
- The south side of Melrose Avenue east of Robertson Boulevard
- The south side of Melrose Avenue west of La Cienega Boulevard.

**Large Gathering Places.** There are two potential gathering places that are larger:

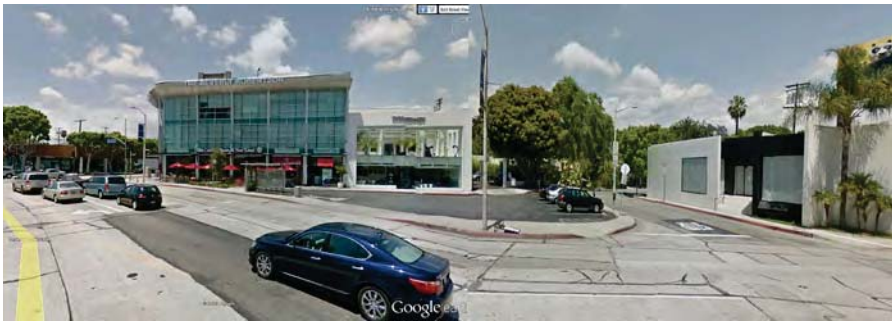
- The existing parking lot on **Beverly Boulevard east of Robertson Boulevard** could become a triangular gathering space of about 6,000 square feet. Parking spaces in the existing parking lot can be replaced by adding curbside parking on Bonner Drive and on both sides of Beverly Boulevard in the vicinity of the site as shown on the plan on the following page. The space is large enough to include a combination of paved and landscaped areas and to accommodate a variety of elements and activities, which will be determined when the space is designed.
- The south side of **Melrose Avenue between Norwich Drive and Huntley Drive** could provide a linear space of about 10,000 square feet. The Avenues Working Group (AWG) concluded that this gathering place should feel like an urban plaza, rather than a more natural or park-like open space.

Both gathering places should be designed with safety and security in mind. They should not include hiding places or opportunities for illicit behavior, and should be adequately illuminated.

The gathering spaces should be designed to allow for a range of public activities, consistent with the role of West Hollywood Design District. Uses could include a variety of seating types, exhibits in an outdoor art gallery, outdoor fashion or musical events, and seasonal pop-up structures, to name a few.



Examples of amenities that can be located in the larger gathering places.



**Beverly Boulevard east of Robertson Boulevard.** A new gathering place can be created by replacing the parking lot with curbside parking on Beverly Boulevard and screening it from the adjacent residences with landscaping. Before photo (top), sketch (middle), and plan view (bottom) of a future gathering place which may include planted areas, paved areas and/or parking.

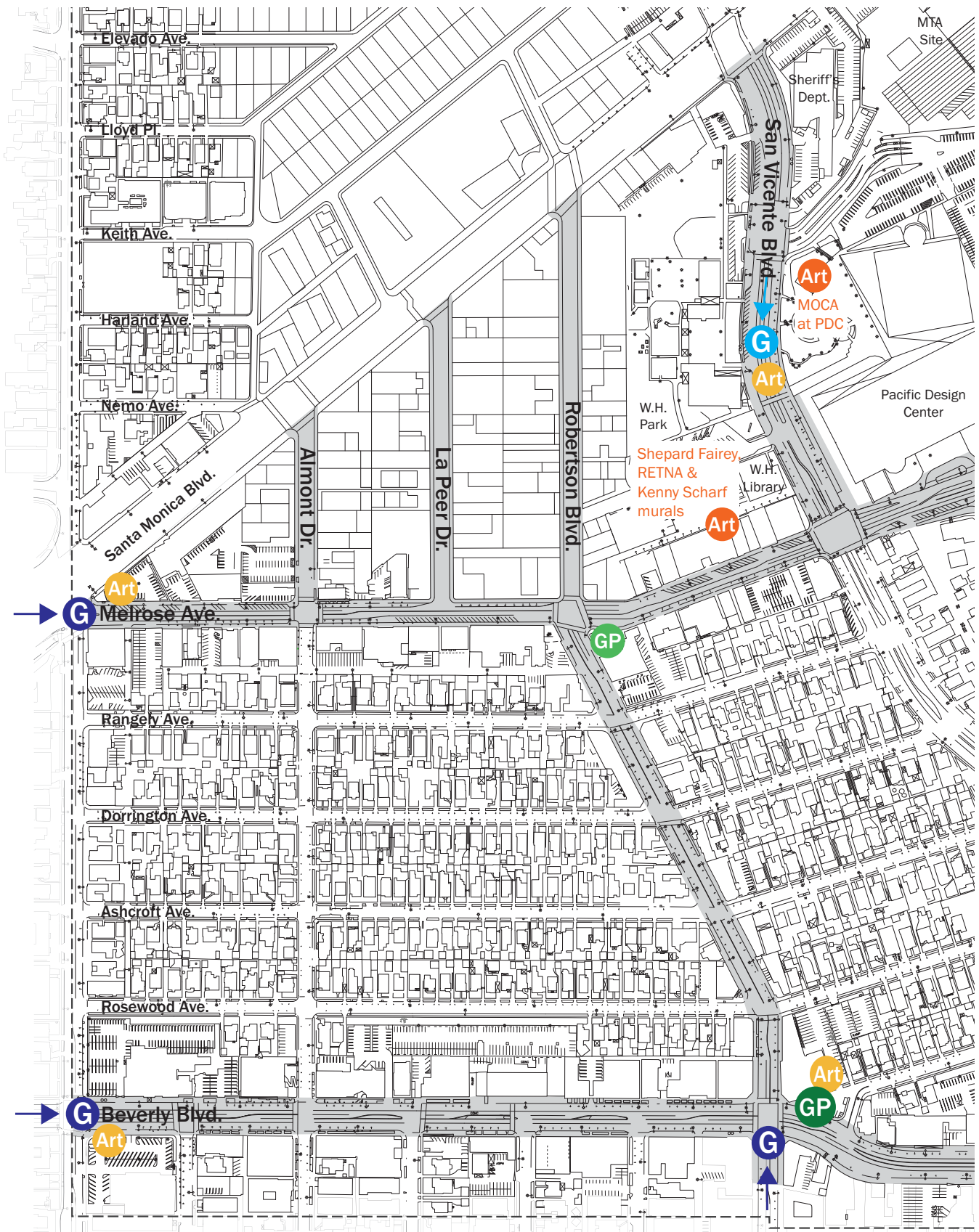




**Melrose Avenue at Norwich Drive.** Aerial photo (top) shows existing conditions. Plan view (above) shows the proposed roadway configuration, which will widen the sidewalk on the south side, creating a new central gathering place.



Examples of potential designs and activities that could be appropriate at the gathering place on Melrose Avenue at Norwich Drive.



**Opportunities for Gathering Places, Gateways and Public Art.** Diagram shows potential locations for gathering places, gateways and public art, as well as existing art adjacent to West Hollywood Design District streets.



### Legend

- GP Small Gathering Place Opportunity
- GP Large Gathering Place Opportunity
- G District/City Gateway Opportunity
- G District Gateway Opportunity
- Art Existing Art (Private and Public)
- Art Public Art Opportunity

# GATEWAYS

## 3.6

**The Role of Gateways.** Signs and other elements are sometimes used at key entries to a city or a district to identify that city or district, particularly on a corridor on which it is difficult to distinguish one jurisdiction from another. In West Hollywood, there is a current initiative to develop gateway elements throughout the City. The Avenues Working Group (AWG) was asked to consider locations for and characteristics of future gateway elements that might be implemented through the Citywide program.



Frank Stella sculpture at Cedars-Sinai Medical Center.

**City/District Gateways.** West Hollywood Design District has several important locations that serve as gateways into both West Hollywood and the district, where reinforcing both city and district identity together is important. In these locations, the AWG would prefer to have their district's identity in a primary position with the City's identity secondary, but understands it will depend on the citywide approach and design of gateways. The AWG suggested that the gateway elements might consist of public art or icons, rather than the name of the district and City.

**District Gateway.** There is one location that demarcates entry into the district within West Hollywood on San Vicente Boulevard. The AWG felt if there was room to design and mount a district entry marker effectively it could be helpful here.

**Gateway Element Locations.** The plan diagram on page 60 shows potential gateway element locations. Where there is a raised median at a gateway location, the gateway element would logically be located there. Where there is no median, the gateway element would be located in the parkway zone of the sidewalk or in an adjacent public gathering place.

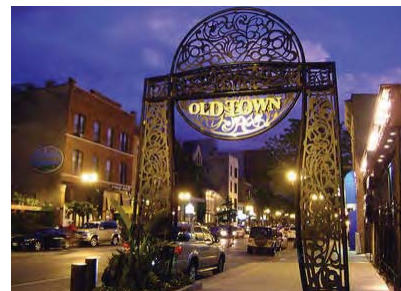
**Gateway Element Form.** The AWG identified pole, monuments and sidewalk gateways as potentially appropriate forms for gateway elements, but again recognized that the final form will depend on the Citywide approach.



Emphasis on district relative to the City.



Pole signs



Sidewalk gateways

# PUBLIC ART

## 3.7

**The Role of Public Art.** Historically, cities embrace the arts of their time, and the character, personality and spirit of the city is often conveyed most vividly through its arts and culture. The arts play a significant role in cultivating livable neighborhoods. Therefore, one goal of the West Hollywood Design District Streetscape Plan is to encourage public art, support art galleries and museums, and celebrate cultural traditions. The City’s Urban Art Program will guide the installation of art in West Hollywood Design District’s public realm.

**Existing Art in West Hollywood Design District.** West Hollywood Design District is defined, in part, by its focus on the arts. This is expressed through its art galleries and exhibits, couture fashion houses, and iconic design buildings and environments, either within the district itself, or through the work of West Hollywood Design District-based studios and artists who have influence beyond West Hollywood. West Hollywood Design District has a strong presence of public art, including the Library’s three iconic temporary murals, MOCA Pacific Design Center, and the Frank Stella sculpture at Cedars-Sinai Medical Center.

**Opportunities.** Additional opportunities for public art in West Hollywood Design District to reinforce placemaking include:

- Permanent public art at gateways, gathering places, medians and other locations;
- Temporary art at predetermined locations that would change by season or special event;
- Streetscape elements designed by artists.

The plan diagram on page 60 shows existing and potential locations for public art. Final locations and art selections will be made through the City’s Urban Art Program. For all of these locations, the City should consider commissioning international artists to create iconic installations that reinforce district identity.



Examples of temporary and permanent public art that could define a gateway or gathering place within West Hollywood Design District, and could include artist-designed lighting.

## 3.8

# WAYFINDING AND DISTRICT IDENTITY

The Avenues Working Group (AWG) would like to keep a variety of options on the table for wayfinding and district identity in West Hollywood Design District. Members of the group consider wayfinding signage and other identity elements to be primarily the responsibility of West Hollywood Design District Business Improvement District (BID), rather than that of the City.

**Banners** that combine advertising and district identity are and will continue to be an important source of revenue for West Hollywood Design District BID. Banners may contain a mix of advertising, district identity and district event publicity.

**Vehicular wayfinding** was considered to be a possible means of identifying major destinations, including the library and the Pacific Design Center, together with the centralized parking at those facilities, for first-time visitors.

**Pedestrian wayfinding** elements along sidewalks were identified as a possibility but not a high priority by the AWG since there is a variety of other ways to find destinations and businesses, including the ubiquitous smart phone. West Hollywood Design District BID maintains an interactive directory map on its web page, which includes businesses, parking facilities and valet locations.

**Interpretive graphics** were included as a possibility if interesting stories about the history, culture or identity of West Hollywood Design District are identified.

A key objective of the AWG, with respect to all streetscape improvements, including wayfinding, is to avoid clutter along the street, so that the focus remains on the businesses.



Vehicular Wayfinding may be appropriate for district parking and valet, as well as major destinations.



**Banners.** Banners on street light poles may be a combination of advertising and district identity or events.



**Pedestrian Wayfinding.** Possible techniques for pedestrians include small directional signs and maps, in addition to smart-phone apps.



**Interpretive Graphics.** An interesting idea where there is a story to tell about a place, its history and culture.





# 4

## **NEXT STEPS**

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# 4.1

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# AVENUES WORKING GROUP'S ROLE

## PRIORITIES

Recognizing that improvements will be made in logical phases with the intent of minimizing impacts on businesses and residents as funding becomes available, the Avenues Working Group (AWG) has identified the following as their priorities.

**Basic Improvements by Street Segment.** The AWG would like to see the basic improvements, including widened/repaved sidewalks, restriped roadway, street trees in either planted parkways (Beverly Boulevard and Robertson Boulevard) or planted tree wells (Melrose Avenue), and street lights, constructed in the following sequence:

1. Melrose Avenue east of Robertson Boulevard
2. Melrose Avenue west of Robertson Boulevard
3. Robertson Boulevard south of Melrose Avenue
4. Beverly Boulevard west of Melrose Avenue
5. Robertson Boulevard north of Melrose Avenue
6. Beverly Boulevard East of Melrose Avenue.

The AWG would like the double left turn and signal modifications at Melrose Avenue and La Cienega Boulevard and the gateway medians on Melrose Avenue east of La Cienega Boulevard and Beverly Boulevard at Doheny Drive to be installed as soon as possible.

**Layered Improvements.** The AWG would like to see other improvements implemented in the following sequence:

1. Gathering Place on Beverly Boulevard east of Robertson Boulevard
2. District/City Gateways
3. Gathering place on Melrose Avenue between Norwich Drive and Huntley Drive
4. Wayfinding elements
5. Other lighting

## FUTURE DECISIONS

**Decisions to be made jointly by the City and AWG and implemented by the City**

- Street tree species
- Street lights
- Sidewalk paving pattern
- Crosswalk paving pattern
- Gateway and public art elements
- Changes to the Master Plan specifications

**Decisions to be made and implemented by the West Hollywood Design District BID with City coordination**

- Wayfinding elements
- Seasonal/special lighting

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## 4.2

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# THE CITY'S NEXT STEPS

## CONSTRUCTION PHASING

Following adoption of the West Hollywood Design District Streetscape Master Plan by City Council, the City's Department of Public Works will move forward with construction design plans, in order to make the project "shovel ready."

Funding is in place so that construction can begin in 2014 when the undergrounding of overhead utility lines will begin on segments of Robertson Boulevard and Melrose Avenue. The undergrounding project schedule (managed by Southern California Edison) will dictate the first phase of implementation of the West Hollywood Design District Streetscape Master Plan. The Long Range & Mobility Planning division will continue to work towards the successful implementation of the project, while the Department of Public Works will take the lead in development of construction design documents and implementation.

Improvements on Beverly Boulevard and remaining areas of the project will be executed in subsequent phases. Staff will pursue grant funding opportunities from various sources, such as Metro's annual "Call for Projects" which funds many streetscape improvement projects throughout the Los Angeles Basin. Additionally, the City may choose to prioritize the project within the Capital Improvement Program to accelerate the construction of the project. Project phasing and coordination with the utility companies will occur to prevent repetitive construction impacts on businesses and neighbors. The City will follow the Avenues Working Group's priorities in the implementation of the project wherever possible.

## CONTINUED COMMUNITY INVOLVEMENT

The Avenues Working Group will continue to work with City staff throughout the design phase and construction of improvements. The City will also continue its public outreach to area businesses and residents with more detailed construction information, announcements and alerts as the project advances. Public gathering spaces that have been identified in the Plan will require additional public input and will be individually designed with an emphasis on public safety.



**APPENDIX A:  
STREET TREE  
SPECIFICATIONS**

The following specifications for tree selection, design, planting and pruning shall be incorporated into all plans for and installation of street trees in West Hollywood Design District.

**Tree Selection.** All trees shall have:

1. Standard form.
2. A single unbroken central leader (a dominant leader) more-or-less straight to the top of the tree with the largest branches spaced at least 6" apart.
3. Root flare and topmost root visible above soil line.
4. Roots that are not girdled: there shall be no roots greater than 1/10 diameter of the trunk circling more than one-third of the way around in the top half of the root ball.
5. A canopy that is symmetrical, free of large voids and typical of the species or cultivar.
6. Main branches (top half of the tree) with a diameter less than 2/3 the trunk diameter, no bark inclusions and be more-or-less radially distributed around the trunk.
7. Smaller, shorter temporary branches below the lowest main branch (bottom half of the tree).
8. Trees with a trunk diameter greater than 1.5" at 6" above the topmost root must be able to stand erect without a supporting stake.
9. No wounds in the trunk (except for properly-made pruning wounds), damaged areas, conks, bleeding, or signs of insect or disease.
10. Trunk diameter 6" above the topmost root in the following range: 36" box 2.5" to 3.5"
11. Soil in containers in which trees are grown must not contain sand, sawdust or other wood-based material.

**Design Criteria.**

1. Plant trees 25 to 30 feet on center on average.
2. Plant trees from 36" box containers.
3. Plant in an unpaved area (parkway or tree well) that is mulched and at least 100 square feet in size or, if planted in a smaller area, provided with uncompacted soil to a depth of 30 inches and area of 100 square feet using Silva Cells, structural or gap-graded soil or other means.
4. Plant without root barriers, except optional 12-inch deep linear barriers along back of curb and edge of walkway for a distance of eight feet centered on each tree trunk.
5. Irrigate with buried in-line drip or surface bubblers but shall not be over-watered. 20 gallons per week from April to October and less from November through March is typical.
6. Separate other planting from trees by three feet.

### **Tree Planting**

1. Prior to planting, soil tests shall be conducted by a Soil Laboratory qualified to test pH, soil texture, and content of salt, boron, zinc, copper, lead, arsenic and other elements. Amend or replace soil as specified in the soil report.
2. Dig a shallow, broad planting hole, as much as three times the diameter of the root ball but only as deep as the root ball.
3. Identify the trunk flare (where the roots spread at the base of the tree) and ensure that it is partially visible after the tree has been planted (see diagram below). It is better to plant the tree a little high, 2 to 3 inches above the base of the trunk flare, than to plant it at or below the original growing level.
4. Remove the tree container.
5. Place the tree at the proper height and straighten it.
6. Fill the hole gently but firmly. Fill the hole about one-third full and gently but firmly pack the soil around the base of the root ball. Fill the remainder of the hole, taking care to firmly pack soil to eliminate air pockets that may cause roots to dry out. To avoid this problem, add the soil a few inches at a time and settle with water. Continue this process until the hole is filled and the tree is firmly planted. It is not recommended to apply fertilizer at time of planting.
7. Stake the tree with two stakes spaced at least 18 inches from the tree trunk and attached to the tree with flexible ties.
8. Mulch the base of the tree except directly around the trunk with 3 to 4 inches of organic material.

### **Tree Pruning Standards**

1. Trees shall not be pruned more frequently than once a year for the first 5 years primarily to train for form and once every 2 years thereafter.
2. Not more than 25 percent of the tree canopy may be pruned at any one time.



# **APPENDIX B: TRAFFIC EVALUATION**







City of West Hollywood