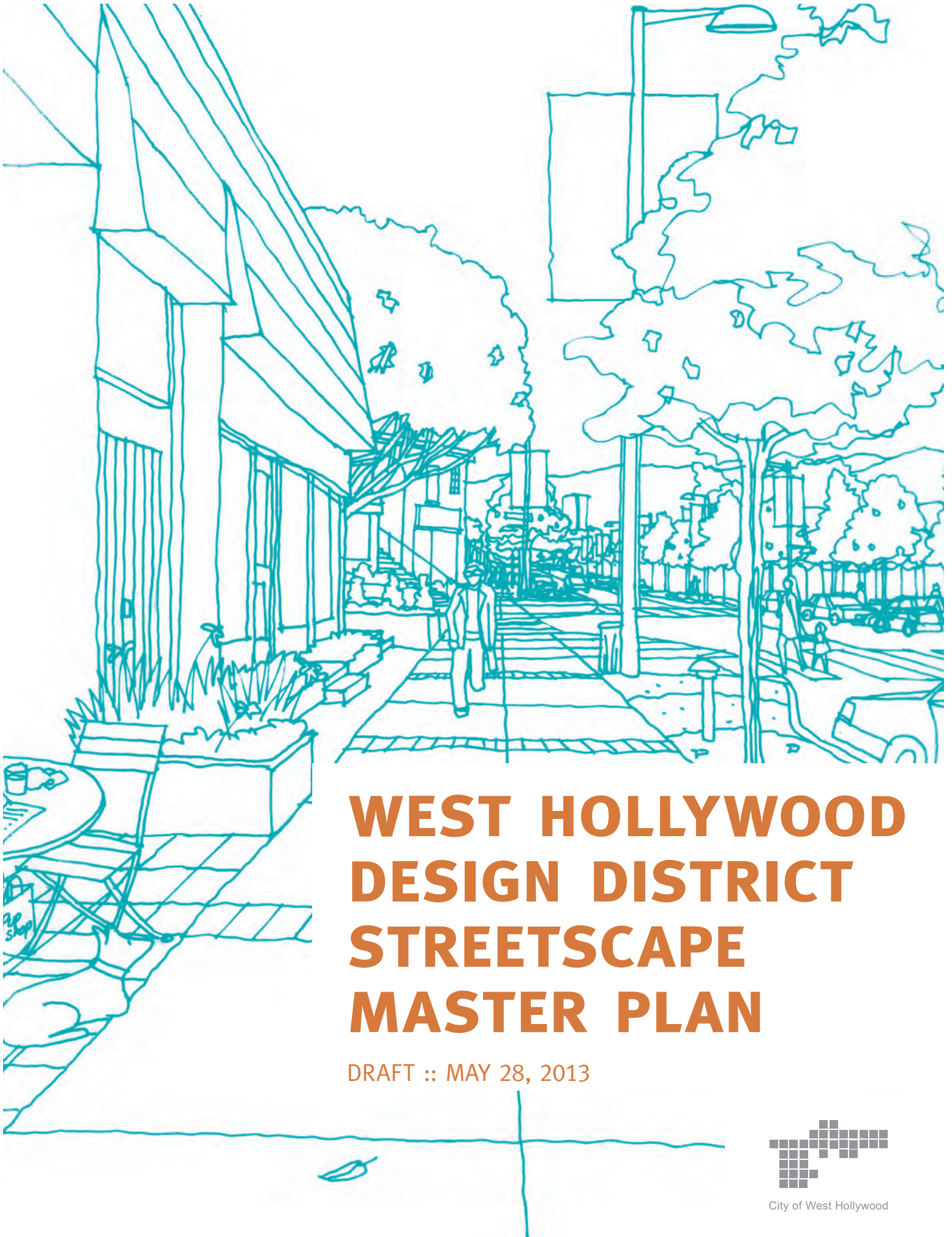


WEST HOLLYWOOD DESIGN DISTRICT STREETSCAPE MASTER PLAN

DRAFT :: MAY 28, 2013



City of West Hollywood



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City of West Hollywood

ACKNOWLEDGEMENTS

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Appendix A: Street Tree Specifications

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PLAN FOUNDATION

improving the overall aesthetics and utility of the streets. The project includes design features to improve traffic safety while encouraging walking and cycling throughout the district.

The impetus for the plan includes the need to replace aging infrastructure (prioritized by the City's Public Works Department), as well as the planned undergrounding of overhead utility lines by Southern California Edison. A number of other recent changes in the area have also been a catalyst for West Hollywood Design District, including the construction of the West Hollywood Library and adjacent five-story parking structure, the completion of the Pacific Design Center Red Building, and the expansion of West Hollywood Park, all of which further the need to address pedestrian, bicycle and vehicle safety in the district as well as to enhance public amenities in the area. In addition, General Plan 2035 gives the City direction to pursue many of the concepts contained within this plan, such as creating more public open space, and enhancing our pedestrian-oriented City.

This Draft Plan has been developed with the input of the Avenues Working Group (AWG), a 17 member advisory group consisting of residents, business owners, select commissioners, and members of West Hollywood Design District BID (Business Improvement District). Members of the group were selected to represent a varied cross section of West Hollywood Design District, including individuals that live and work in the project area, a local resident/artist, an official appointment by the West Hollywood West Residents' Association, a resident/realtor, a Public Safety Commissioner, a Public Facilities Commissioner, a restaurateur, among many others.

The West Hollywood Design District Streetscape Master Plan will provide a blueprint for the City to implement in phases. Once the Master Plan is adopted by City Council, staff will pursue grant funding opportunities while construction drawings are prepared to make the project 'shovel ready.' Some funding for construction of segments where utility undergrounding will take place is budgeted in the City's Capital Improvements fund.

The AWG went through an exercise to prioritize improvements based on importance relative to the overall project. Staff will consider this input and other factors in prioritizing the actual project construction, with funding being a primary consideration. In some cases economies of scale may require re-prioritization of areas in order to reduce project cost or time frame.

Some project construction will coincide with the planned undergrounding of overhead utility lines, a project that will be executed separately by Southern California Edison beginning in 2014. Additionally, continuous outreach to business owners and residents will be necessary leading up to and during the construction phase of the project.

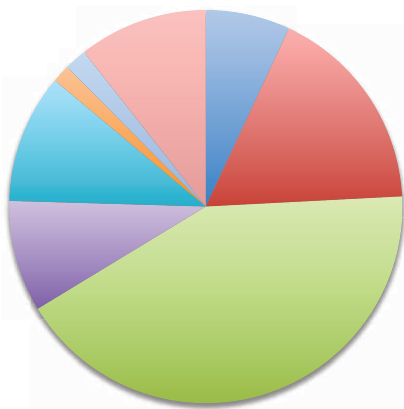
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WEST HOLLYWOOD DESIGN DISTRICT TODAY

The Streetscape Master Plan area is part of the “Beverly/Melrose District” in the General Plan. According to the General Plan “[t]he Melrose/Beverly District, also known as ‘The Avenues District’ [and recently renamed West Hollywood Design District] is composed of segments of Melrose Avenue, Robertson Boulevard, and Beverly Boulevard and surrounds the landmark Pacific Design Center (PDC). The PDC is a national and international center for the arts, fashion, design, and furnishings businesses. The District is characterized by the contrasts between the small, closely-packed scale of the commercial buildings and streetscape along Melrose and Robertson and the monumental scale of the PDC and nearby Beverly Center and Cedars-Sinai Hospital.”

West Hollywood Design District has evolved into a high-quality design and retail district featuring approximately 275 destinations for art, fashion, design, food, beauty & health, nightlife, gifts & books, plus other creative businesses on almost 2.5 miles of commercial streets.

The diagrams on the following pages illustrate key observations about how West Hollywood Design District functions today.



- Art
- Beauty & Health
- Fashion
- Nightlife
- Design
- Gifts & Books
- Food
- Other

Current mix of creative uses found in West Hollywood Design District.

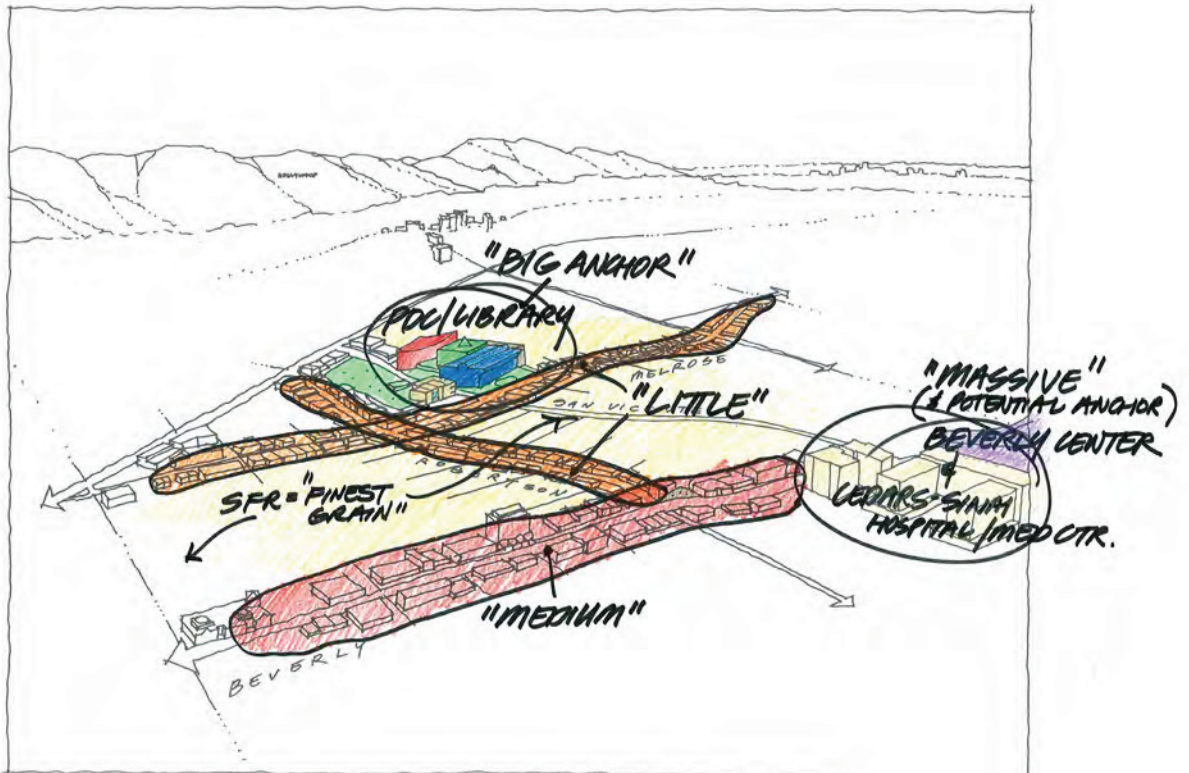
CONTRAST IN SCALE

Shortly after it was built, PDC Architect Cesar Pelli described the Blue Building as a ship docking at a harbor on a small Greek island, bringing goods to the island’s villages. That metaphor sums up the contrast in scale between the village-like West Hollywood Design District and its “anchors,” the PDC/West Hollywood Library on the north and Cedars Sinai Medical Center/Beverly Center on the south. In addition, scale varies among the streets: shops on Robertson Boulevard are the smallest in scale, not dissimilar from the scale of houses in the adjacent residential neighborhoods. Melrose Avenue buildings are a bit larger in scale than Robertson Boulevard and buildings on Beverly Boulevard are even larger. As a result, each street tends to accommodate a slightly different mix of uses.

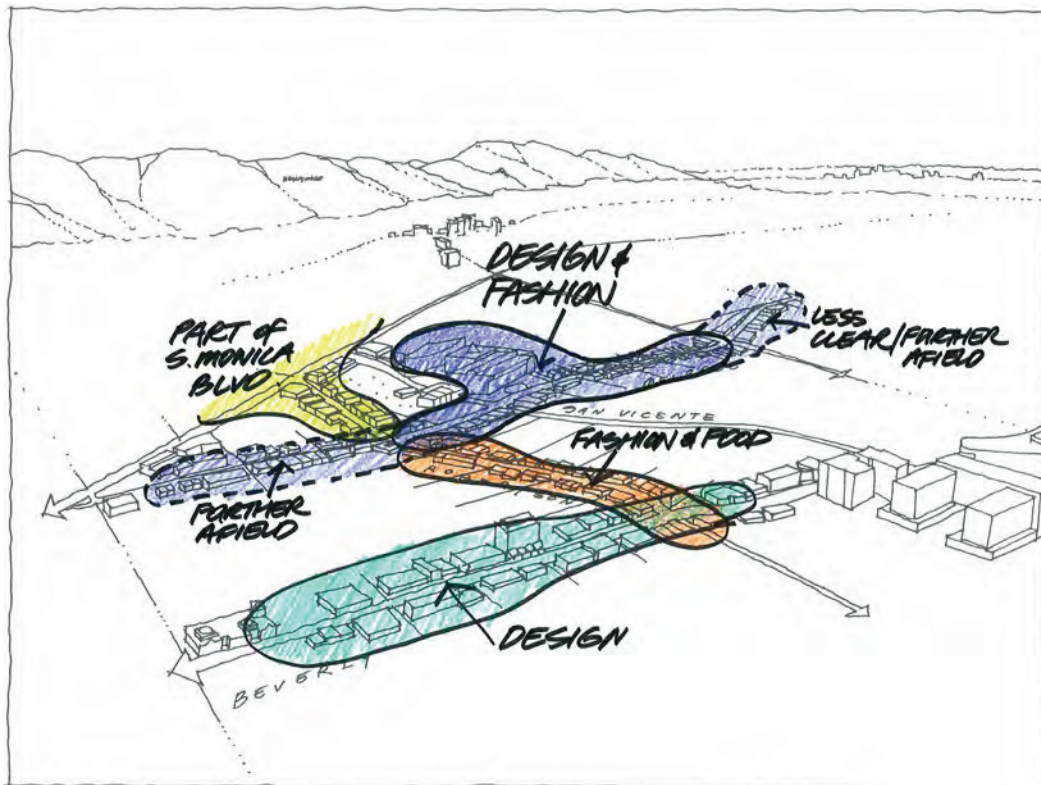
SHOPPING ZONES

The variations in scale and use, as well as the relationship to the anchors and neighborhoods, contribute to a series of overlapping but somewhat distinct shopping zones:

- Medium-scale design and fashion businesses, along with restaurants, gather near the PDC.
- Galleries, restaurants and neighborhood services are found farther west of Melrose Avenue.
- Fashion and dining continue south on Robertson Boulevard in smaller-scale buildings.
- Furniture and other design businesses requiring larger facilities, as well as two supermarkets and several restaurants, line Beverly Boulevard.
- The area between Santa Monica Boulevard and Melrose Avenue west of and including Robertson Boulevard is similar to Santa Monica Boulevard, with restaurants, clubs, and a variety of other uses.



A Contrast In Scale. This diagram shows the variations in scale within West Hollywood Design District.



Shopping Zones result in part from building scale.

WALKABILITY

Avenues Working Group (AWG) members noted that there is a perception that the district is spread out and not walkable. It was also noted that some of the current uses on Beverly Boulevard, such as furniture sales and grocery stores, are often destinations of single-purpose trips.

Melrose Avenue in West Hollywood is one mile long - a 20 to 30-minute walk; Robertson Boulevard is one-half mile long - a 10 to 15 minute walk; and Beverly Boulevard is three-quarters of a mile long - a 15 - 20 minute walk. It takes 5 to 10 minutes to walk the one-quarter mile from Melrose Avenue to Beverly Boulevard on Robertson Boulevard to Beverly Boulevard along Robertson Boulevard.

Currently it may not be typical for a visitor or shopper to need to walk from one end of the district to another, for example, from the east end of Melrose Avenue to the west end of Beverly Boulevard in West Hollywood, or even from Melrose Avenue to Beverly Boulevard on Robertson Boulevard. However, studies have shown that, when it is pleasant to walk and there is something interesting to look at or to do, people will readily walk a half mile or more, rather than getting their cars and hunting for another parking place. As the mix of uses in West Hollywood Design District becomes more robust and includes more uses that serve both local residents and visitors, combined with a more pleasant walking experience, it is likely that walking will increase.

MOTOR VEHICLE PARKING

There is curbside parking throughout West Hollywood Design District. Parking is parallel to the curb, except on Melrose Avenue between the Pacific Design Center (PDC) driveway and Doheny Drive, where there is diagonal parking on alternate sides of the street. Curbside parking provides convenient access for customers. In addition to curbside parking, newer buildings have on-site parking. There are significant centralized public parking facilities at the PDC (1,600 spaces of which 400 are public) and the West Hollywood Library (400 spaces). Much of Melrose Avenue and Robertson Boulevard is within a 5 to 10 minute walk of that centralized parking.

MOTOR VEHICLE TRAFFIC PATTERNS

West Hollywood is in the middle of the east-west commute pattern within the Los Angeles Basin, so there are dramatically higher traffic volumes in the morning and evening commute periods than at other times of the day.

Beverly Boulevard is designated in the City's General Plan as an Arterial street. According to the General Plan, "[an] arterial street is a roadway that primarily serves regional as well as local vehicular traffic along commercial corridors." Beverly Boulevard has two travel lanes in each direction and a two-way center turn lane.

Melrose Avenue and Robertson Boulevard are designated as "secondary/collector streets." According to the General Plan, "[a] secondary/collector street is a roadway that generally carries vehicular traffic to and from the residential neighborhood. In West Hollywood these also often carry regional and local traffic seeking alternative routes to avoid congestion." Both Melrose Avenue and Robertson Boulevard carry local residential and commercial traffic throughout the day and, in addition, a high volume of pass-through traffic during morning and evening commute periods.

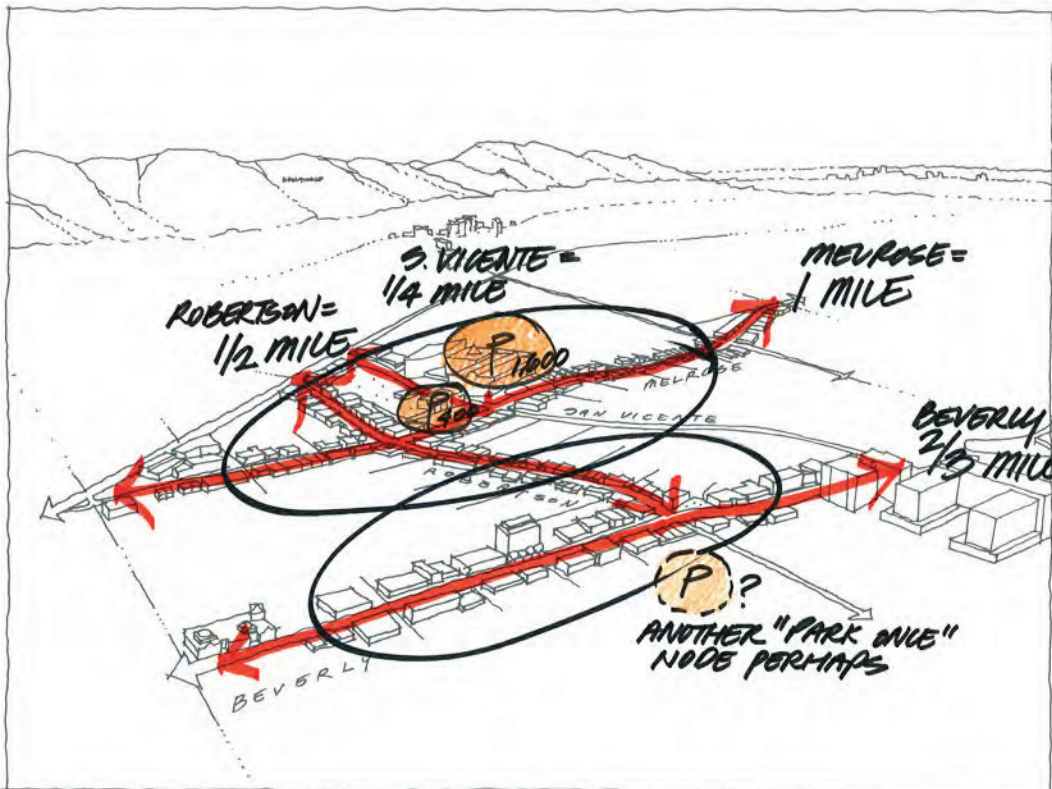
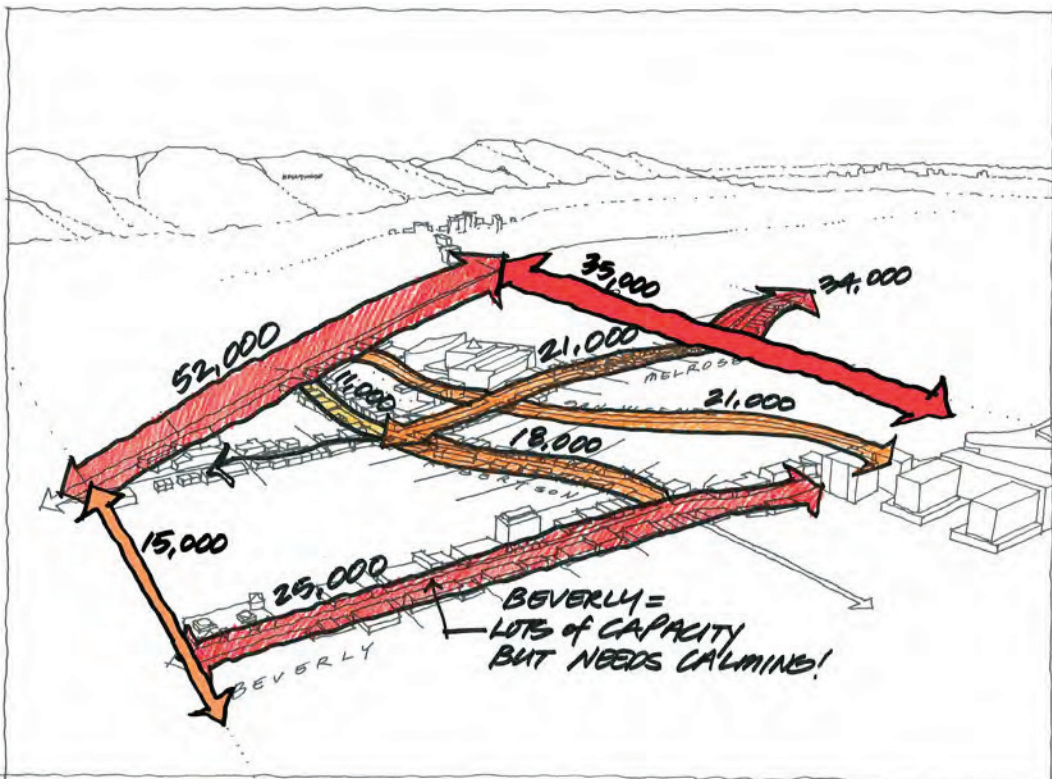


Diagram shows walking distances along each street, as well as existing and potential centralized parking and five-minute walk zones around that parking.



Daily traffic volumes by street illustrate the difference between arterial streets, like Santa Monica Boulevard and La Cienega Boulevard and secondary/collector streets, like Melrose Avenue and Robertson Boulevard.

Relative daily traffic volumes, illustrated on page seven, are consistent with street designations. Melrose Avenue and Robertson Boulevard south of Melrose Avenue each carries about 20,000 cars a day in two travel lanes (one in each direction). With the exception of San Vicente Boulevard, the area's arterial streets, which have two travel lanes in each direction, carry more traffic than either Melrose Avenue or Robertson Boulevard:

- Santa Monica Boulevard carries about 50,000 cars a day or 2.5 times either street;
- La Cienega Boulevard with over 30,000 cars a day is at 1.5 times either street;
- Beverly Boulevard with 25,000 to 30,000 cars day is at 1.25 to 1.5 times either street.

BICYCLES

There is not currently a high volume of bicycle traffic in West Hollywood Design District, in part because there are few bicycle lanes, the ones that exist are not part of a network, and there are no separated (or "protected") bike lanes. However, throughout the Los Angeles area this is changing. In locations where a network of bicycle lanes, bike stations and bike parking have been added, such as Long Beach, Santa Monica, Downtown Los Angeles, and other cities throughout the U.S. and the world, cycling has increased following the striping of bike lanes, in particular separated bike lanes. West Hollywood's bicycle network is expanding and the City is currently updating its Bicycle and Pedestrian Master Plan.

SIDEWALK AND STREETScape CONDITIONS

Sidewalk widths are generally :

- 15 feet on Beverly Boulevard;
- 10 feet on Robertson Boulevard;
- 10 feet on Melrose Avenue west of La Cienega Boulevard; and
- Seven to eight feet on Melrose Avenue east of La Cienega Boulevard.

There is a mix of continuous landscaped parkways and tree wells on Melrose Avenue. There are continuous landscaped parkways on both Robertson Boulevard and Beverly Boulevard. In addition, there is a two-foot wide paved access strip adjacent to the curb on Beverly Boulevard.

All streets have standard 30-foot tall "cobra-head" street lights with high pressure sodium light sources. Existing street trees include:

- Sweetshade (*Hymenosproum flavum*) and Indian Laurel (*Ficus nitida*) on Melrose Avenue
- Gold Medallion (*Cassia leptophylla*), Evergreen Pear (*Pyrus kawikami*) and Indian Laurel on Robertson Boulevard
- Tipu (*Tipuana tipu*), Sweet Gum (*Liquidambar styracifula*) and Indian Laurel on Beverly Boulevard.

1.3

RELEVANT CITY POLICIES/PROGRAMS

THE GENERAL PLAN

The West Hollywood Design District Streetscape Master Plan implements the policies of the General Plan. During the General Plan outreach process, residents said that they value walkability in the City and expressed support for increased open space. One of the guiding principles of the General Plan (#8, Greening, page 1-12) is to “[s]eek new areas to increase park space and landscape areas in our streets, sidewalks, and open areas to create space for social interaction and public life.” The following two sub-sections summarize relevant General Plan goals and policies.

LAND USE AND URBAN FORM

Urban Design

LU-4: Provide for an urban environment oriented and scaled to the pedestrian, including a coordinated approach to street tree planting, sidewalk maintenance and enhancement, pedestrian amenities.

Public Spaces and Streetscape

LU-6: Create a network of pedestrian-oriented, human-scale and well-landscaped streets and civic spaces throughout the City, including:

- Sidewalks, street trees, and street lighting
- Attractive and consistent pedestrian amenities including bus stop shelters, benches, trash receptacles, newspaper racks, bicycle racks, planters and others in commercial areas
- All new street lights in commercial areas to be pedestrian-oriented, attractively designed, compatible in design with other street furniture
- New, smaller public open spaces throughout the City in the form of playgrounds, pocket parks, plazas or community gardens
- Bulb-outs in commercial areas
- Removal of parking stalls in high-volume pedestrian areas to accommodate widened sidewalks, additional landscaping and street furniture

LU-7: Seek to expand urban green spaces and sustainable landscapes, including:

- Enhanced network of green, pedestrian-friendly streets
- Widened sidewalks, expand parkway strips, and add landscaped medians on City streets
- Encourage the planting and maintenance of private landscaping in parkways
- Drought-tolerant and native plants throughout the City
- Permeable paving and reduce the use of impervious pavement

Commercial Sub-Areas

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

Intent: To expand this district's role as a major destination for high-end arts and design studios, offices, and related businesses. It is intended to have wide sidewalks, street trees, landscaping.... Cafes and restaurants should spill out into the public realm and support the boutiques and shops as well as the clientele of the Pacific Design Center. Policies include:

- Maintain the small-scale, pedestrian-oriented character of Melrose Avenue and Robertson Boulevard
- Transform Beverly Boulevard over time into a walkable, mixed-use boulevard
- Provide a beautiful and attractive pedestrian environment with wider sidewalks, benches, and street trees, and continue to enhance the pedestrian experience
- Improve pedestrian connections between West Hollywood Park and the rest of the district
- Create a park-once district for this area that allows for centralized, shared parking facilities from which customers and employees can then walk to and between multiple destinations
- Transform the surface parking lot at Beverly and Robertson Boulevards into a park or plaza if it is determined to be surplus parking

MOBILITY

The foundation of West Hollywood's mobility and quality of life is its multi-modal transportation network—including its sidewalks and crosswalks, bikeways, roadways, parking facilities, and public transit routes. In addition to serving as a means of accessing homes, stores, offices, and entertainment venues, the multi-modal transportation network is the largest and most abundant public space in the City and a primary component of the City's open space network and recreation system. In fact, public rights-of-way such as streets, alleys and sidewalks make up 26% of the City's total land area, far more land area than parks, schools, open spaces, and public property combined. The City's streets and sidewalks can be thought of as outdoor "living rooms" for the community. That is, streets and sidewalks are one of the primary places for West Hollywood residents and visitors to meet, recreate and enjoy the outdoors.

M-3: Maintain and enhance a pedestrian-oriented City, including:

- Prioritized space for pedestrians and bicycles
- Improvements identified in the adopted Bicycle and Pedestrian Mobility Plan
- Pedestrian elements, including street trees and landscaping, bulb-out, seating areas, and pedestrian-oriented lighting
- New pedestrian connections, increased sidewalk widths, improved crosswalks, pedestrian countdown signals, improved lighting, and new street furniture
- Improved walkability on major corridors and private investment in pedestrian amenities
- Limited quantity and width of new curb cuts
- Bulb-outs to minimize pedestrian crossing distances and improve visibility

- M-4: Create a comprehensive bicycle network throughout the City, including:
- Improvements identified in the adopted Bicycle and Pedestrian Mobility Plan.
 - Bicycle amenities including parking, storage, dedicated lanes, and wayfinding
 - Bicycle stations with wider sidewalks, lockers, bicycle sharing

OTHER PLANS AND PROGRAMS

BICYCLE AND PEDESTRIAN MOBILITY PLAN (2003)

The following improvements are recommended in West Hollywood Design District:

- Advanced stop bars
- Parking lane striping
- Enhanced crosswalk visibility
- Bicycle parking in front of retail and at major bus stops
- Median refuge islands on Beverly Boulevard
- Class II Bikeway striping on San Vicente Boulevard, which has been installed
- Class II Bikeway striping on Robertson Boulevard from Melrose Avenue to Beverly Boulevard and sharrows north of Melrose
- Modified drainage grates for bicycles
- Dual access ramps where feasible
- Pedestrian countdown signals

BICYCLE TASK FORCE REPORT (2011)

The following bicycle-related improvements are recommended in West Hollywood Design District:

- Class II bike lanes on San Vicente Boulevard, which have been installed
- Class II bike lanes on Robertson Boulevard
- Bike lanes on Beverly Boulevard
- Sharrows on Melrose Avenue
- Bicycle parking and other bicycle support facilities throughout the area

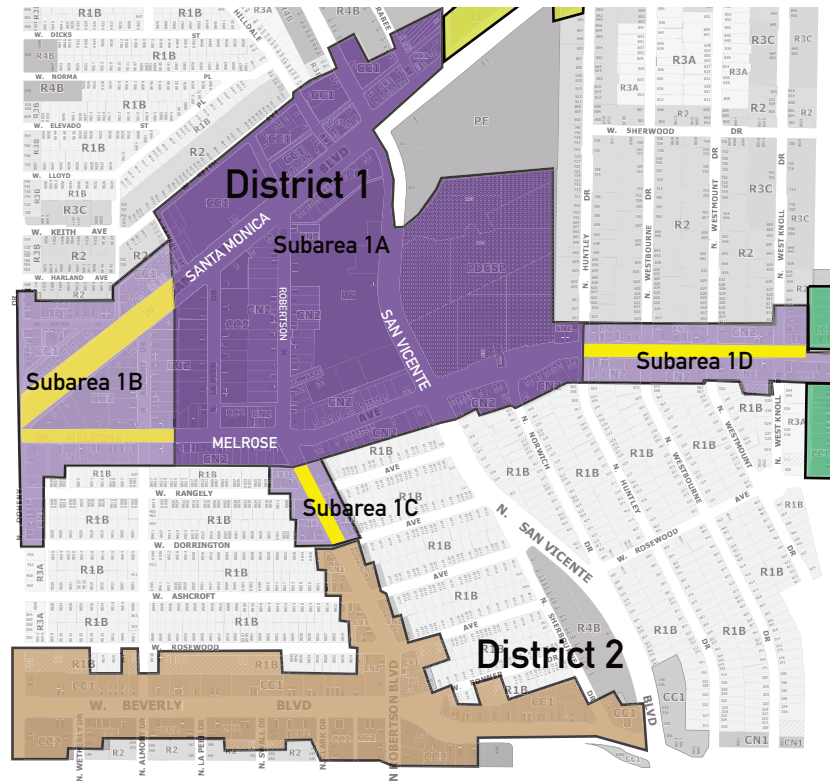
PARKING CREDITS PROGRAM

West Hollywood Design District includes proposed Districts 1 and 2 of the City's Parking Credit Program, which was created to encourage shared and centralized parking. According to Municipal Code Section 10.28.010, "the purpose of the Parking Credits Program is to divide the City's commercial sectors into multiple districts and establish a pool of available public and private parking spaces in those districts that business owners can utilize to satisfy the parking requirements set forth in Chapter 19.28. The Program will allow the credit pool to be expanded or contracted based on available surplus parking in each district, and will help the City efficiently manage and utilize surplus parking capacity and improve parking availability. The Program provides a mechanism for the City to manage and use parking resources more efficiently and sustainably, enabling new and expanding businesses to utilize existing parking resources to satisfy parking requirements, and allowing the City to more effectively manage commercial parking on a district-wide basis." District 1 has been implemented, as it has a relatively large pool of centralized parking. To qualify for the parking credits program, a project must be a commercial use in an existing building or include new construction of under 10,000 square feet. District 2 has not yet been implemented.

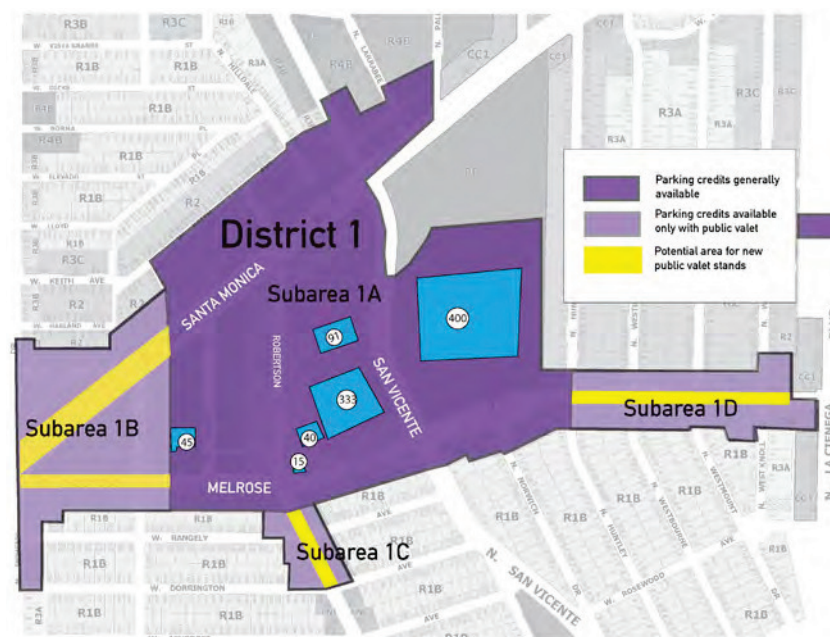
CITY VALET PROGRAM

In 2004 the City of West Hollywood established public valet zones. The program provides an opportunity for a valet parking company to manage a shared public parking valet operation by using on and off street City spaces as a convenience to visitors of West Hollywood. The program has successfully provided convenient parking for local restaurants, bars and nightclubs in proximity to Santa Monica and Robertson Boulevards. As a result the City expanded the program to include overflow parking at West Hollywood Park, and two other operations on the east side at 1114 Orange Grove Avenue and 7718 Santa Monica Boulevard.

Proposed parking credit districts in West Hollywood Design District.



District 1 includes Subarea 1A where parking credits are generally available. In the other Subareas, parking credits are available only in conjunction with public valet.





AWG explores Robertson Boulevard

WORKSHOPS 3 THROUGH 5

At this point in the process, the AWG began to design the streets. For Workshops 3, 4 and 5, the Design Team developed a series of design options based on the AWG’s vision. The options were thoroughly reviewed by City Staff to ensure that each was feasible prior to presentation to the AWG.

At **Workshop 3**, the AWG considered options for **refining the cross section of each street**. The group decided that wider sidewalks with curb extensions at most corners and some mid-block for pedestrians and sharrow markings for cyclists were the preferred approach to improving mobility on Melrose Avenue and Robertson Boulevard. On Beverly Boulevard, the AWG was open to either adding bicycle lanes by eliminating the center turn lane, with left turn pockets at signalized intersections, if the bike lanes would tie into a regional system or keeping the center turn lane and adding landscaped medians where possible.

At **Workshop 4**, the AWG considered the **sidewalk cross section, parkway/tree well design, street trees, street lighting, and paving**. With the understanding that planting, other than trees, would be maintained by the West Hollywood Design District Business Improvement District (BID), an assessment district, or directly by businesses or property owners, the AWG concluded that:

- Melrose Avenue should have relatively large (five feet six inch wide by 12 feet long) planted tree wells, while Robertson Boulevard should maintain its garden-like parkways, expanded to five feet six inches wide;
- Both Melrose Avenue and Robertson Boulevard should have a one-foot wide paved strip adjacent to the curb to provide access to parking and eight-foot wide walkways;
- Beverly Boulevard should maintain a cross section similar to its predominant existing conditions, that is, a one-foot wide curb strip, a six-foot wide parkway and a seven-foot six-inch wide walkway.



AWG monthly meetings

The AWG identified the types of trees, lights and paving they would like to see on each street.

At **Workshop 5**, the AWG considered **furnishings, gathering places, gateways, public art, and wayfinding, as well as their priorities**. The AWG preferred contemporary furnishings, compatible with the new lighting; acknowledged the importance of gathering places and recognized that they would be designed in the future with on-going community input; and expressed their ideas about gateways, public art and wayfinding. Finally, the AWG prioritized improvements in the order they would like to see them undertaken.

COMMUNITY MEETING

A community meeting was held on October 13, 2012 along the sidewalk and in a storefront on the south side of Melrose Avenue. The AWG's plan was presented in a series of wall panels. Feedback was generally positive. However, a number of attendees expressed concern that eliminating the center turn lanes between Huntley Drive and West Knoll Drive would adversely affect traffic.

CHANGES TO THE PLAN

Following the Community Meeting, the plan was modified to address concerns expressed by community members regarding the elimination of the center turn lanes:

- On Melrose Avenue between Huntley Drive and West Knoll Drive, the plan was modified from 15-foot wide sidewalks on both sides of the street to 10 foot sidewalks on the south side and 15 foot sidewalks on the north side in order to retain the center turn lane;
- On Beverly Boulevard, the plan was modified to show 12-foot six-inch sidewalks instead of the existing 15-foot sidewalks in order to accommodate bicycle lanes and retain the center turn lane.

To address City Staff's concerns regarding maintenance, the plan was modified as follows:

- Proposed tree wells on Melrose Avenue were reduced in size to four feet by eight feet and planting was replaced with grates;
- Proposed parkways on Robertson Boulevard north of Melrose Avenue were replaced with tree grates;
- Proposed parkways on Robertson Boulevard south of Melrose Avenue and on Beverly Boulevard were reduced in width.
- Paved edge strips along the curb, proposed to provide access to curbside parking, were eliminated on all streets.

ELEMENTS OF THE PLAN

The remainder of this document reflects the streetscape master plan at the conclusion of this process. Section 1.5 articulates the AWG's vision for the district. Section 2 describes the vision and changes proposed for each street in West Hollywood Design District. Section 3 describes the streetscape elements in greater detail. Some of these elements - street trees and possibly street lights - will vary by street. Others, including gathering places, gateways and public art, will occur in specific locations. The remainder - including paving, crosswalk marking, furnishings, and wayfinding - will be installed throughout the district. Section 4 outlines the AWG's priorities and sets forth the next steps the City will take to implement the plan.

1.5

A VISION FOR WEST HOLLYWOOD DESIGN DISTRICT

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

The Avenues Working Group (AWG)'s Goals for the Master Plan include the following:

1. Strengthen the walkability and economic vitality of West Hollywood Design District by enhancing:
 - Pedestrian connections and walkability
 - Bicycle infrastructure
 - Landscape and other streetscape elements
 - Aesthetics and function of the streets
 - Vehicular access and parking for West Hollywood Design District.
2. Create a shared vision that:
 - Reinforces West Hollywood Design District's identity
 - Unifies the district.

The AWG's overall objectives with respect to mobility include the following:

- **More consistent street character** - roadway width/striping and sidewalk width/zones;
- **More walkable**, including wider sidewalks on Melrose Avenue and Robertson Boulevard and safer street crossings, more shade and better lighting on all streets;
- **More bikable**, including sharrows, bike lanes, and bike loops at signalized intersections;
- **More transit friendly** with well-design bus stops;
- **More sidewalk space** for outdoor dining and business related activity and ease of access to curbside parking spaces;
- **Manage peak-hour through traffic** to reduce peak period volumes on the Melrose Avenue and Robertson Boulevard;
- **Safe, convenient parking.**





2

IMPROVEMENTS BY STREET

MELROSE AVENUE

2.1

OVERVIEW

AVENUES WORKING GROUP'S VISION

- An avenue for tastemakers (art, fashion and food)
- A village-like, lively shopping street
- Experienced as a cohesive place along its entire length
- Comfortably walkable, with convenient parking choices
- Easy to navigate for residents and visitors on foot, by bike or by car.

BACKGROUND

Melrose Avenue serves both local traffic throughout the day and “pass-through” traffic during morning and evening commute periods. While it is designated as a secondary/collector street in the General Plan, Melrose Avenue east of San Vicente Boulevard accommodates through traffic similar to an arterial street. It has narrow sidewalks, varying roadway widths, and traffic “bottlenecks” caused by changes in lane striping.

With the proposed improvements, Melrose Avenue will function more like a retail street designed to serve the local businesses and residents, with more sidewalk space along most of the street, while still accommodating the same volume of through traffic. The added sidewalk width will accommodate increased pedestrian activity, bicycle parking, furnishings, sidewalk dining and other business-related activities.

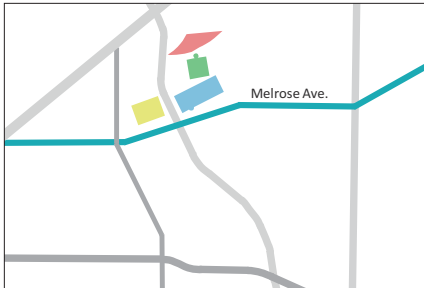
COMMON IMPROVEMENTS FOR THE ENTIRE STREET

The following improvements will be made along the entire length of Melrose Avenue.

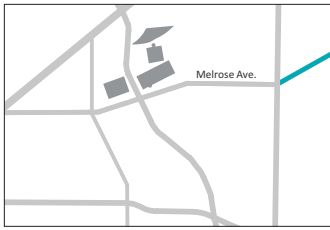
- Make the roadway width as consistent as possible, re-purposing unused roadway to sidewalk.
- Add sharrow markings to remind motorists to share the road with cyclists.
- Provide parallel curbside parking along the entire street, except a short segment in front of the Pacific Design Center, where diagonal parking will remain on the north side of the street.
- Add new curb extensions on Melrose Avenue at most corners, on some cross streets, and at mid-block locations where appropriate.
- Plant street trees of alternating species in four-foot by eight-foot tree wells with tree grates and irrigation.
- Install new modern roadway lighting with either low height sidewalk lights, or if not practical, pedestrian lights.

IMPROVEMENTS BY SEGMENT

The remainder of Section 2.1 describes the three segments of Melrose Avenue from east to west.



Key Plan

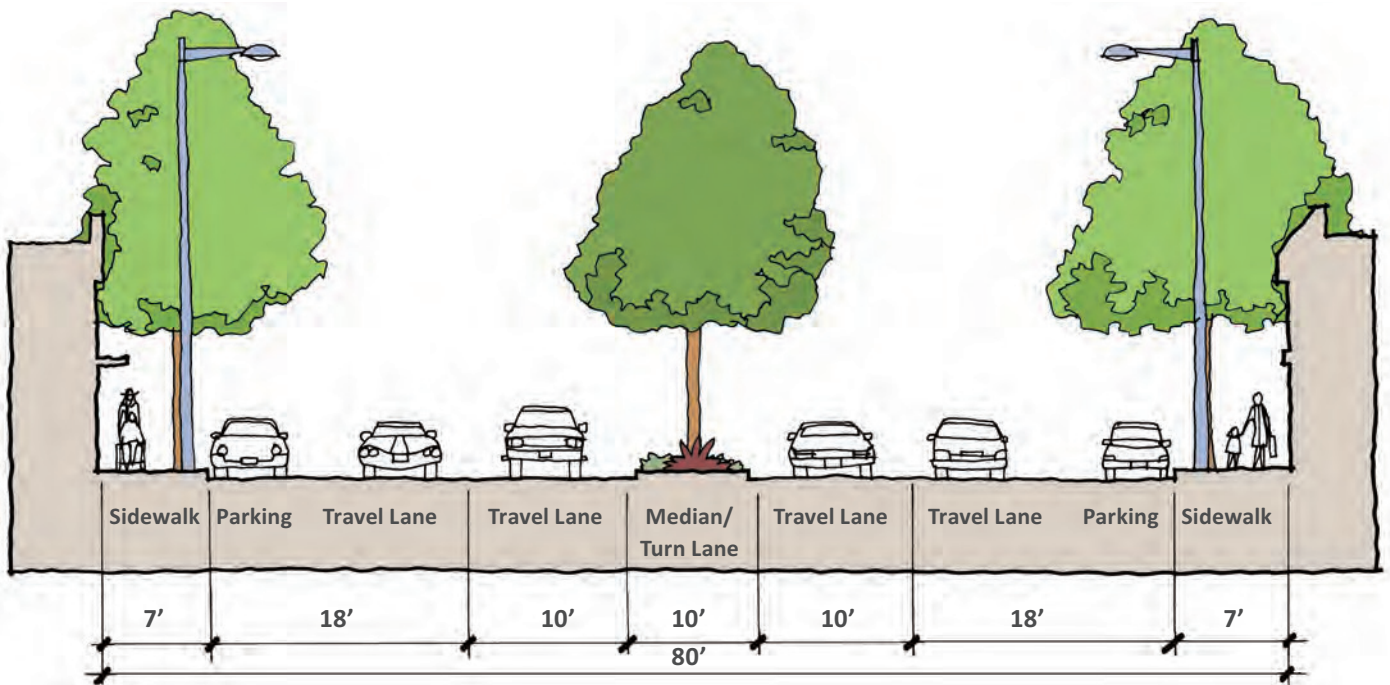


ORLANDO AVENUE TO LA CIENEGA BOULEVARD

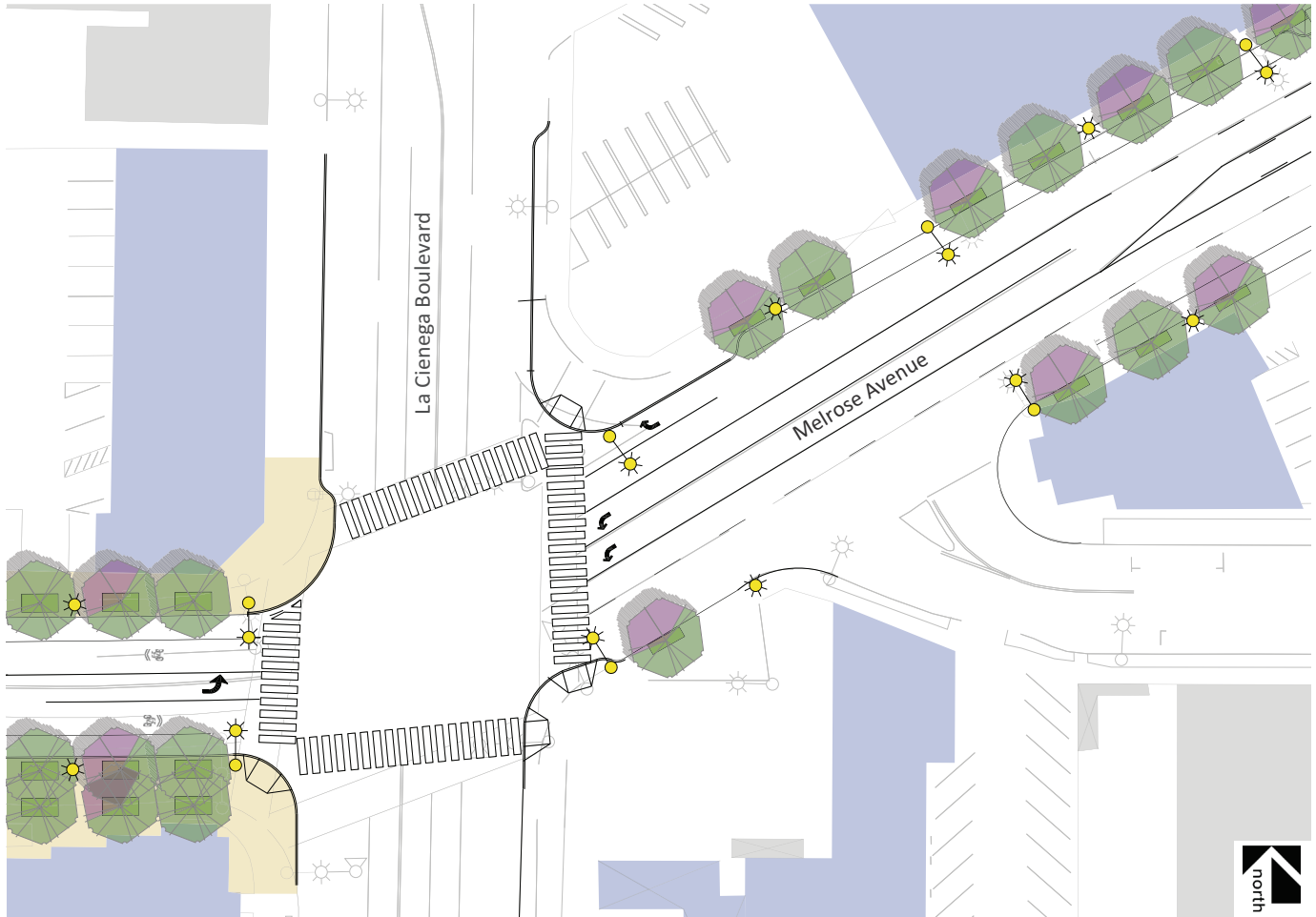
This segment of Melrose Avenue is an important gateway to West Hollywood Design District and to the City. It is lined with shops and restaurants. The 80-foot wide right-of-way and 66-foot wide roadway are wider than the segment of Melrose Avenue west of La Cienega Boulevard. The current roadway striping of two lanes each way with a center two-way left turn lane will remain to accommodate higher volumes of traffic. Existing sidewalks are narrow: only seven feet wide. Because lot depths are narrow in this segment (between 100 and 115 feet), it may be difficult to expand the sidewalks by means of a dedication, easement of setback on private property if on-site parking is required. However, if on-site parking is not required when a parcel is re-developed, the City may explore the possibility of sidewalk widening since even a few additional feet will improve walkability.

Within the current right-of-way, the following improvements will be made.

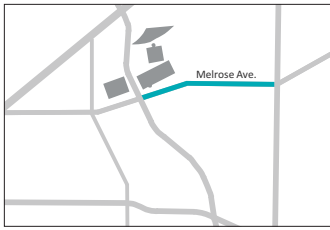
- Add sharrow markings.
- Maintain parallel curbside parking.
- Add curb extensions at all corners and consider at least one mid-block set of curb extensions.
- Add new street trees with grates and new street lights.
- Add marked crosswalks at Melrose Avenue and Croft Avenue.
- Modify the intersection at La Cienega Boulevard to allow double-left turns from westbound Melrose Avenue to southbound La Cienega Boulevard to improve the bottleneck currently caused by the short transition from two lanes to one lane immediately west of the intersection.
- Add a landscaped gateway median in the two-way left turn lane west of Croft Avenue. This median is the recommended location for a gateway sign or element in the event the City implements a gateway program.



Typical Melrose Avenue cross section from Orlando Drive to La Cienega Boulevard. Cross section shows the addition of medians where feasible.



Proposed Improvements at Melrose Avenue and La Cienega Boulevard. Aerial photo (top) shows the existing condition with the transition from two lanes to one lane in the westbound direction occurring just west of the intersection, so that merging traffic often backs up into the intersection. Plan view (above) shows that transition occurring east of La Cienega Boulevard with two left-turn lanes to southbound La Cienega Boulevard to accommodate left-turn demand in less time than is required with only one lane.

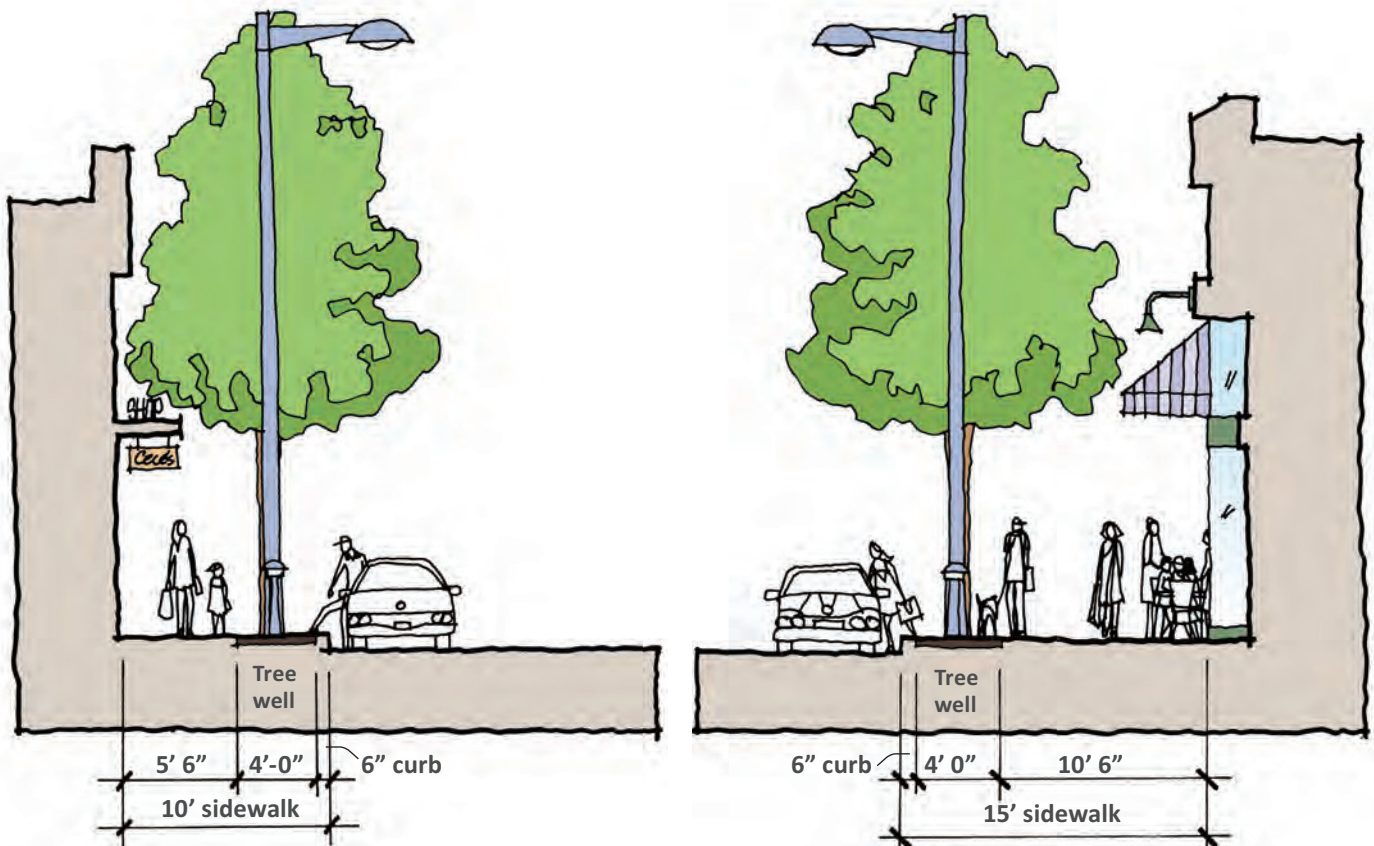


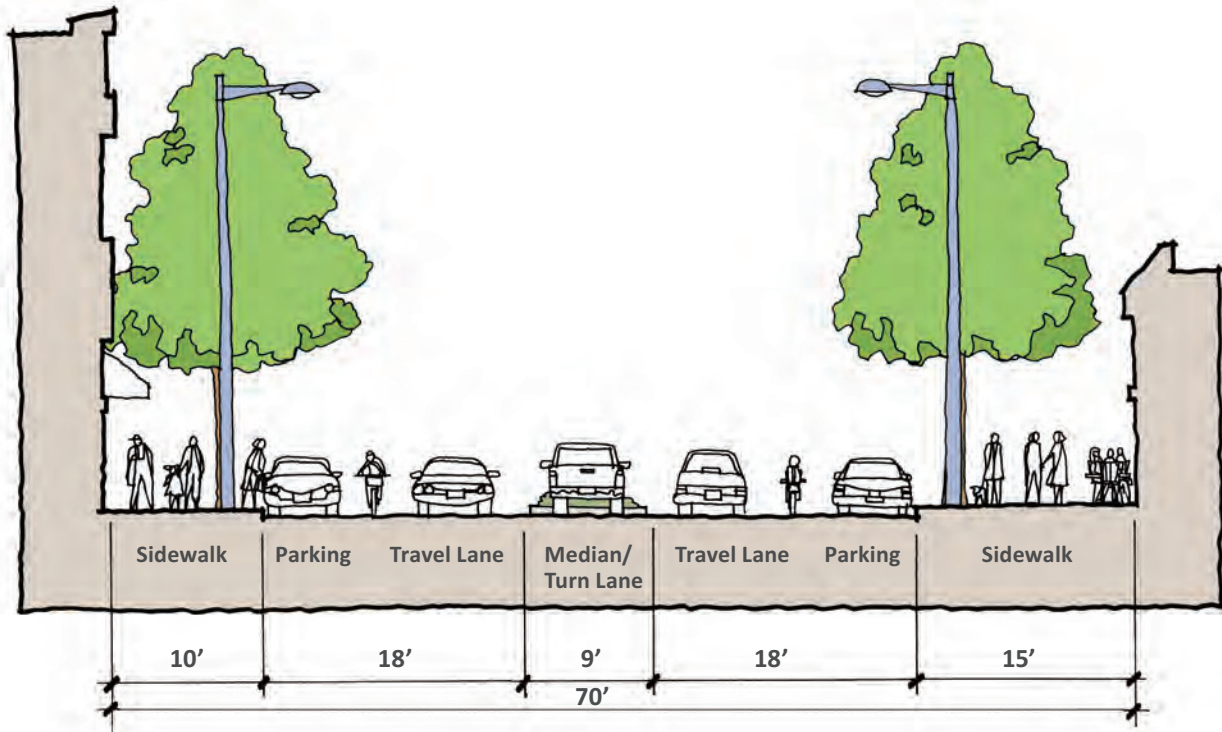
LA CIENEGA BOULEVARD TO SAN VICENTE BOULEVARD

This segment of Melrose Avenue has a relatively high volume of pedestrian activity, related to the Pacific Design Center, shops and restaurants, which is expected to increase as the following improvements are implemented.

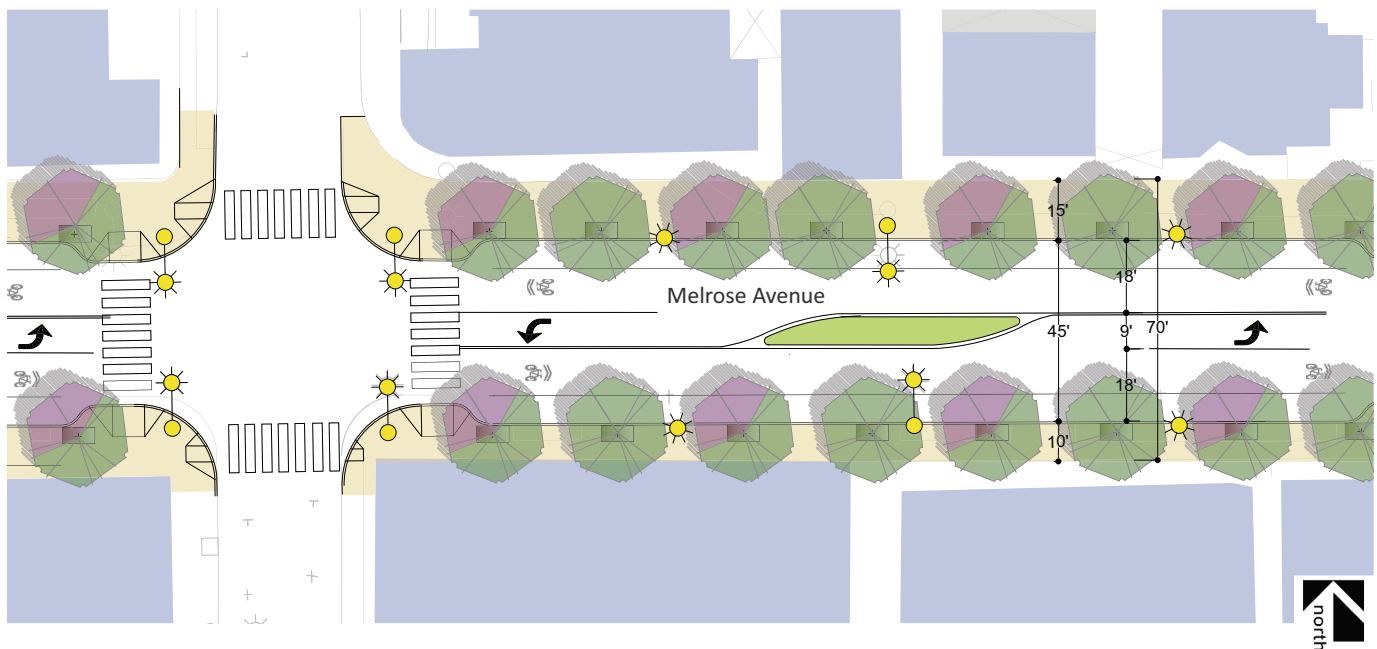
- Add sharrow markings.
- Maintain parallel curbside parking. Replace angled parking on the south side of the street between Huntley Drive and San Vicente Boulevard with parallel parking, which may reduce curbside parking by an estimated one or two spaces.
- Add curb extensions on Melrose Avenue at most corners. Generally local street curbs will not be extended since the streets are already narrow.
- Add new street trees with grates and new street lights.
- Add a marked crosswalk at Melrose Avenue and Norwich Drive.
- Retain the existing two-way turn lane to accommodate turns onto local streets.
- From West Knoll Drive to Huntley Drive, maintain existing 10-foot wide sidewalks on the south side of the street. Widen existing sidewalks on the north side of the street to 15 feet.
- Elsewhere in this segment, convert all excess roadway to sidewalk. From La Cienega Boulevard to West Knoll Drive, sidewalks will range from 15 to 25 feet wide. From Huntley Drive to San Vicente Boulevard, the sidewalk on the north side will average about 15 feet. The sidewalk on the south side will range from 15 to 48 feet.
- If approved by the County Fire Chief, install raised landscaped medians in the center turn lane in midblock locations where queueing is not required.

Typical sidewalks on Melrose Avenue between West Knoll Drive and Huntley Drive. Existing parkways and planted tree wells will be replaced by four foot by eight foot tree grates. On the south side of the street (left) the sidewalk will be 10 feet wide; on the north side of the street (right) the sidewalk will be 15 feet wide. Where the sidewalk is 15 feet wide, 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.

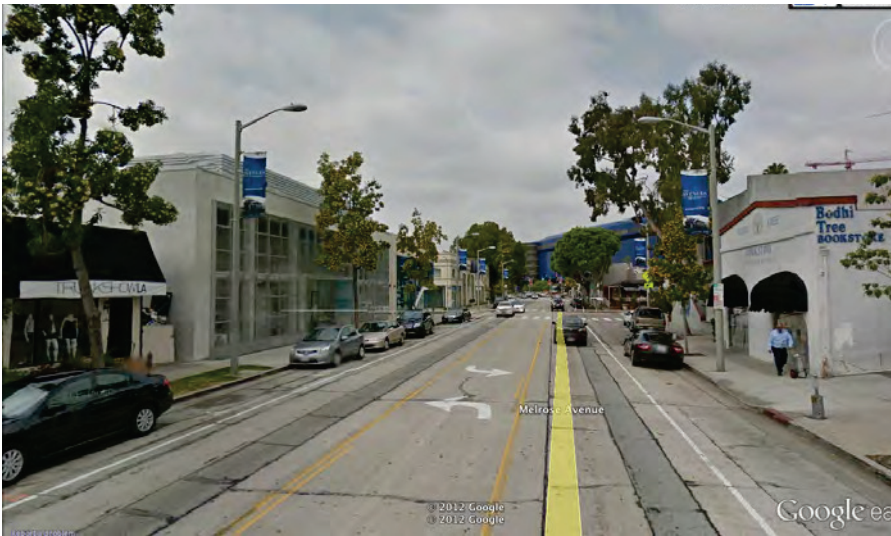




Typical Melrose Avenue cross section from West Knoll Drive to Huntley Drive looking west. Cross section shows 10-foot wide sidewalks on the south side of the street and 15-foot wide sidewalks on the north side with the center turn lane, a narrow median in some midblock locations if emergency access permits, and sharrow markings to encourage bicycling.



Proposed improvement plan for a typical street segment of Melrose Avenue between West Knoll Drive and Huntley Avenue. Plan shows center turn lane with potential raised median, sharrow markings, curbside parking, curb extensions with directional ramps, 15-foot wide sidewalks on the north side of the street, 10-foot wide sidewalks on the south side of the street trees in tree wells with grates, and street lights.



Proposed improvements to Melrose Avenue between West Knoll Drive and Huntley Drive looking west. Photo (top) shows existing conditions. Sketch (above) illustrates the following proposed improvements:

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> 1 Sharrow markings 2 Parallel curbside parking 3 15-foot wide sidewalks (curb face to property line) on the north side of the street 4 10-foot wide sidewalks (curb face to property line) on the south side of the street | <ul style="list-style-type: none"> 5 New sidewalk paving 6 Shade trees of alternating species with irrigation 7 Four-foot by eight-foot tree wells with grates 8 New roadway lights | <ul style="list-style-type: none"> 9 New pedestrian-scale lighting <p>Curb extensions at corners and, where appropriate, mid-block will be provided but are not shown</p> |
|---|---|---|