Street Media Project History Timeline

An initiative to establish entry features in the City's three primary districts was originally launched in late 2001, which produced several proposed gateway design concepts that were not implemented. The project was delayed until 2012 with Council's consideration of establishing a Gateway Signage Taskforce. This taskforce was assembled as the Street Media Ad Hoc Design Committee as described below.

But first, in order to develop a comprehensive evaluation of the economic, urban design, land use, and technological aspects of street media and furniture, the Innovation Division assembled an interdisciplinary team of City staff including the Department of Public Works, Communications Department, Community Development Department, and Finance Department. This team developed a Request for Proposal for a firm to assist the City in developing a street signage and furniture strategy to elevate the experience, image, and potential of the cityscape, to better address new emerging technologies in the public right-of-way, help enhance the branding of the City, provide information to residents and tourist, and increase potential revenue sources.

On **October 6, 2014**, Council approved a professional services agreement with Selbert Perkins Design (SPD) to conduct a Street Media Needs Assessment (Phase I of the Street Media Project). The Street Media Needs Assessment is a comprehensive study of public assets and wayfinding signage within the city's public right-of-way and open spaces. It introduces new ways of examining how community assets, public spaces and commercial corridors factor into both improvement of the City's pedestrian realm and economic development.

On **August 17, 2015**, Council received and filed the Street Media Needs Assessment and authorized staff to proceed to Phase II of the Street Media Project that included the development of a citywide wayfinding system and a citywide gateway entry program. Council also approved the release of a Request for Proposals (RFP) for a new street furniture and bus shelter system that incorporates the findings and recommendations in the Street Media Needs Assessment. In addition, Council authorized the formation of the West Hollywood Street Media Ad Hoc Design Committee to provide guidance in the design development of the street media project components: wayfinding, city gateway entries, and street furniture (including bus shelters).

The West Hollywood Street Media Design Ad Hoc Committee was formed in 2016 to provide guidance in the design development of the three components of the citywide Street Media Program including street furniture, wayfinding signage, and gateway entries.

Below are the meeting dates and presentations from the Ad Hoc Committee:

October 4, 2016
Presentation

August 9, 2016
Presentation

June 7, 2016
Introduction
Scheme 1: Repurpose Existing Shelters
Scheme 2: Totem

Scheme 3: Bus Plus Magic Carpet
Scheme 4: Bus Plus W

April 5, 2016
Presentation
Meeting Notes

March 1, 2016
Presentation
Meeting Notes

February 2, 2016
Presentation
Meeting Notes

January 5, 2016
Presentation
Meeting Notes

On **October 2, 2017**, Council approved a License Agreement for Street Furniture with Outfront/Decaux Street Furniture, LLC and directed staff to proceed with final design development for the bus shelter and street furniture. Additionally, Council authorized staff to proceed with construction documents for the vehicular wayfinding components of the Street Media Project. Lastly, Council directed staff to review the pedestrian wayfinding, replacement welcome signs, and landmark gateway entry signage components with the Street Media Council Subcommittee (Councilmembers D'Amico and Horvath) for further exploration.

On **December 4, 2017**, Council approved the conceptual design for the new digital messaging welcome signs to replace the existing City of West Hollywood welcome signs. Council directed staff to finalize the design and construction documents for bidding by the Department of Public Works and directed staff to return to the City Council with a Bid Award recommendation and request for funding for the new signs once bids are received.

As of **September, 2018**, vehicular wayfinding and digital welcome sign construction drawings are complete and are awaiting bidding.