

# THE SUNSET EXPERIENCE

RESHAPED AND REIMAGINED

SEPTEMBER 17, 2018



# PROJECT SCOPE

- 1.** Develop and install **3 temporary pilot projects** on Sunset for **6-months** to improve walkability and create a more comfortable environment for residents and visitors
- 2.** Develop a **Streetlife Action Framework Plan** to identify key takeaways of pilots and future and more permanent streetscape recommendations on Sunset. Recommendations may include: corridor-length streetscape improvements, intersection treatments, site-specific interventions and programming.
- 3.** Develop **conceptual design options** for east/ west **gateways**

The pilot projects as a whole will help Sunset feel more “people friendly” and provide an opportunity to test out ideas before initiating any permanent improvements.

# PILOT PROJECTS

The City of West Hollywood has partnered with the world-renowned urban design and planning firm, Gehl Studio, to design and install some **temporary 6-month pilot projects** on the Sunset Strip that aim to improve walkability on the Strip and create a more comfortable environment for residents and visitors.

## **THESE INCLUDE PROJECTS SUCH AS:**

**Light poles wrapped in bright colors** with directions to the nearest restaurants, café and/or nightclubs and historic facts about the Strip

**Painted extensions of the sidewalks** at key intersections, narrowing the distances for crossing some streets while adding a colorful kick to the roadway

**Creative seating and umbrellas** at a parklet located on an on-street loading zone adjacent to Book Soup

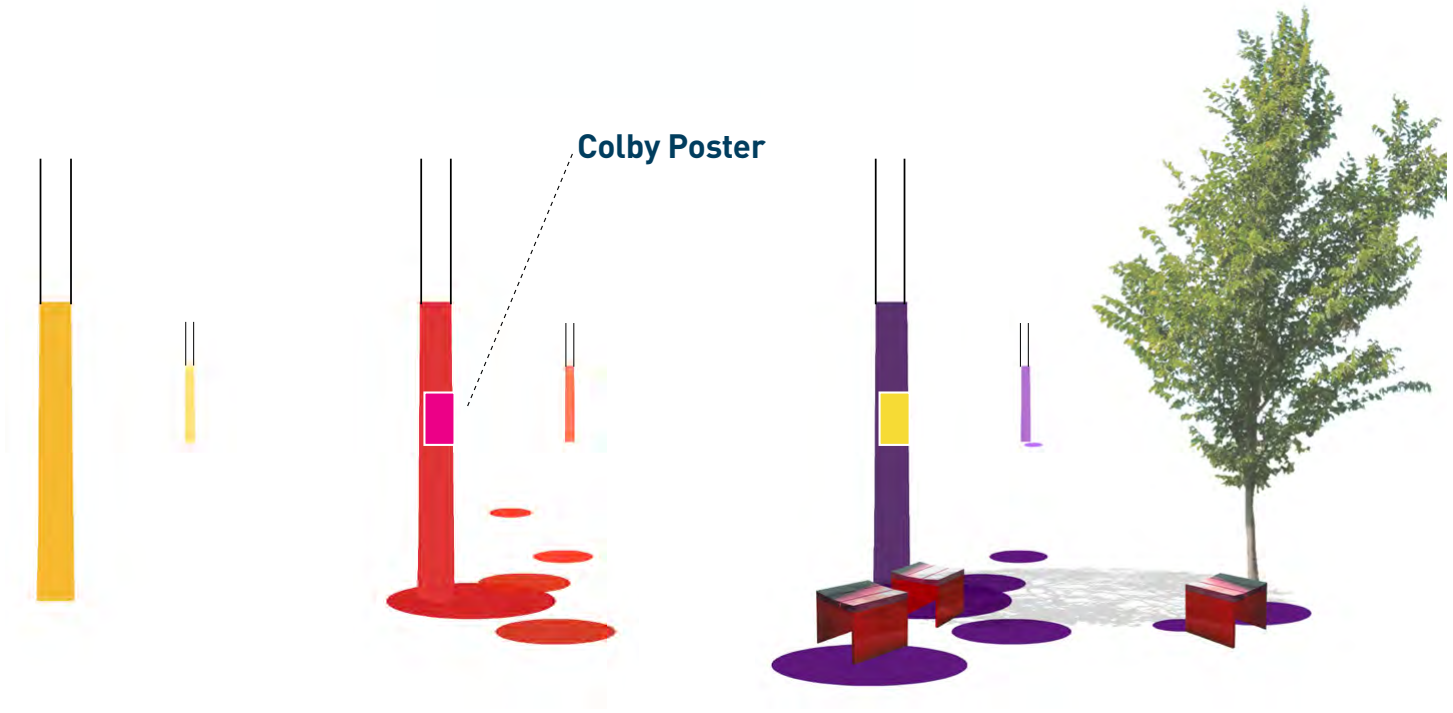
# CONNECTIVE SIDEWALK TRAIL

## Precedents



Connective  
Sidewalk Trail  
Precedents

# APPROXIMATELY 60 LIGHT POLES WITH VINYL WRAP



## 1. Baseline

Apply to up to every 3rd light pole for visual connection and identity marker.

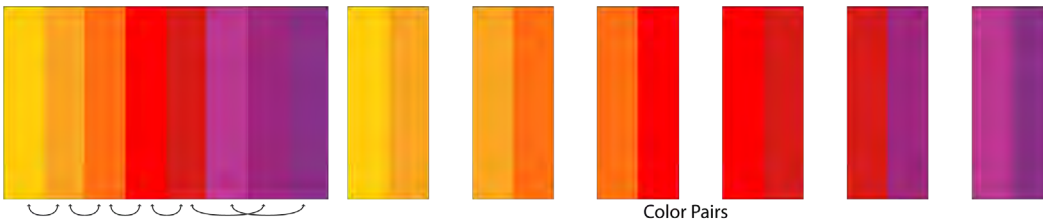
## 2. Smaller Wayfinding Zone

Apply where:  
 - Wayfinding is relevant, such as guiding people to; viewpoint at Sunset Plaza parking lot; public seating areas at new plazas; specific locations with 3-5 minutes walking distance etc.

## 3. Larger Wayfinding & Rest Zone

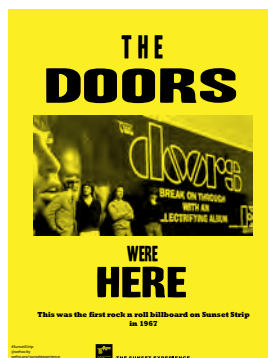
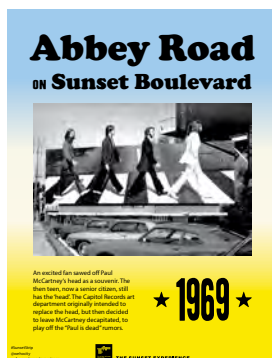
Apply where :  
 - Existing shade or space for umbrellas to provide shade  
 - Stakeholder to care for movable furniture  
 - or, public right of way, where city or stakeholder is responsible for furniture (chain lock can be considered as an option in areas where no stakeholders nearby, such as city parking lot by Sherbourne).

## COLOR SCHEME



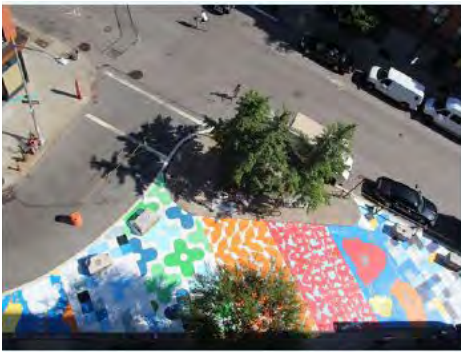
Color Pairs

## PEDESTRIAN WAYFINDING AND HISTORICAL SUNSET MOMENTS

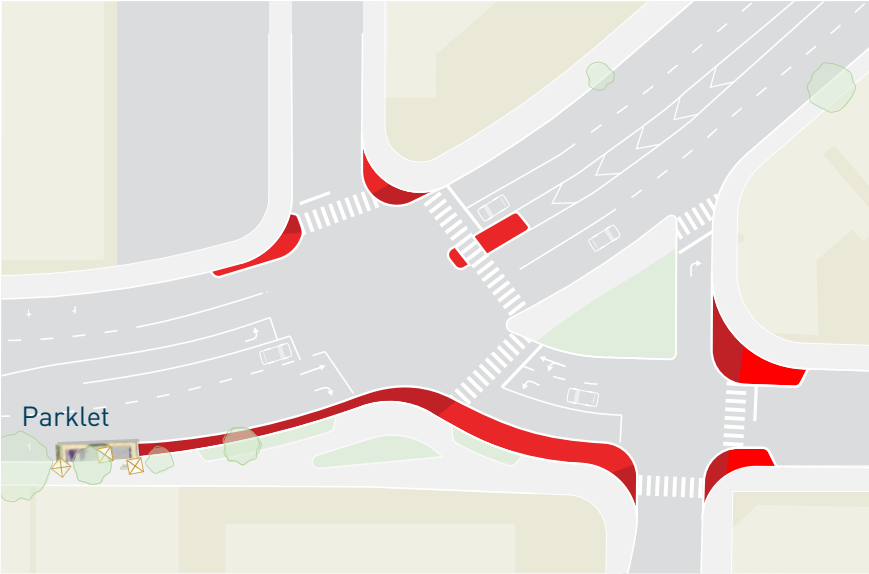


# INTERSECTION TREATMENTS

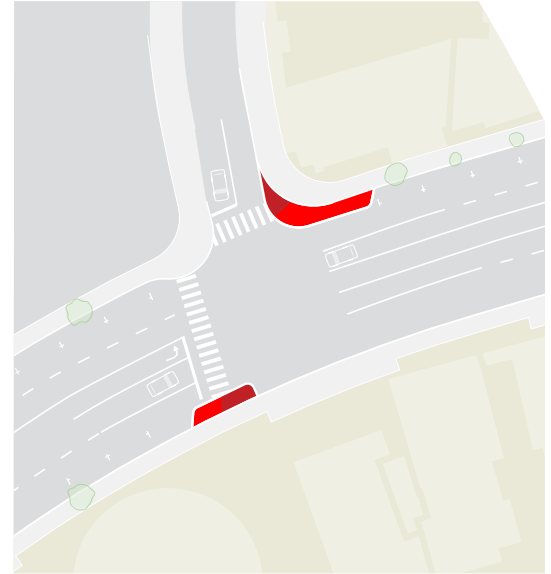
## PRECEDENTS



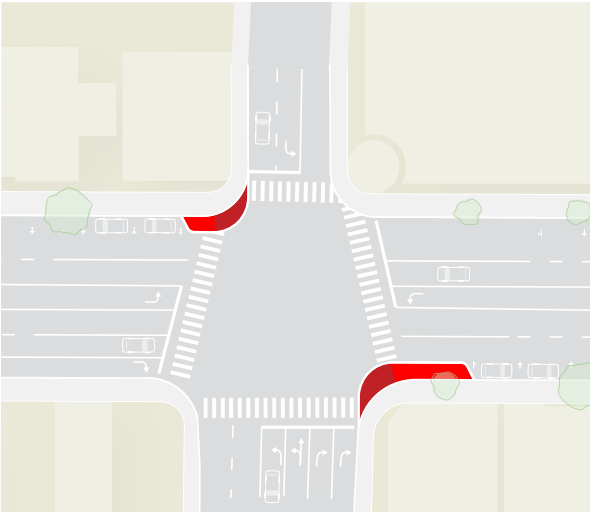
## CONCEPT



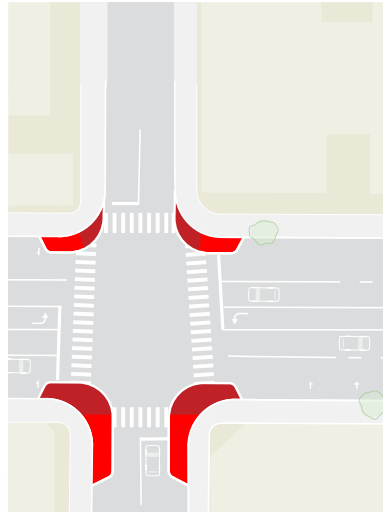
Holloway/ Horn



Sherbourne Drive



San Vicente



Larrabee

## ARTIST PATTERNING OPTIONS

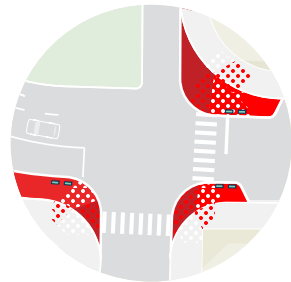
Option 1:

Blend matching colors



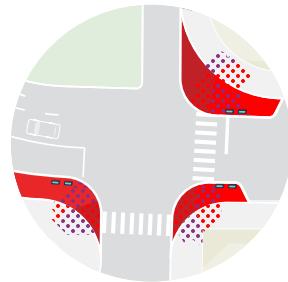
Option 2:

White or lighter color pattern



Option 3:

Add color - Purple pattern



# PARKLET

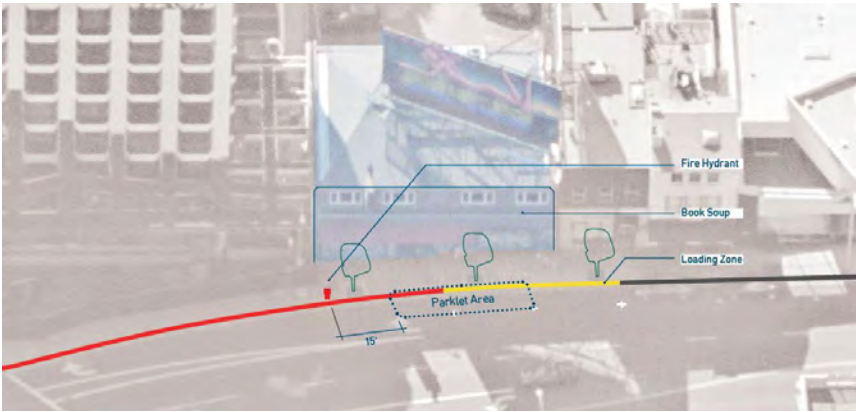
## PRECEDENTS



Parklet  
Precedents



# BOOKSOUP



# CONCEPT PLAN/RENDERINGS

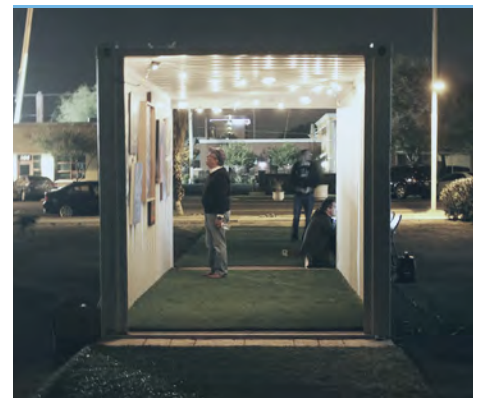
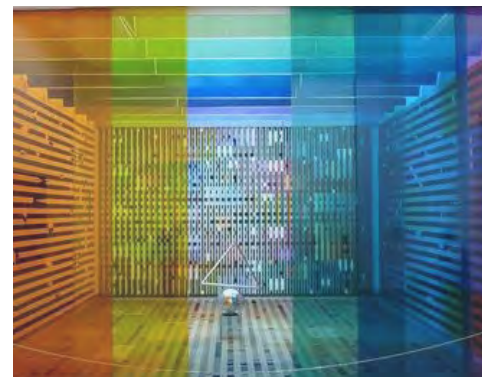


# GATEWAY CONCEPTS

As part of the scope of work, the team will develop conceptual design options for the east/ west gateways of the Strip. The gateway concepts will be presented to the Council during the presentation of the **Streetlife Action Framework Plan**.



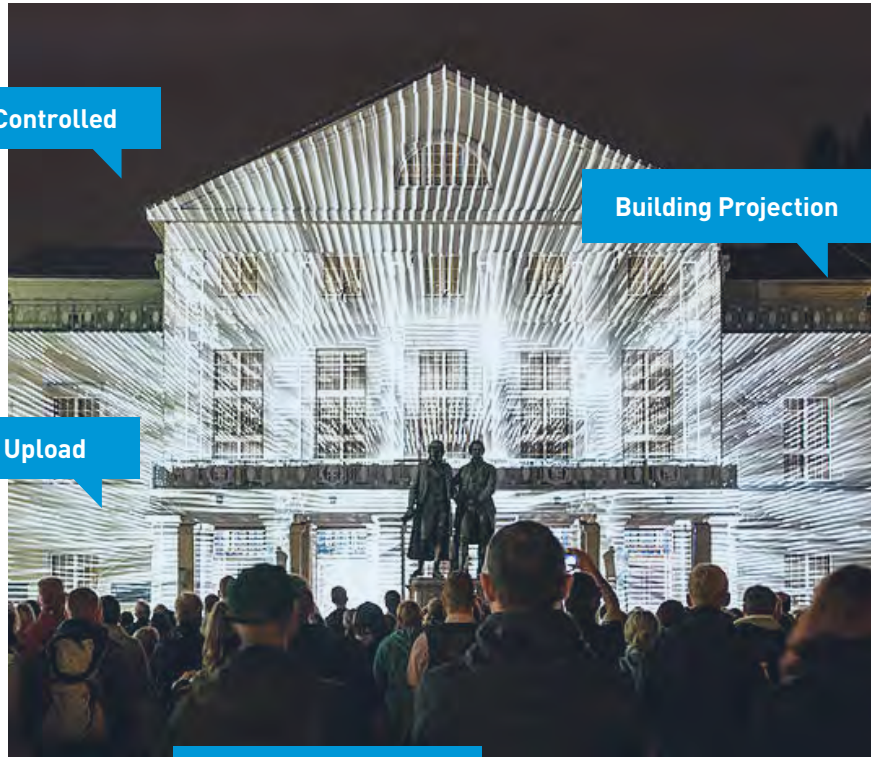
# PRECEDENTS



# PRECEDENTS



App Controlled



Building Projection

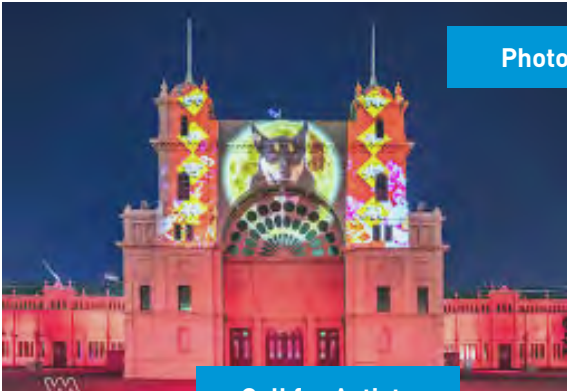


Photo Upload

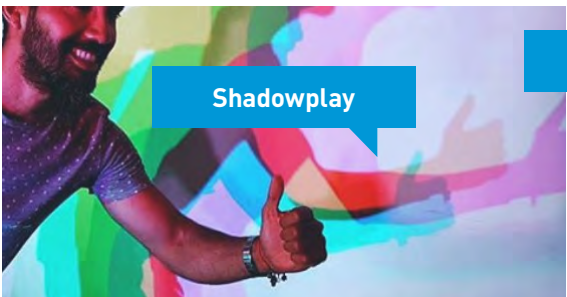
Call for Artists

Art Installation



Facade Mural

Facade Activation & Interactive Component



Shadowplay



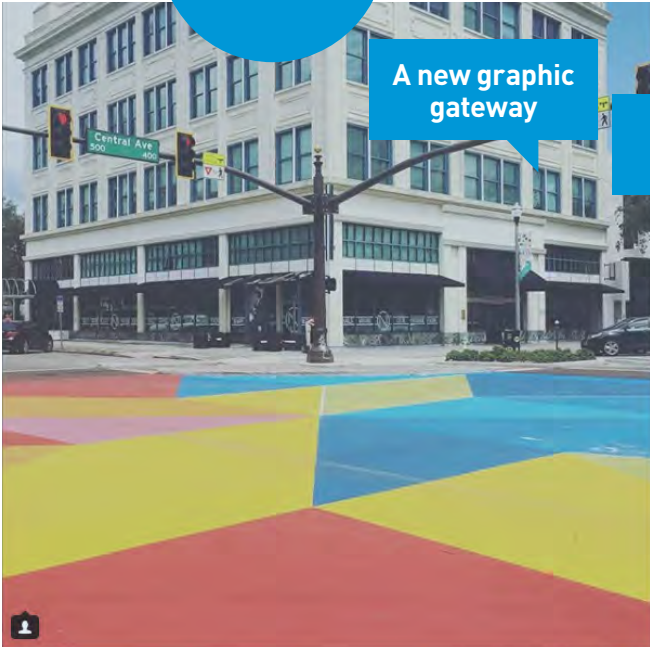
Green Screen

# PRECEDENTS



Reclaiming space for people while rationalizing intersections

Call for artists



A new graphic gateway

Instagram moment

stpetefl • Folg

5th are a little  
ve block, indeed.  
and all of the  
your hard work!

#creativeblock #shineonstpete  
#sunshinere #muralart #murals  
#muraldaily #streetart #painted  
#paintedintersection

tessthefirst It looks great!

\_paimon\_ Will you keep this up forever?

emmanuel\_dones #floridacraftsman

jpgptfjrp Awesome! @jenrosehelps

oysterbarstpete 🌈

boomerintheburg This snowbird can't wait to get back n see this! 🍌🍌🍌

andreaceras Love this picture! Tale a

673 Synes godt om

6. SEPTEMBER 2016

Tilføj en kommentar ...



Tree.0 is an interactive tree that collects data about the public realm use as well as weather data, air quality etc. The installation responds to users with changing light and constellations

Offer a play on the iconic Marlboro Man that used to inhabit this gateway. Could also be in the form of a cut out - silhouette of a man. What would be the current version of the Marlboro Man?

# PRECEDENTS



Kinetic art  
experienced as  
moving by





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