

Sunset Strip Gateway Concepts

May 2019



City of West Hollywood
California 1984

Gehl

Sunset Strip Gateways - more than just a marker

New public spaces on Sunset Strip

Sunset Strip is known worldwide for its' history as a place of entertainment. It was once a playground for the Hollywood elite, a place to see and be seen, where music legends were discovered and created.

Today the 1.6 mile stretch of street offers an array of options for shopping, dining, and nightlife, both visiting and staying overnight, and many of the famous music venues still offer daily shows. But aside from the well-known destinations and the large billboards, there are few clues that demonstrates to people visiting that they are in fact on the legendary Sunset Strip.

Sunset Strip is a throughfare and a series of destinations more than a destination in itself. Few people venture walking between destinations making it harder for new businesses to gain a foothold. In addition, very few businesses have street-level activity, and contribute little to the poor streetscape environment.

In order to be welcoming to both visitors and locals, the streetscape needs to encourage walking by making it safer and more comfortable. It should provide quality open spaces with seating and shade, and add invitations to linger and spend time on Sunset Strip by encouraging businesses to spill out. By providing both locals and visitors reasons to walk and spend time, Sunset Strip can re-position itself as a world-class entertainment district as well as a neighborhood main street.

The new and improved gateways can assist with:

1 **Strengthening the Sunset Strip identity with visual markers at entry points to welcome visitors and locals**

2 **Inviting more people to walk between destinations on Sunset Strip and to cross the street in a safer manner**

3 **Creating places that invite people to spend time outside the buildings on Sunset Strip**

Gateway Locations Overview

- 1 Eastern Gateway.**
Entering and exiting Sunset Strip between West Hollywood and Hollywood
- 2 Western Gateway.**
Entering and exiting Sunset Strip between West Hollywood and Beverly Hills
- 3 La Cienega Gateway**
Arriving on Sunset Strip from the south

2

3

Marmont Ln

Sunset Blvd

Eastern Gateway

La Cienega Gateway

La Cienega

Western Gateway

Doheney Rd

Sunset Blvd

1



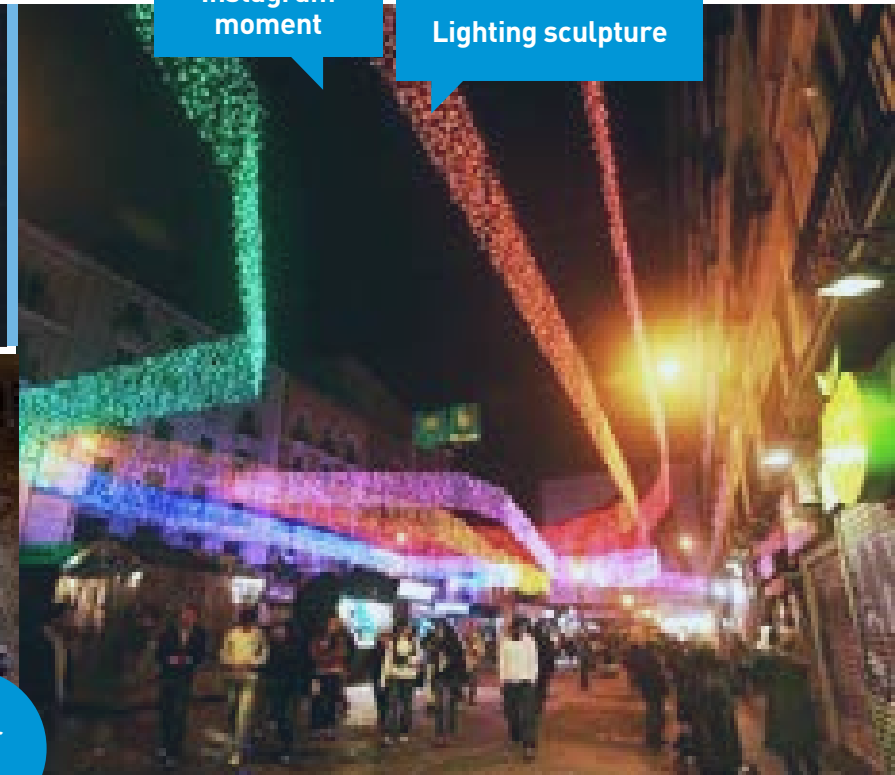
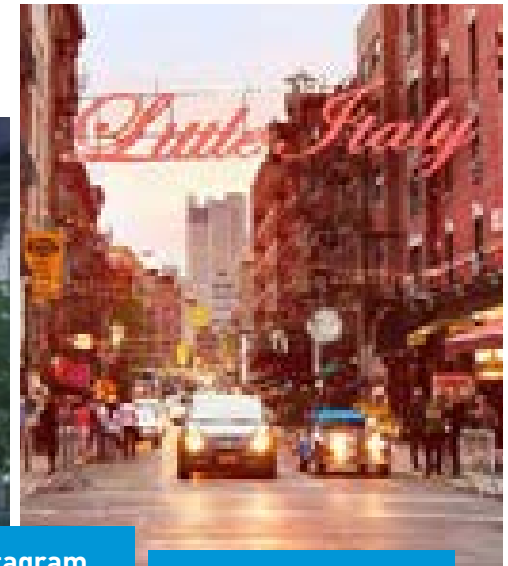
1 Eastern Gateway

Concept A: Vertical gateway marker

A celebrated arrival to Sunset Strip that visually marks the gateway with an installation spanning across the street. A light groundplane touch in the form of a new crosswalk is added and sidewalk extensions provide invitations to linger.

This concept proposes adding a vertical marker that spans across the Sunset and creates a visual portal welcoming people to Sunset Strip. The concept proposes expanding the sidewalk and including more street greening, public seating and potentially also adding shade elements. This will both invite people to take a short break on their way and wait comfortably for the Sunset Trip trolley.

A crosswalk is added to mitigate jaywalking and invite more people to walk between destinations in a safe manner. Currently there is no safe way to cross the street at this gateway, and inviting people to spend time without providing a safe way to get there could cause more people to cross the street in an unsafe manner, which should be avoided. *The location of this crosswalk would need to be studied in detail in connection with the crosswalk at Roxbury Road, and coordinated with the Los Angeles Department of Transportation (DOT).*



Instagram moment

Lighting sculpture

Call for artists

Elements

- 1 Vertical Gateway Marker
- 2 New crossing
- 3 Bulbouts and extended sidewalk
- 4 Art 'selfie spot'
- 5 Pickup-Drop-off zone, with shade
- 6 Seating, trees and greening

The extended sidewalk is created solely by limiting the loading zone to part of the block. It does not take away or narrow travel lanes. In return it provides more space for walking, width enough to plant trees and add street greening, seating and lighting and public art.

The concept design suggest placement of the vertical marker and conceptual idea, but not specific design. The precedent images displays and array of ways to approach and design the vertical marker. Consider a call for artists based on a design brief, either as open call or by invitation.



Existing Condition



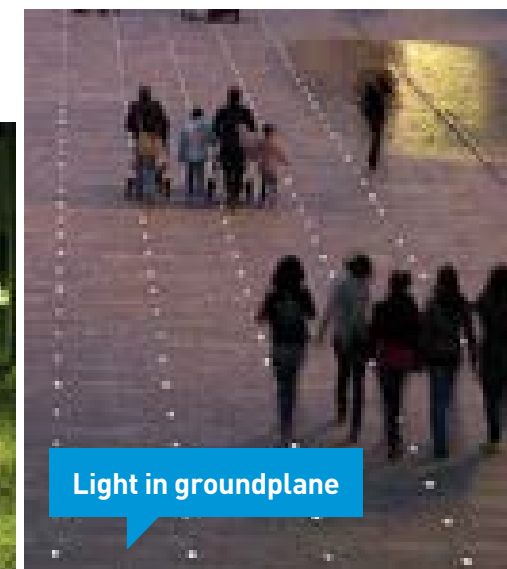
1 Eastern Gateway

Concept B: Horizontal gateway marker

A celebrated arrival to Sunset Strip that visually marks the gateway on the ground plane. A new crosswalk is added to make crossing the street safer, and sidewalk extensions provide invitations to linger.

This concept proposes primarily using the groundplane to avoid adding more vertical visual clutter and to take advantage of the large intersection surface area. The existing billboards also add to the number of vertical elements present on the Strip. As concept A, this concept proposes expanding the sidewalk and including more street greening, public seating and potentially also adding shade elements. This to both invite people to take a short break on their way and wait comfortably for the Sunset Trip. Additionally it proposes to create a stepped seating area, with public art, into the existing tiered green space.

Again, a crosswalk is added to mitigate jaywalking and invite more people to walk between destinations in a safe manner. Currently there is no safe way to cross the street at this gateway, and inviting people to spend time without providing a safe way to get there could cause more people to cross the street in an unsafe manner, which should be avoided. *The location of this crosswalk would need to be studied in detail in connection with the crosswalk at Roxbury Road, and coordinated with the Los Angeles Department of Transportation (DOT).*



Call for artists

Elements

- 1 Horizontal Gateway Marker
- 2 New crossing
- 3 Bulbouts and extended sidewalk
- 4 Seating, trees and greening
- 5 Pickup-Drop-off zone
- 6 Extended seating area with art into existing tiered green space

The street mural shown is not a specific design, but suggests placement of the horizontal marker and conceptual idea. The precedent images display an array of ways to approach and design the marker and add art and seating to the tiered green area. Consider a call for artists for the mural, seating and other art elements based on a design brief, either as open call or by invitation.



Existing Condition

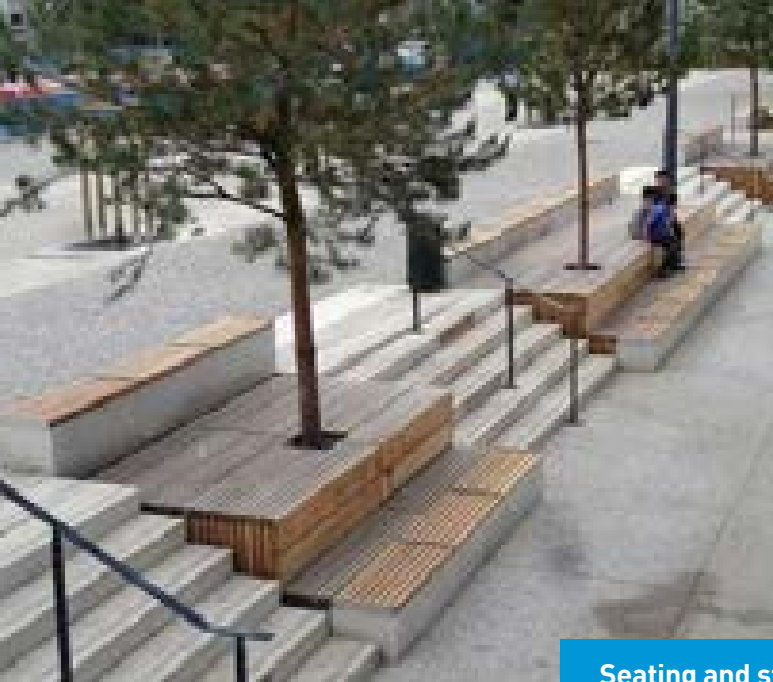


Furnishings, Greening & Shade

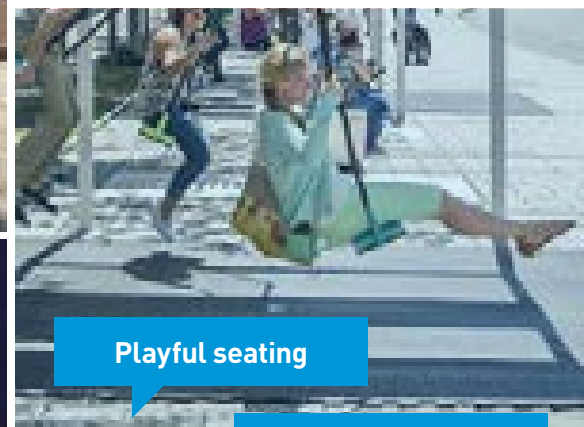
Applicable to both Concept A
and Concept B.

Bleacher-style
seating

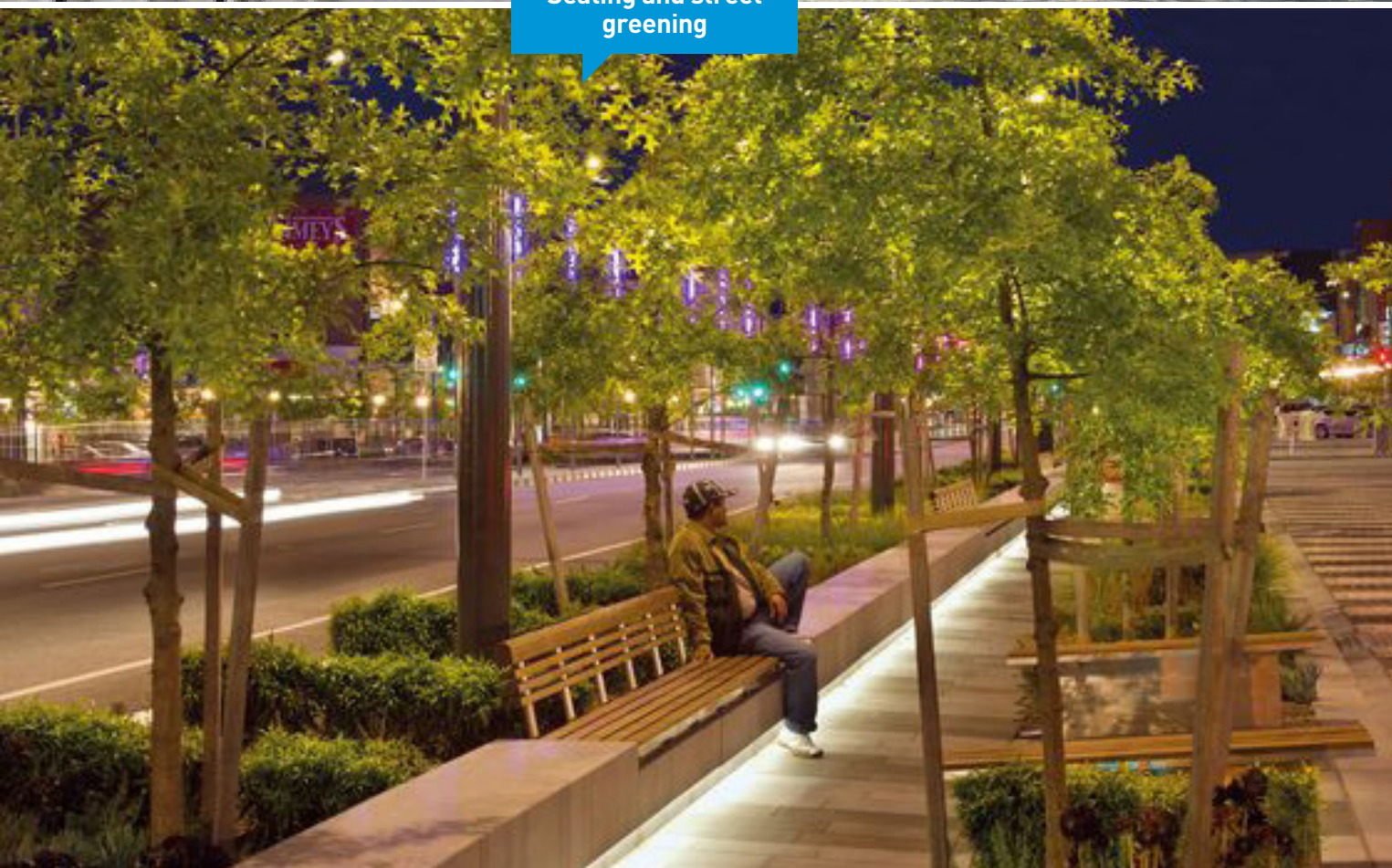




Seating and street greening



Playful seating



Alternative ways to provide shade

Pink Taco Plaza Concept

This is an opportunity to expand the entry and gathering place for the Eastern Gateway. This concept would require a partnership with the property owner at 8225 Sunset Boulevard.

What a great place to chill while tables are full

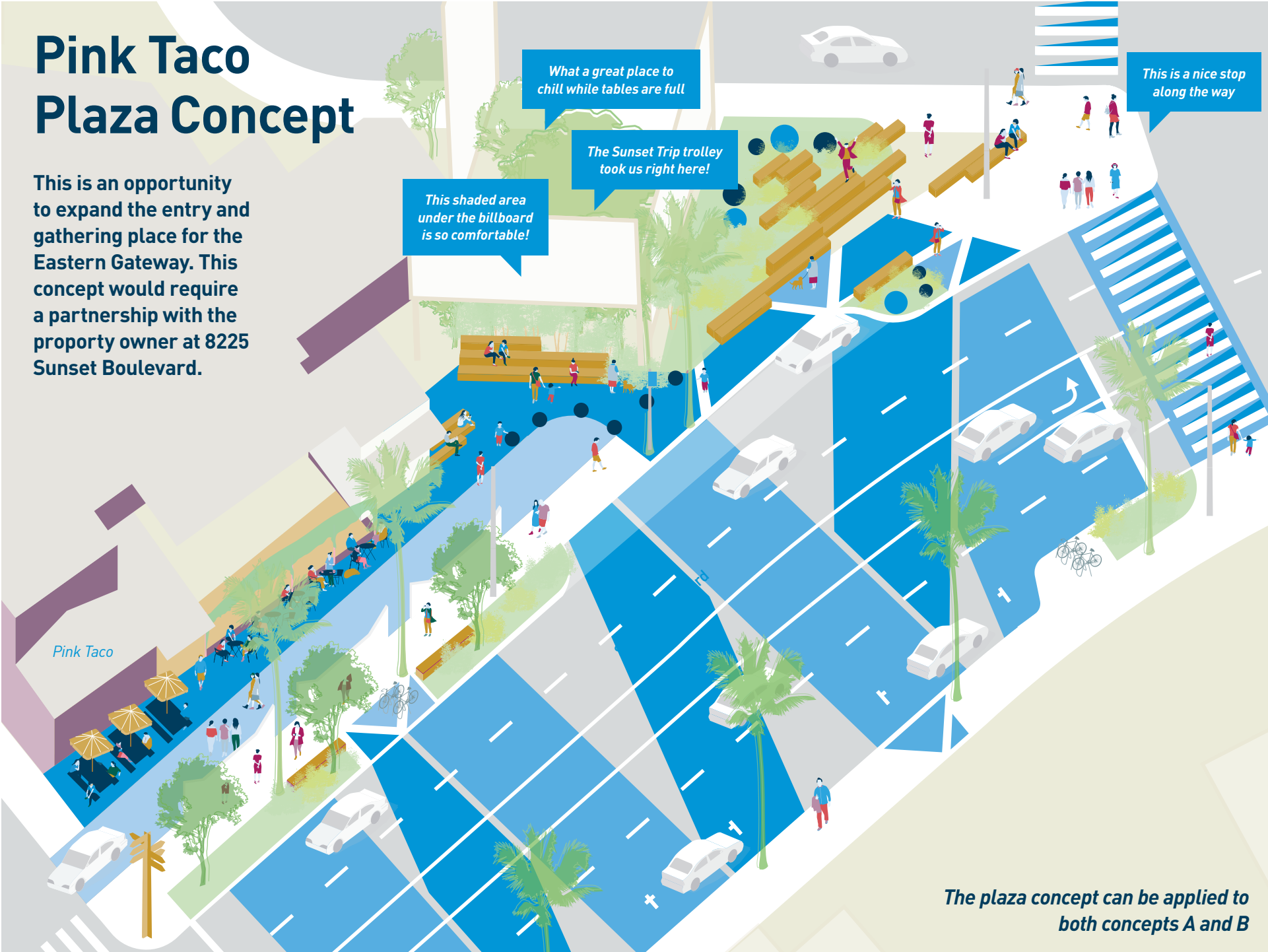
The Sunset Trip trolley took us right here!

This shaded area under the billboard is so comfortable!

This is a nice stop along the way

Pink Taco

The plaza concept can be applied to both concepts A and B

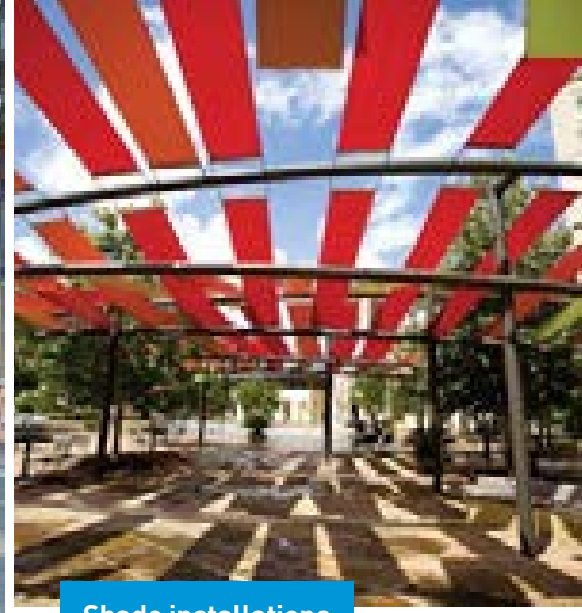




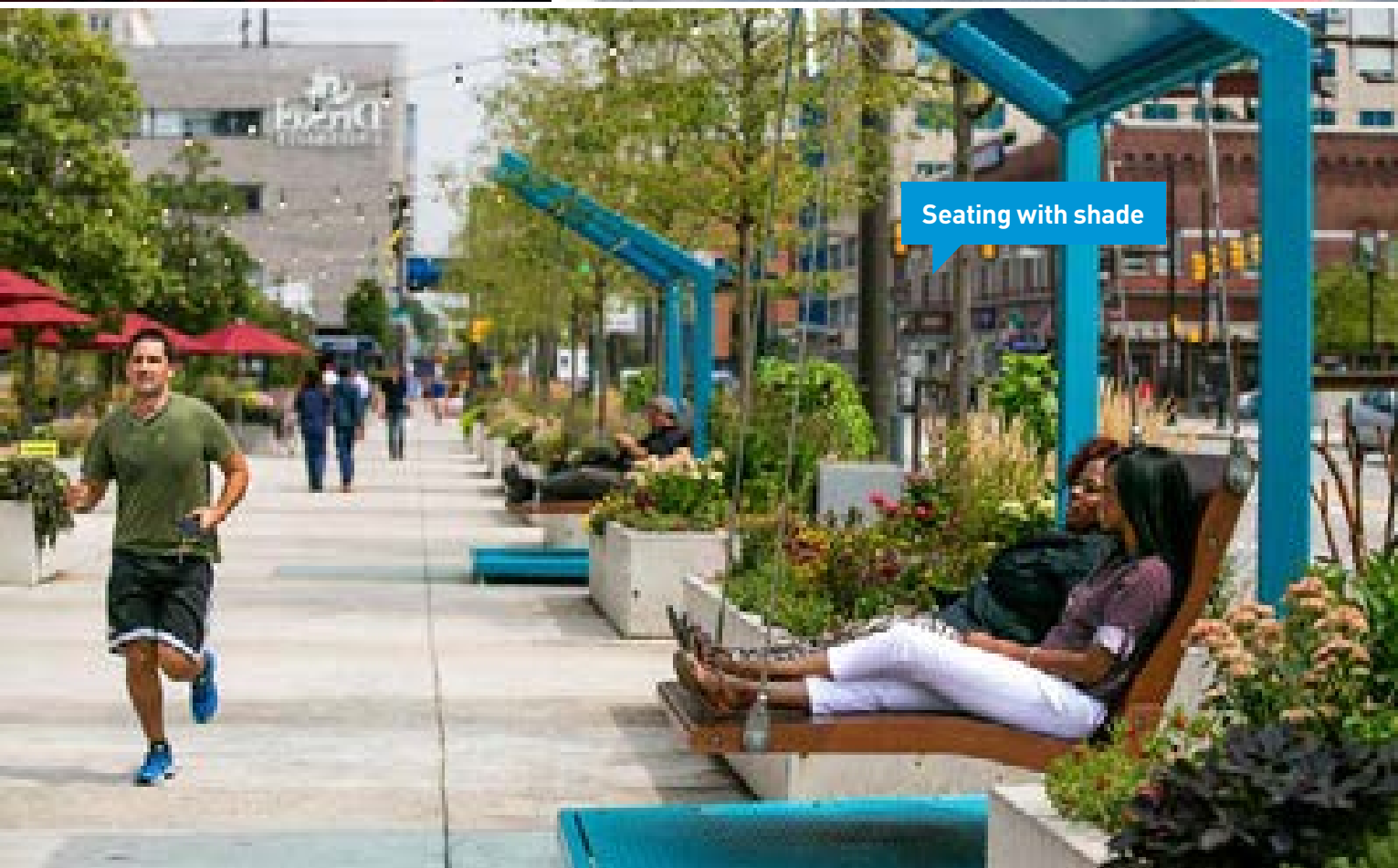
Interactive



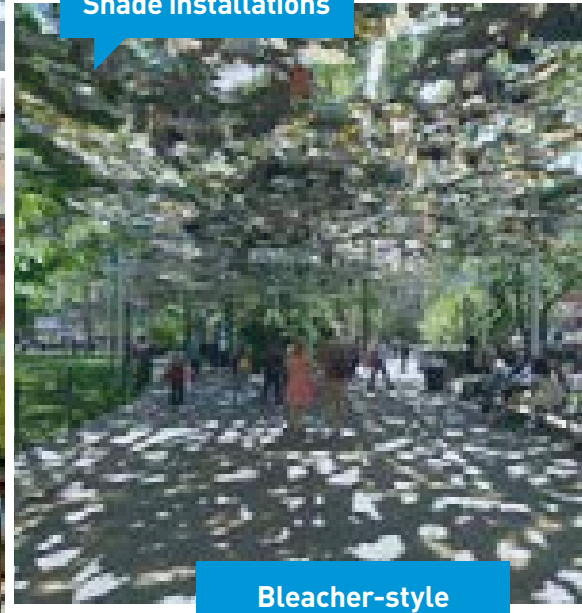
Playful



Shade installations



Seating with shade



Bleacher-style seating



2 Western Gateway

Concept A: Vertical gateway marker

Similar to the Eastern Gateway, the focus here is to celebrate the arrival to Sunset Strip and visually mark the gateway with a vertical installation. A light groundplane touch in the form of new pedestrian refuges is added to provide safer street crossing, and public seating invites people to linger.

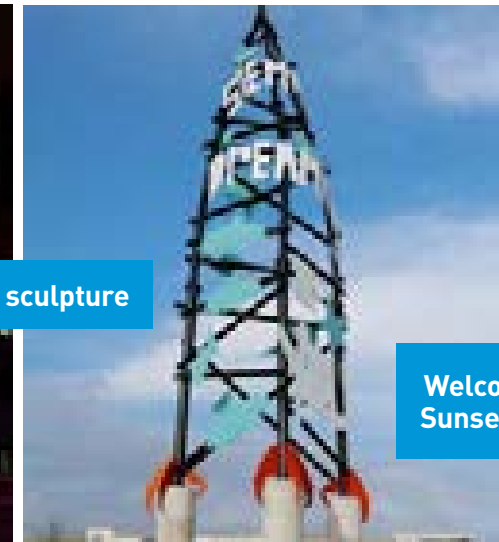
This concept proposes adding a vertical marker located in the generous center median, welcoming people to Sunset Strip and visible when driving east bound from Beverly Hills.

It proposes adding one new pedestrian island and expands two existing ones in order to make crossing the street and/or waiting mid-crossing safer and comfortable. All refuge additions in this concept are added onto excess roadspace and do not take away from any traffic lanes.

In addition it introduces public seating, street greening and bike parking to the wider sidewalk space on the north-eastern leg of the intersection by 9201 Sunset Blvd. This to both invite people to take a short break on their way and to create a comfortable spot to wait for transport.



Lighting sculpture



Welcome to Sunset Strip



Installation

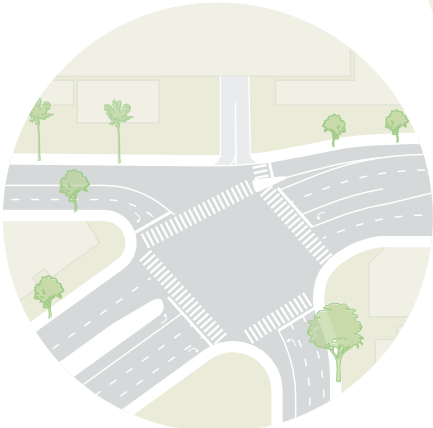
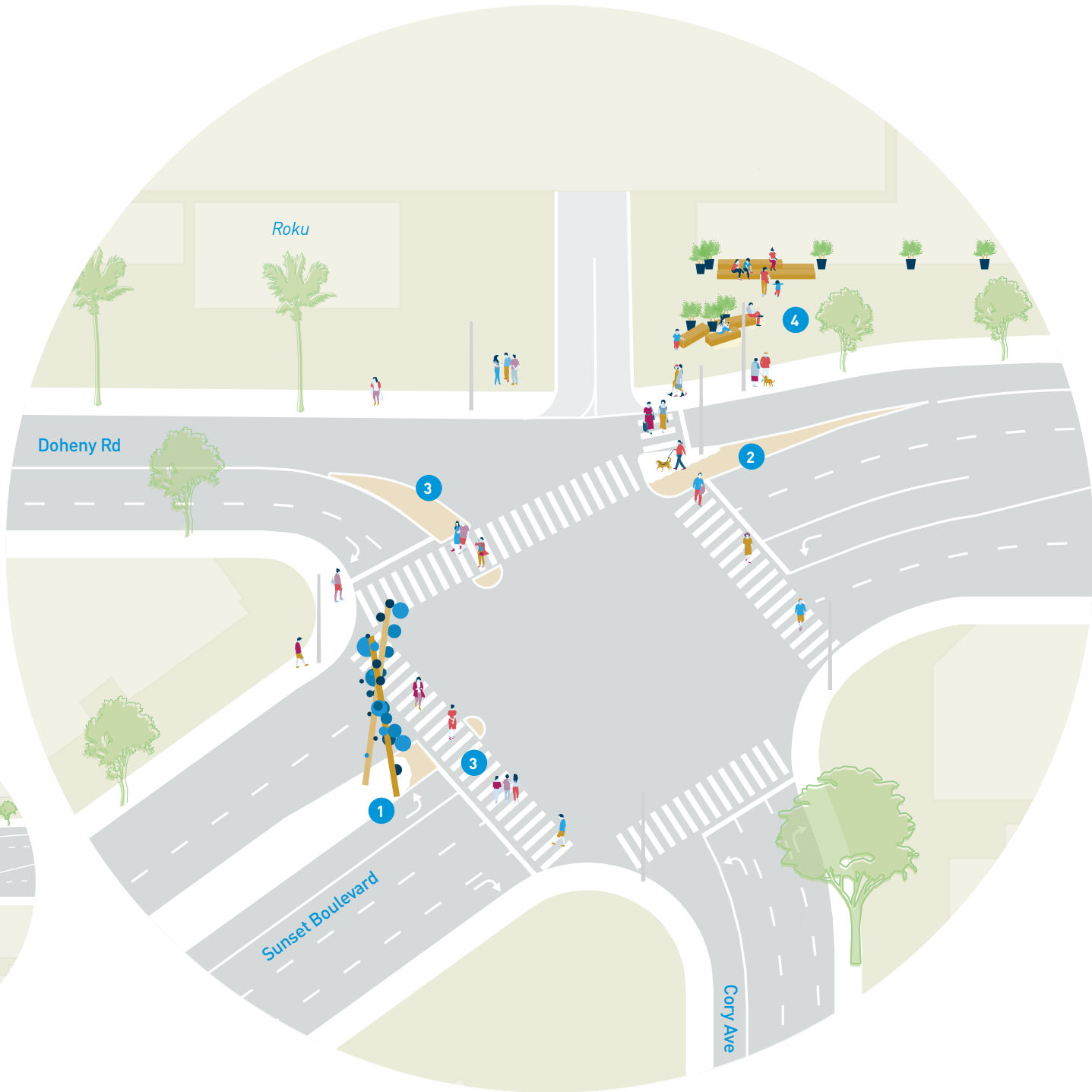


Call for artists

Elements

- 1 Gateway marker
- 2 Extended refuge
- 3 New pedestrian refuge
- 4 Seating on building edge

The concept design suggest placement of the vertical marker and conceptual idea, but not specific design. The precedent images displays and array of ways to approach and design the vertical marker. Consider a call for artists based on a design brief, either as open call or by invitation.



Existing Condition

2 Western Gateway

Concept B: Horizontal gateway marker

Similar to the Eastern Gateway, the focus here is to celebrate the arrival to Sunset Strip and visually mark the gateway on the ground plane, while providing safer street crossings and invitations to linger. The intersection is treated as a 5-way, simplifying navigation for all users.

In order to fully address this dangerous juncture, without making a larger redesign with higher traffic impact, an option is to treat it as a 5-way intersection. This solution addresses the high volume of drivers entering the office parking, and provides pedestrians with a safe and continuous path of travel across the driveway by the medical tower.

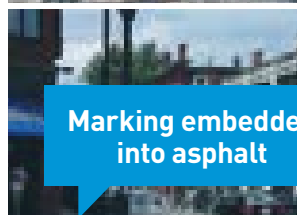
As a result of treating this as a 5-way intersection a street plaza is created allowing to expand on the idea of adding public seating, street greening and bike parking by 9201 Sunset Blvd as shown in Concept A.

One new pedestrian refuge is added and one is expanded in order to make crossing the street and/or waiting mid-crossing both safer and more comfortable. All refuge additions in this concept is added onto excess roadspace, not taking away from any traffic lanes.

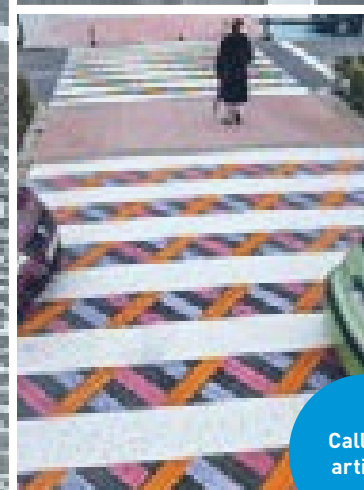
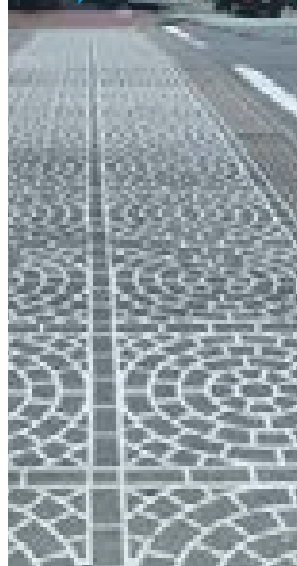


Instagram moment

A graphic gateway to Sunset Boulevard



Marking embedded into asphalt

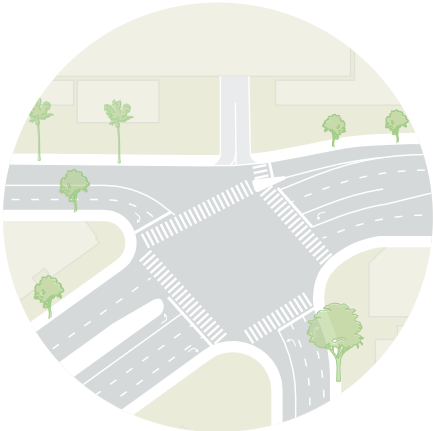
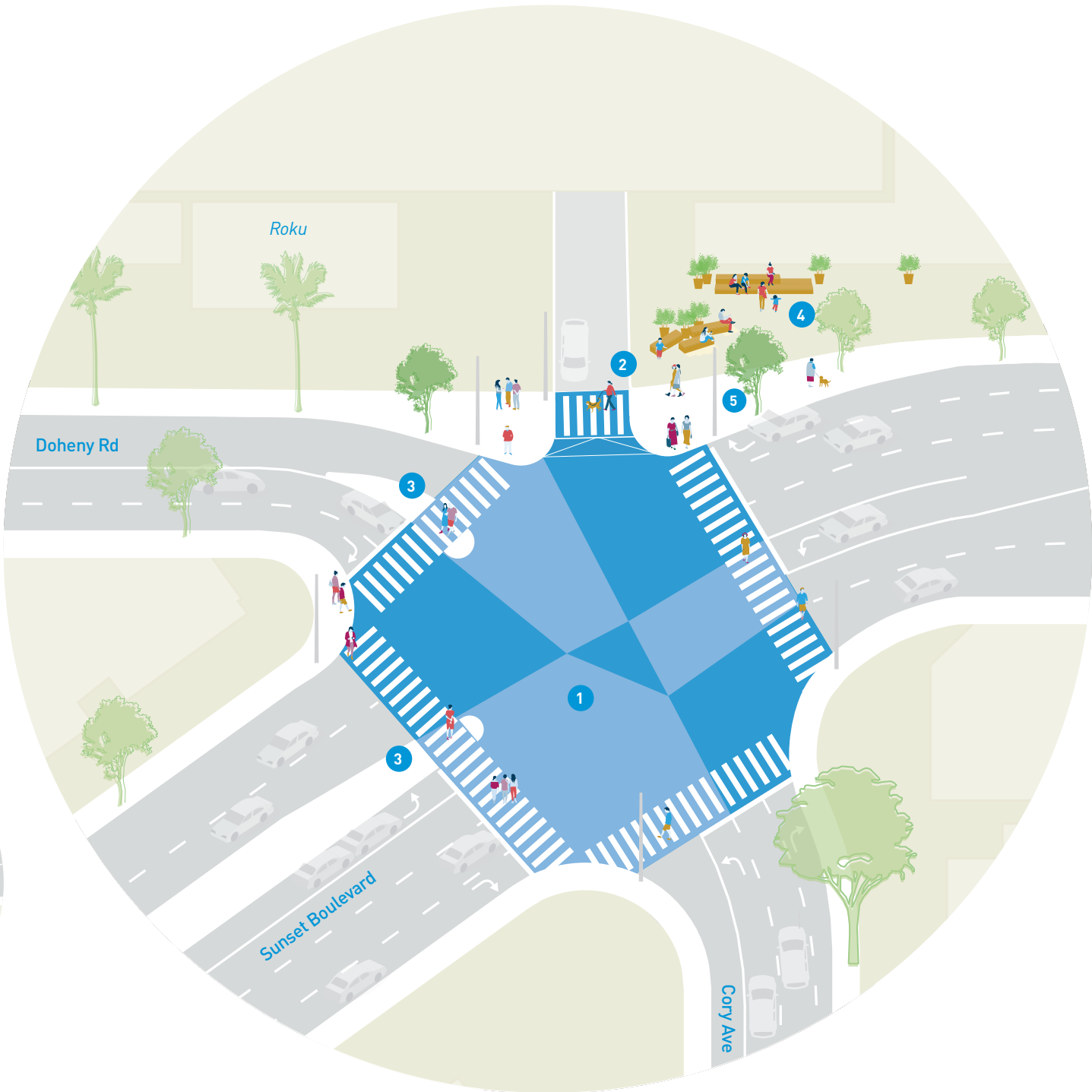


Call for artists

Elements

- 1 Gateway mural
- 2 Sidewalk extensions and crosswalk
- 3 New pedestrian refuge
- 4 Seating on building edge
- 5 Street Plaza

The concept design suggest a conceptual idea of a street mural, but not specific design. The precedent images displays and array of ways to approach and design the horizontal marker. Consider a call for artists based on a design brief, either as open call or by invitation.



Existing Condition

Furnishings, Greening & Shade

Mostly applicable to Concept B 'street plaza', but adaptable to Concept A in a small scale version

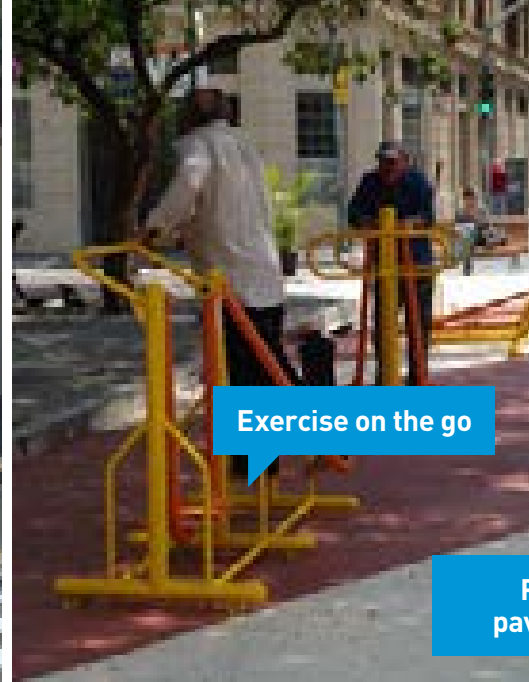


Bike parking

Furniture
zone



Shade / seating

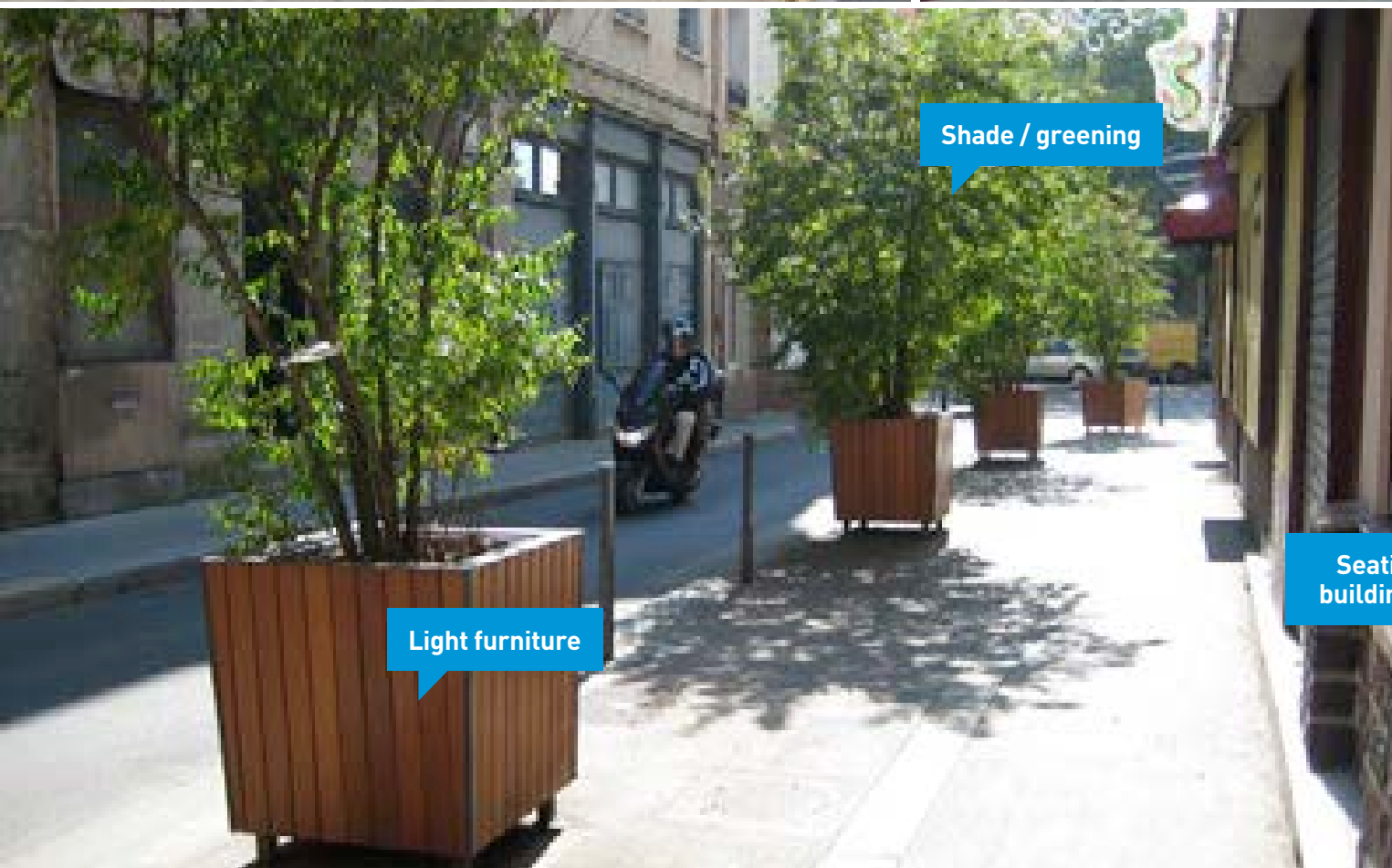


Exercise on the go



Plaza pavement

Seating and street greening



Shade / greening

Light furniture



Social furniture



Seating on building edge

3 La Cienega Gateway

A new plaza on Sunset Strip offering a stunning view of the city while inviting people to linger and become a part of the Sunset Strip landscape by interacting with the billboards.

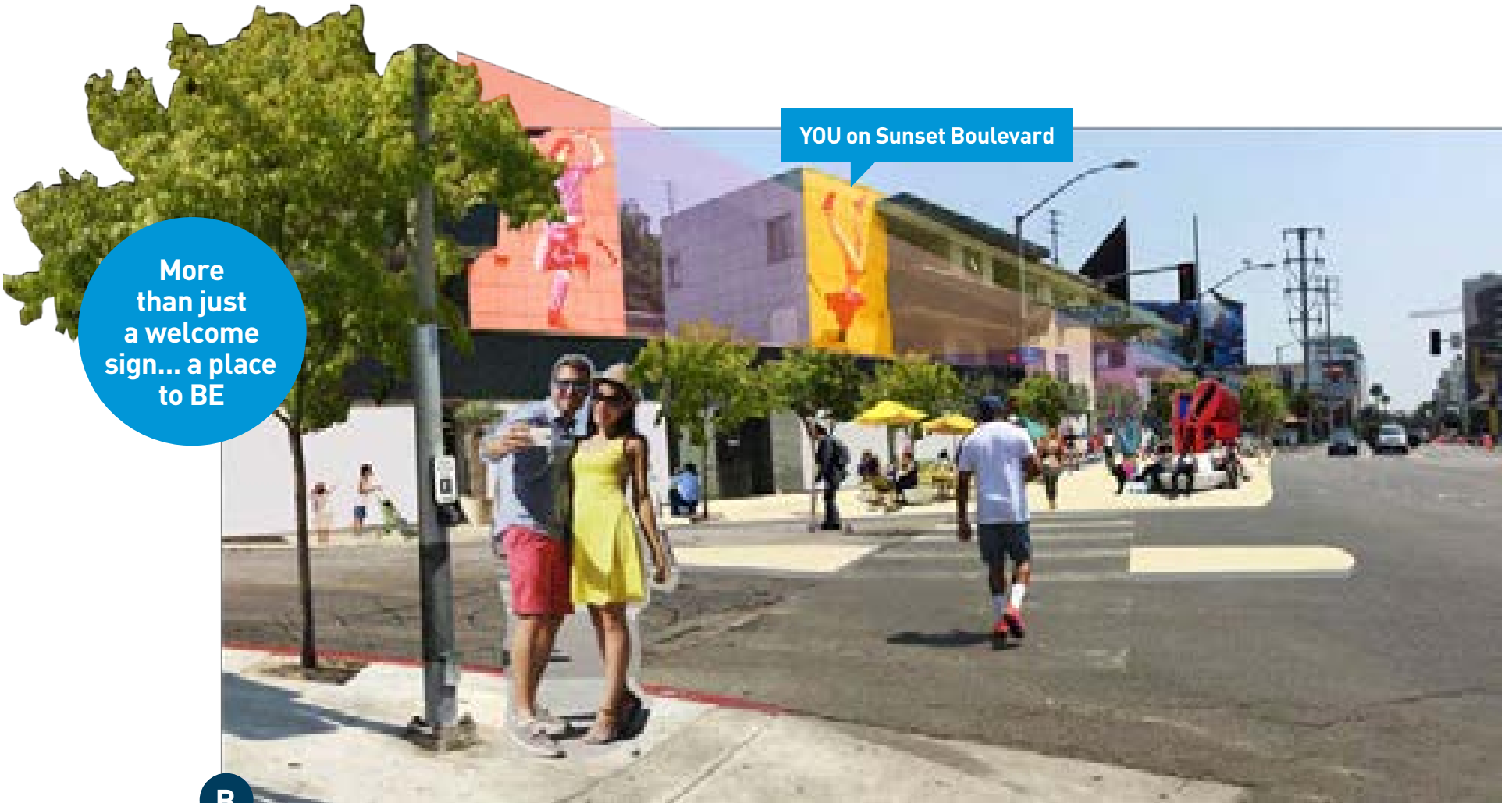
This Gateway concept takes advantage of this central location on Sunset Strip. It provides traffic calming while offering a new public plaza on Sunset Strip. The plaza spills out from the sidewalk into excess roadscape in front of a vacated building (soon to be rebuilt with new office spaces), capturing pedestrians that arrive on Sunset Strip at places other than its east and west Gateways, as well as people walking along the street.

Seating angled in one direction offers a stunning view of the city (vision collage A), while movable seating and interactive elements provide activation in a large area of the new plaza (vision collage B).

The interactive component plays on the billboards of Sunset Strip, by inviting people to activate the facades of the vacant building (the new building) with user-generated content by: Projection, Spotlight Shadow, photo upload or similar.

All components visualized are conceptual and intended to communicate an idea. Specifications like colors, intersection layout and use of the vacant building facade will need to be studied and workshopped in detail, as well as integrated with the design of the new building coming.





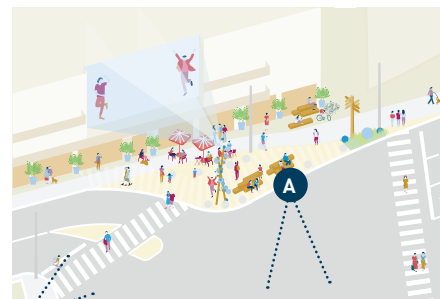
YOU on Sunset Boulevard

More than just a welcome sign... a place to BE

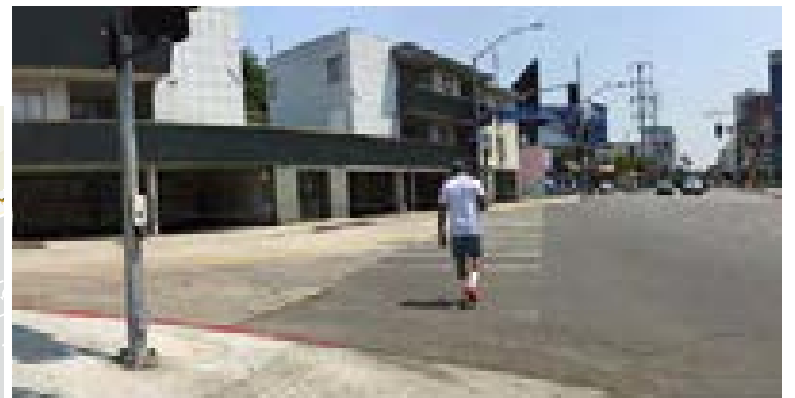
B

To the left: View of area arriving from the south

To the right: Plaza area today and angle of vision collages for reference



B



La Cienega Gateway Concept Elements

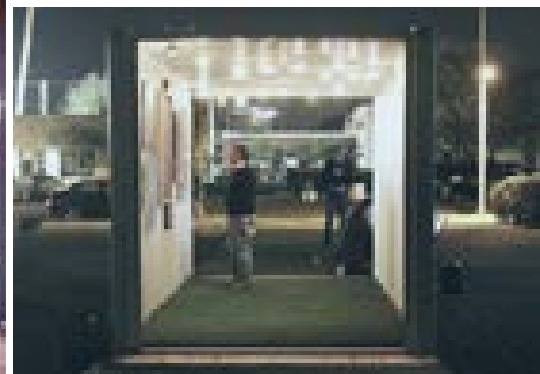
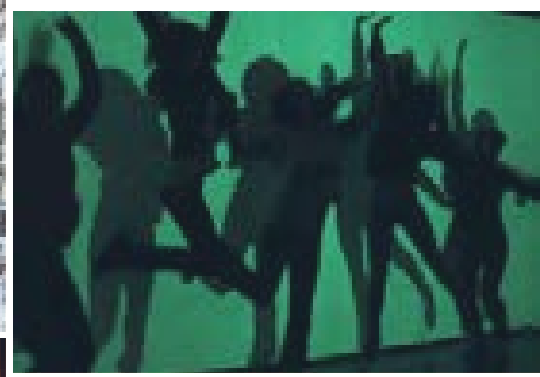
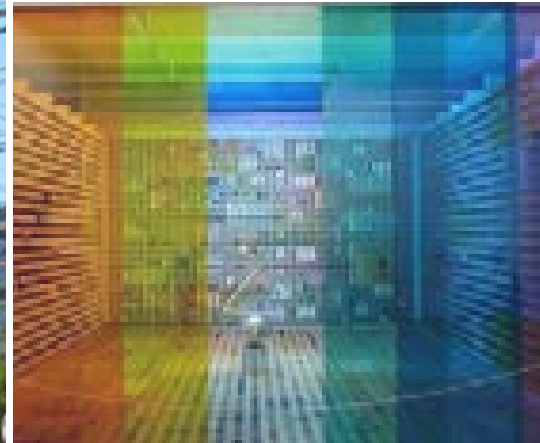
- 1 Street plaza
- 2 Pedestrian refuge
- 3 Street greening and signage
- 4 Facade activation
- 5 Seating and shade
- 6 Front row seat to city vista

As part of exploring this gateway plaza concept, it is recommended to study the entire intersection and consider moving the eastern crosswalk closer to the new plaza.

- 7 Potential crosswalk re-alignment



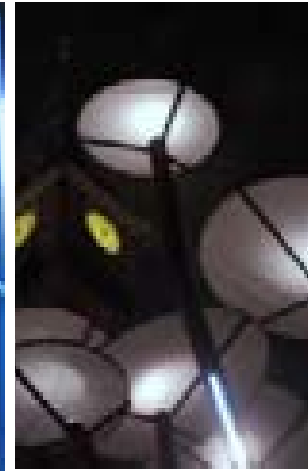
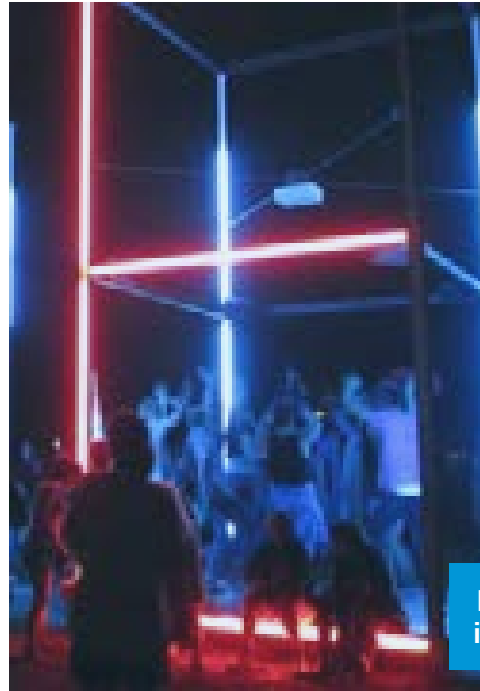
Existing
Condition





La Cienega Gateway - Marker

In lieu of projecting on the facade, an interactive sculpture could serve as the focal point and digital element.



Interactive installation



PixlDance is an interactive dance floor with sound and light that reacts to movement, pace, and number of people

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

