

Avenues Working Group Meeting #1 - Survey

4.3.12

1. Positive attributes of the District

- Sense of community 'charming'
- Small scale (human scale) – both scale of buildings and geographical
- Similarity of businesses – making it a destination
- Walkable
- Low scale buildings
- Enough bars/restaurants
- Smaller scale buildings
- Surrounded by residential neighborhoods
- Wider sidewalks in some places
- Walkability to shopping, medical, transportation
- Cultural cohesiveness
- Population variations
- Known as a charming area to explore
- Types/caliber of businesses
- Location in L.A.
- Dining
- Shopping
- Smaller scale, quaint vibe
- Design district
- Shopping district
- History of West Hollywood
- Types of businesses/good mixed uses
- Aesthetic high
- Branding expectation of the area (city)
- Unique businesses
- User friendly
- Shopping and eating within walking distance
- Everything is close proximity
- Commercial destination options (restaurants, detail, etc)
- Walkability for residents
- Neighborhood feel
- Fun mix of business/types of business
- Sense of community
- Business helping each other
- Charm comes from high-end boutique business mixture with residential
- Becoming more accessible, not just PDC
- Growing, art design, fashion
- Active business and neighborhood culture

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2. Positive attributes of individual streets

Robertson:

- Width
- Not too much traffic
- Can see end to end
- Types of businesses
- Clean
- Traffic manageable
- Sidewalk and landscaping
- Commercial architecture of buildings
- Charm

Melrose, Robertson, Doheny:

- Order to street
- Low scale buildings
- Fine grain – businesses

Melrose:

- Village feel
- Varied architecture
- Trees
- Great shopping
- Ability to shop and eat
- Walking and safe
- Pedestrian friendly
- Crosswalks are nicely spaced out

Beverly:

- Easy to navigate
- Straight street and few (if any) vacancies
- Wide sidewalks
- Home décor shopping area
- High end

Santa Monica/La Cienega:

- Identification
- Dense development
- Resting and small park areas

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3. Attributes to which the District should aspire

- Public seating
- Consistency – hardscape and landscape
- Parking
- Stronger order to street space/streetscape/trees
- Human scale buildings/street features
- Green (low scale and shade trees)
- District identity
- Walkability
- Beautification
- Greater pocket parks
- District transportation
- Attractions to bring in city-wide visitors
- THE PLACE to come and shop
- THE PLACE to come and dine
- THE PLACE to come and hang out
- Signage is a huge opportunity
- Transportation – bikes, walking paths simple to navigate entire districts
- Cohesive vibe
- Unique art that will bring people to area
- Design friendly
- Walkable
- Parking friendly
- More pedestrian friendly and pet friendly
- Landscaping
- Destination oriented
- Consistency in sidewalk sizes, trees, lighting, more crosswalks, parking (not PDC or Library)
- More cohesive look in district
- Better public parking
- Crosswalks with lights
- Valet parking
- Nice big sidewalks
- Bike racks done artistically/creatively
- Lighting in trees
- Lighting in general
- World destination
- Boutique Hotel
- Area specific parking, satellite lots
- Lighting not Edison dependent

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4.3.12

4. Attributes to which individual streets should aspire

Robertson:

- Sense of shade/shelter/places to stop and pause
- Needs to become more cohesive – sidewalks, trees, curbs
- Sense of destination – something to draw you down the street

Santa Monica:

- Lack of human scale at street level
- Lack of order to space at intersections
- More green

Melrose:

- Parking
- Unification
- Expanded village feel
- Coolest place to buy fashions
- To become more walkable
- To become a place where people can hang out
- More dining to bring people into stores
- Cohesive vibe
- Public art
- Clear identity (am/pm)
- Walkability
- Shopability
- Melrose:
- More green, trees, plantings, crosswalk and lighting
- Wider sidewalks and shading
- Enhance pedestrian aesthetic
- Gateway
- Block between Robertson and Doheny – make a plaza

Beverly:

- Walking district
- Parking friendly
- Gathering places, more dining

La Cienega:

- Shop façade improvements
- Encourage diversity of business and art

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5. Places with similar attributes

- Vienna
- State Street
- Parts of Laguna Beach/Hermosa
- Times Square – walking zone (Large scale with coziness in between)
- Aspen – walking district (very low-key, pedestrian friendly in a very high-intensity commercial environment – New York’s 5th Ave. with snow)
- Old Town Chicago
- Soho – types of businesses more than streets
- Newbury Street, Boston
- Silver Spring, MD
- Pacific Heights, San Francisco
- Georgetown, D.C.
- Beverly Hills – Canon - (easy to park and walk)
- 3rd Street Promenade
- Encinitas (diagonal crosswalks, lots of benches, trees)
- Santa Monica Promenade
- Omaha, Nebraska
- New York, Soho
- Chicago, Old Town
- Downtown, Fullerton
- Toronto
- Chicago
- Austin
- Culver City
- Houston (uptown)
- Window shopping on Madison Ave, NYC
- Spring St., neighbors and business
- Greenwich St in Tribeca, NYC
- Larchmont Village
- Belmont Shores
- Meatpacking district, NYC: gathering table within streets, cafes, outdoor parks to enjoy nice weather, trend setting