AVENUES STREETSCAPE MASTER PLAN

AVENUES EXPLORATION
The focus of this walk is on individual streets rather than on the district as a whole.

Topics for each street:

Character/Identity/Image
What is its image and what contributes to that image?

Uses/Activities
In addition to current uses, what other uses might evolve over time? How can the street/sidewalk serve them?

Access/Mobility
Can everyone (pedestrians, bikes, buses, cars) get around?

Streetscape Elements
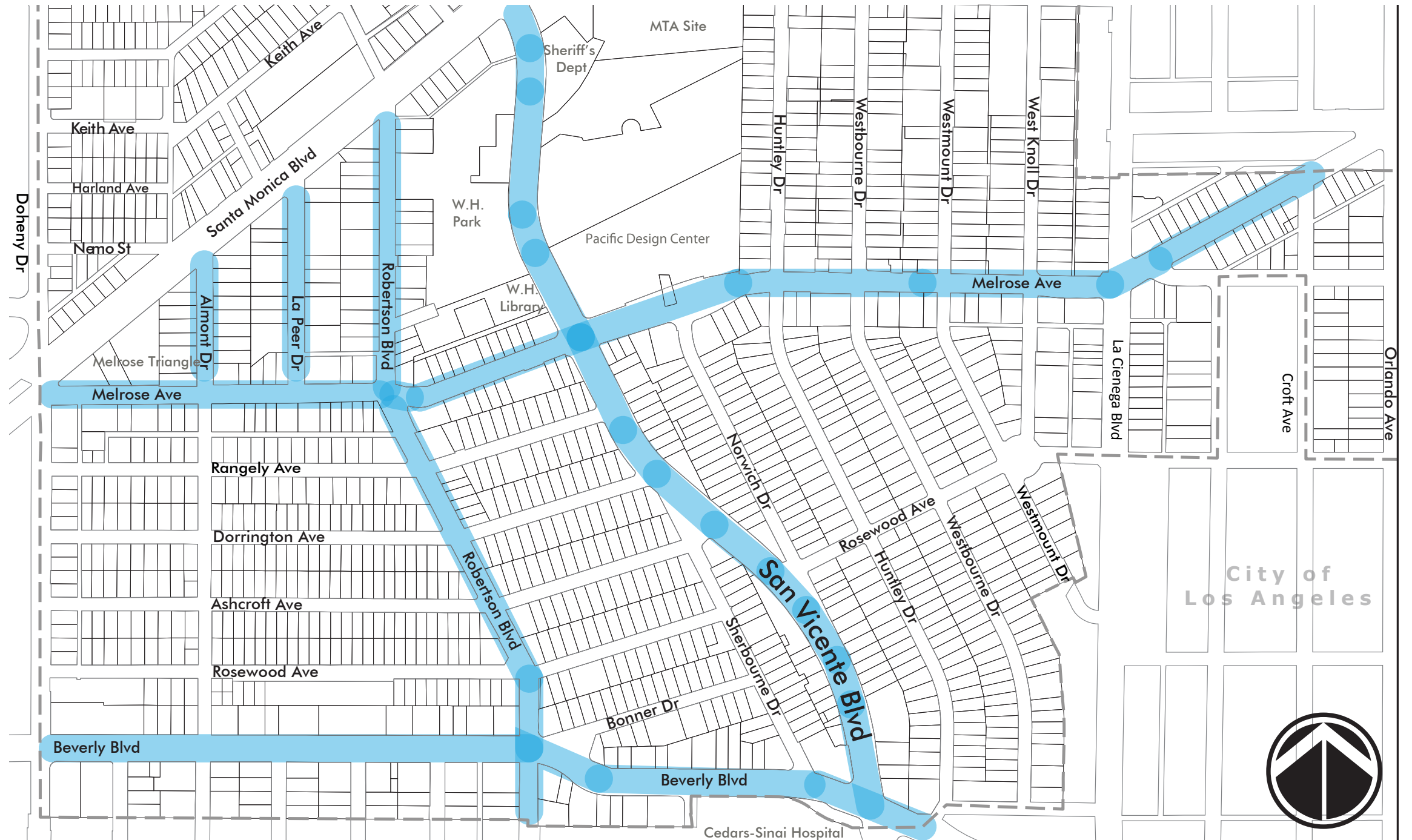What elements would enrich the street and district?

Background for all Streets. The focus of the Avenues District is on Fashion, Art and Design. While dining, entertainment and some local retail/services are distributed throughout the Avenues, each street or street segment currently has a particular focus (Design on Beverly, Fashion on Robertson and Melrose East, Art on Melrose West). These emphases have and will change over time, so the character/design of each street need not/should not be tied to its current use(s), but should accommodate any and all of them (fashion, art, design, dining, entertainment, local retail/services). All streets have curbside parking, which we assume will remain and will be increased where possible. Off-street parking is concentrated at Melrose/Robertson, which is not within walking distance of the entire district.

Today's Tour. We will break into two groups – one starts on Melrose then, if there is time, proceeds south on Robertson to Beverly; the other starts on Robertson and Beverly and, if there is time, continues on Melrose.

Schedule
3:30 pm	Meet at Library - bring Vision Statement
3:45 pm	Begin walk
5:30 pm	Reconvene at Library - share findings

1. South on the west side of Robertson to Beverly stopping at several locations to observe the sidewalk zones and relationship to shops; west on Beverly to Swall, stopping to consider 3 different sidewalk zones; cross to south side and then east on Beverly to Robertson, cross to the north, then east to Bonner to consider the parking/park possibilities; north on the east side of Robertson; east on Melrose to La Cienega, cross to the north side, east to Doheny, cross to the south side and back to the Library, stopping to observe the various roadway widths, sidewalk widths and sidewalk zones, and the street furniture.

2. East on Melrose on the north side to La Cienega; cross to the south side, west to Doheny; cross to the north side, east to Robertson, stopping to observe the various roadway widths, sidewalk widths and sidewalk zones, and the street furniture. South on the west side of Robertson to Beverly stopping at several locations to observe the sidewalk zones and relationship to shops; west on Beverly to Swall, stopping to consider 3 different sidewalk zones; cross to south side and then east on Beverly to Robertson, cross to the north, then east to Bonner to consider the parking/park possibilities; north on the east side of Robertson and back to the Library.

THE AVENUES
ART, FASHION & DESIGN DISTRICT
WEST HOLLYWOOD

ROBERTSON SOUTH OF MELROSE

Background. Sidewalk width is mostly 10', often with a landscaped parkway; there is a 5' setback in some locations. The roadway is 46 - 50' wide with 1 lane each way and room for bike lanes, which are called for in 2003 Ped and Bike Plan.

Image
What is Robertson's image today?

_____

What physical elements contribute to that image?

_____

_____

Uses/Activities
Your thoughts on how the mix of uses might evolve over time:

_____

Access/Mobility
Do you feel comfortable walking on the sidewalk?   Y   N   Are the cars moving too fast?   Y   N

The only intersection without a marked crosswalk is Ashcroft; should it have one?   Y   N

If/when the district valet is extended down Robertson, where are some possible valet stations? Show them on your map with a Ⓥ

Streetscape Elements
Could any of the sidewalk segments we looked at work or do you like one best?   1   2   3

Which, if any, of the existing street tree species do you like?   Cassias (20' tall)   Ficus   Evergreen Pear

Should corner curb extensions be paved (like SMB) or could some include planting (like Melrose/Norwich)?
Paved   Planted   Both

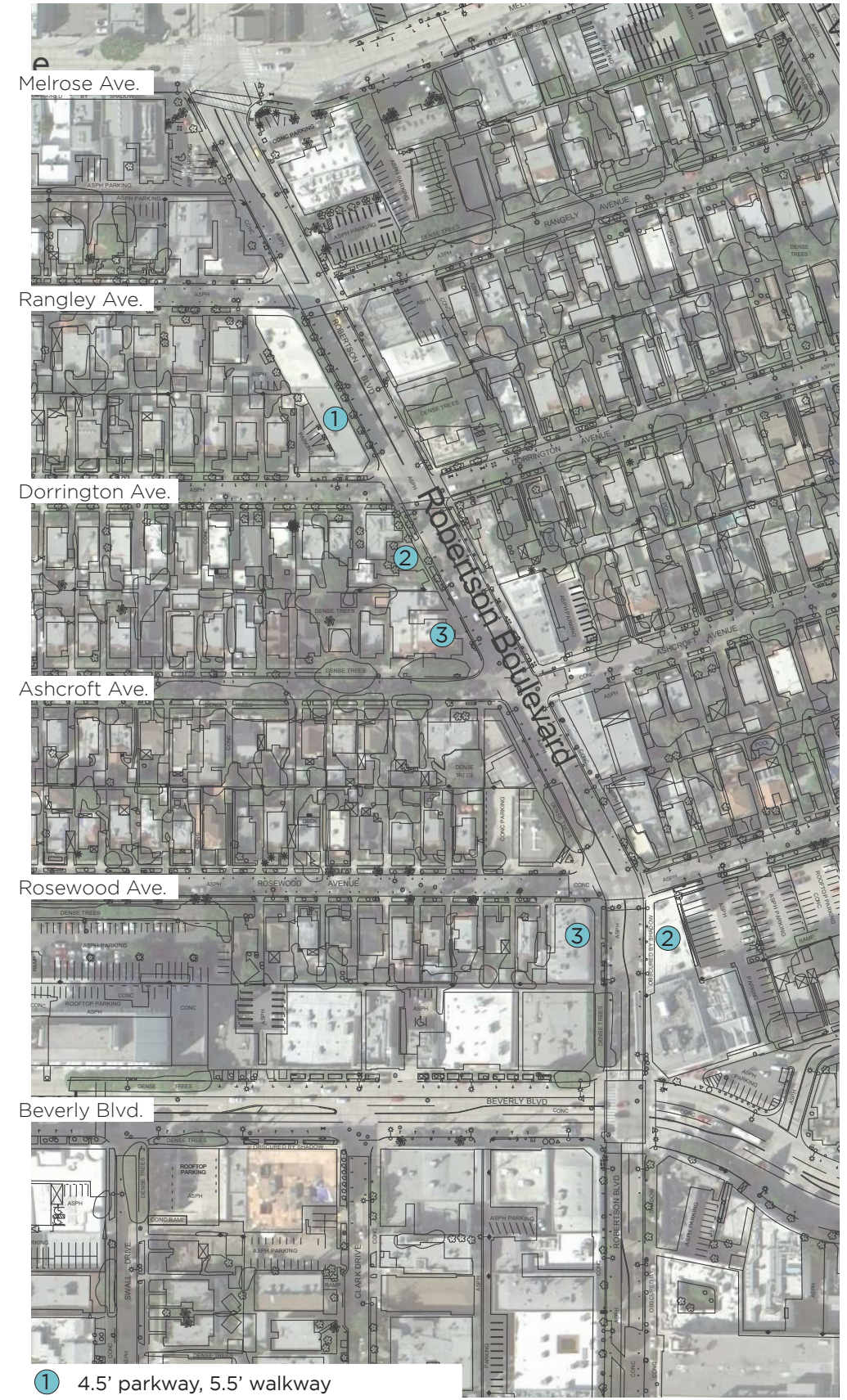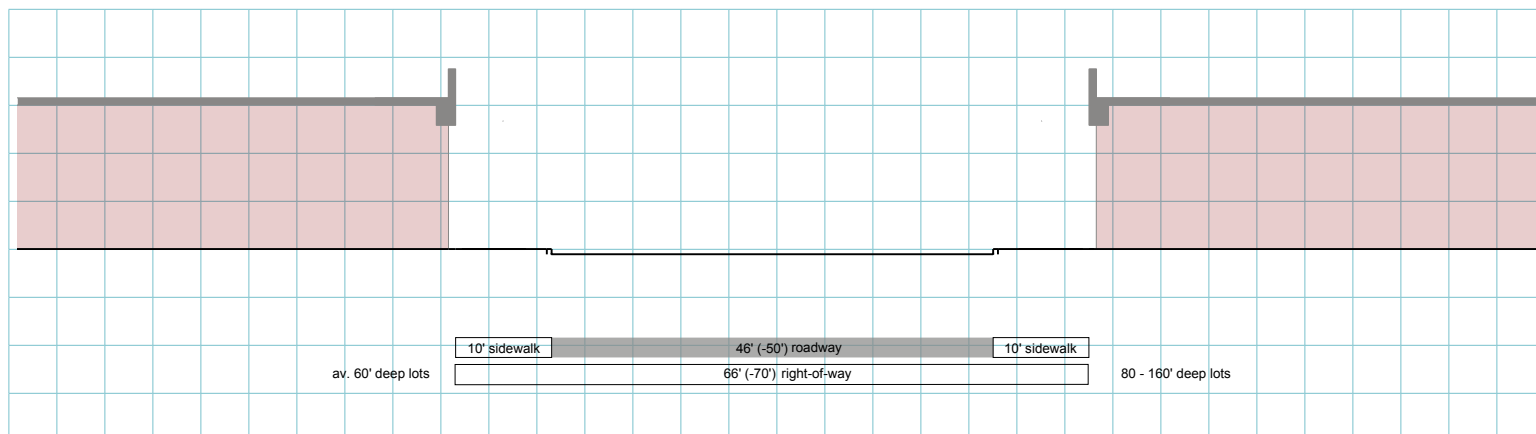Where can small gathering places, including parklets, be provided? Show on your map with a Ⓖ

Where can public art elements be accommodated? Show on your map with an Ⓐ

Which streetscape elements are needed:
❑ Ornamental mid-height lights (20' poles)
❑ Separate ornamental roadway (30') and pedestrian (12-15')
   (note: operation and maintenance of pedestrian lights would be paid for through an assessment district)
❑ Seating and trash receptacles   Existing (already purchased)   New

Circle areas that should be the focus of/priority for streetscape improvements.

Measure **existing** sidewalk zones and lane widths and add street trees and lights to the cross section:

| 10' sidewalk | 46' (-50') roadway | 10' sidewalk |
| av. 60' deep lots | 66' (-70') right-of-way | 80 - 160' deep lots |

Melrose Ave.

Rangley Ave.

Dorrington Ave.

Ashcroft Ave.

Rosewood Ave.

Beverly Blvd.

Robertson Boulevard

① 4.5' parkway, 5.5' walkway

② 10' sidewalk w/tree wells + setback

③ 5' parkway, 5' walkway + setback

BEVERLY

Background. Sidewalk width is generally 15', generally divided into 3 zones: walkway/parkway/access; the roadway is 70' wide; current and anticipated traffic (with the shift of some through traffic from Melrose) requires 2 lanes each way; the continuous center lane could accommodate raised landscaped medians where left-turn lanes are not needed or the center lane could be removed and bicycle lanes added (if the City of Los Angeles is going to add bike lanes).

Image
What is Beverly's image today?

_____

What physical elements contribute to that image?

_____

_____

Uses/Activities
Your thoughts on how the mix of uses might evolve over time:

_____

Access/Mobility
Do you feel comfortable walking on the sidewalk?   Y   N   Are the cars moving too fast?   Y   N

Are they enough/too many crosswalks? Where should marked crosswalks be located? Show them on your map.
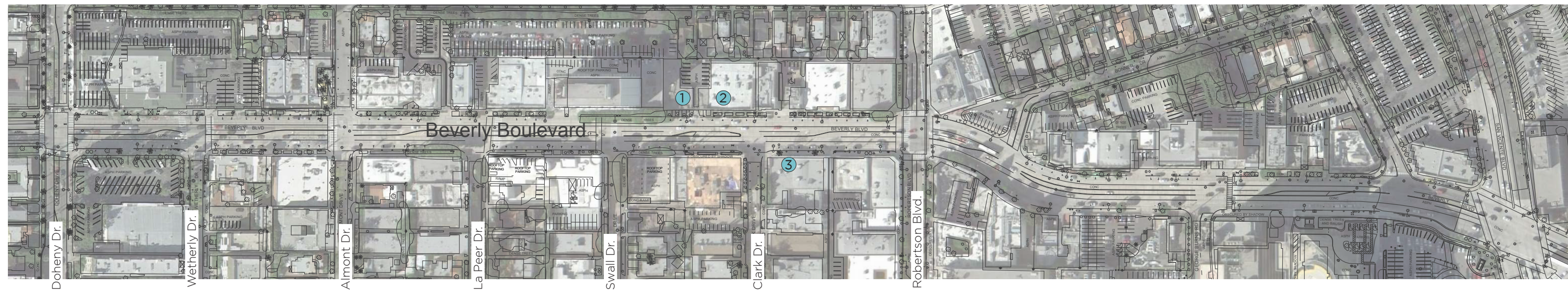
Should we add landscaped medians where possible? What if they require U-turns to access driveways?

_____

If Beverly is prioritized for regional bike lanes, how should they be accommodated?
Eliminate center turn lane   Narrow sidewalks from 15' to 10'   Eliminate curbside parking

If district valet is provided on Beverly, where are some possible valet stations? Show them on your map with a Ⓥ

① 3' edge, 8' parkway (gravel), 4' walkway
② 3' edge, 6' parkway (grass), 6' walkway
③ 15' sidewalk w/tree wells

Streetscape Elements
Which sidewalk segment of the 3 we looked at works the best?   1   2   3

Which, if any, of the existing street tree species do you like?   Tipus   Magnolias   Ficus   Liquidambar

Should corner curb extensions be paved (like SMB) or could some include planting (like Melrose/Norwich)?
Paved   Planted   Both

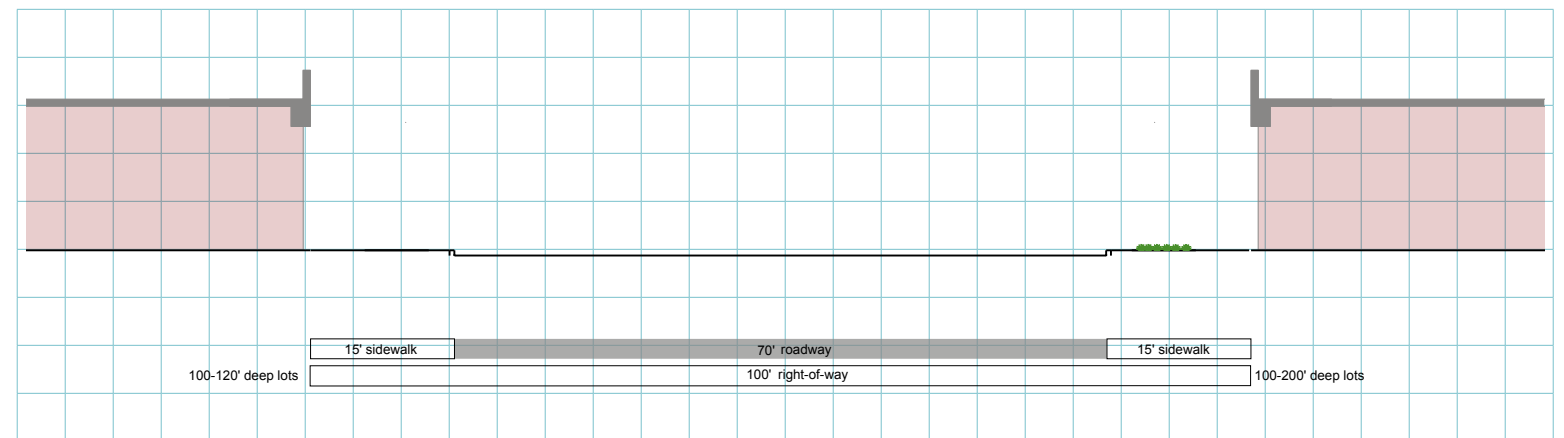Where can small gathering places, including parklets, be provided? Show on your map with a Ⓖ

What do you think about redesigning the space in front of the Coffee Bean for both parking and a gathering place?

_____

_____

Where can public art elements be accommodated? Show on your map with an Ⓐ

Which streetscape elements are needed:
- ❏ Ornamental roadway lights (30' tall)
- ❏ Ornamental pedestrian lights (12-15' tall)
  (note: operation and maintenance of pedestrian lights would be paid for through an assessment district)
- ❏ Seating and trash receptacles   Existing (already purchased)   New

Circle areas that should be the focus of/priority for streetscape improvements.

100-120' deep lots | 15' sidewalk | 70' roadway | 15' sidewalk | 100-200' deep lots
100' right-of-way

Beverly Boulevard

Doheny Dr. — Wetherly Dr. — Almont Dr. — La Peer Dr. — Swall Dr. — Clark Dr. — Robertson Blvd.

MELROSE WEST OF ROBERTSON

Background. Sidewalk width is consistently 10'; sometimes there is a parkway, sometimes not; sometimes a setback, sometimes not; the roadway is mostly 50' wide with 1 lane each way and diagonal parking alternating from the north to south side.

Image
What is Melrose West's image today?

_____

What physical elements contribute to that image?

_____

_____

Uses/Activities
Your thoughts on how the mix of uses might evolve over time:

_____

Access/Mobility
Where are some possible valet stations? Show them on your map with a ⓥ

Streetscape Elements
Which, if any, sidewalk segment of the 3 we looked at works the best?   1   2   3

Which, if any, of the existing street tree species do you like?   Sweetshade   Ficus   Neither

If neither, what from of tree would you like: _____

Should corner curb extensions be paved (like SMB) or could some include planting (like Melrose/Norwich)?
Paved   Planted   Both

Where can small gathering places be provided? Show on your map with a ⓖ
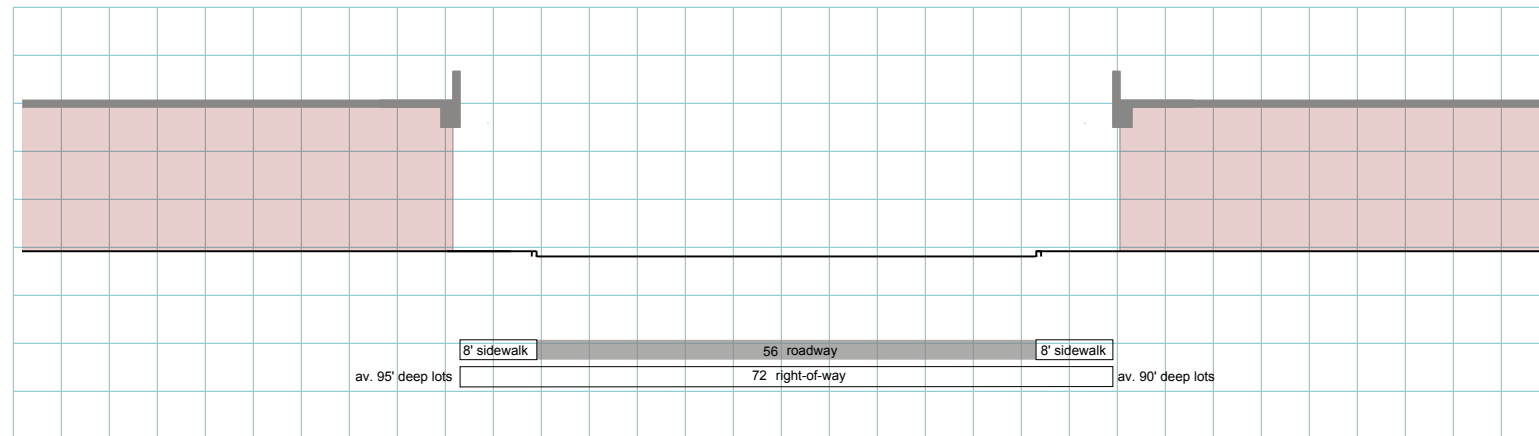
Where can public art elements be accommodated? Show on your map with an Ⓐ

Which streetscape elements are needed:
❑ Ornamental mid-height lights (20' poles)
❑ Separate ornamental roadway (30') and pedestrian (12-15') lights
   (note: operation and maintenance of pedestrian lights would be paid for through an assessment district)
❑ Seating and trash receptacles   Existing (already purchased)   New

Circle areas that should be the focus of/priority for streetscape improvements.

Measure **existing** sidewalk zones and lane widths and add street trees and lights to the cross section:

① Tree grates with setback
② Parkway with setback
③ Tree grates / no setback

8' sidewalk   56 roadway   8' sidewalk
av. 95' deep lots   72 right-of-way   av. 90' deep lots

MELROSE EAST OF ROBERTSON

Background. Sidewalk width varies from 6' to 14' (mostly 7' to 10'), sometimes there is a parkway; sometimes a setback; the roadway varies from 50' to 80' with 1 lane each way except in front of PDC where there are briefly 2 lanes on the south side.

Image
What is Melrose East's image today?

_____

What physical elements contribute to that image?

_____

Uses/Activities
Your thoughts on how the mix of uses might evolve over time:

_____

Access/Mobility
Where are some possible valet stations? Show them on your map with a (V)

Streetscape Elements
Which, if any, sidewalk segment of the 3 we looked at works the best?   1   2   3

In front of the PDC, if the roadway can be narrowed, how could the excess area be re-purposed?

_____

Which, if any, of the existing street tree species do you like?   Sweetshade   Ficus   Neither

Should corner curb extensions be paved (like SMB) or could some include planting (like Melrose/Norwich)?
Paved   Planted   Both

Where can small gathering places be provided? Show on your map with a (G)

Where can public art elements be accommodated? Show on your map with an (A)
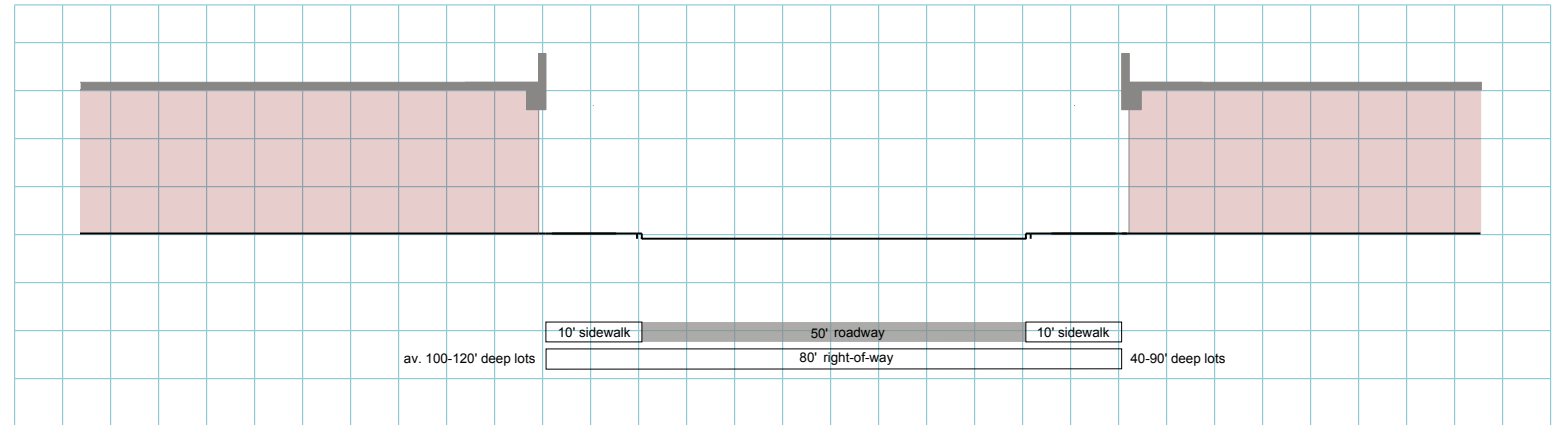
Circle areas that should be the focus of/priority for streetscape improvements.

Which streetscape elements are needed:
☐ Ornamental roadway lights (30' tall)
☐ Ornamental pedestrian lights (12-15' tall)
   (note: operation and maintenance of pedestrian lights would be paid for through an assessment district)
☐ Seating and trash receptacles   Existing (already purchased)   New

Measure **existing** sidewalk zones and lane widths and add street trees and lights to the cross section:

La Cienega Blvd. - Huntley Ave., looking west

av. 100-120' deep lots | 10' sidewalk | 50' roadway | 10' sidewalk | 40-90' deep lots
80' right-of-way

In front of the PDC, looking west

av. 80 - 120' deep lots | 10' sidewalk | angled | 80' roadway | 10' sidewalk | 80-90' setback to 6 story PDC
100' (-110') right-of-way

① 13' sidewalk w/tree grates + 2' setback
② 4' parkway, 6' walkway + 4' setback
③ 5' parkway, 5' walkway + 2' setback