

# THE AVENUES

ART, FASHION & DESIGN DISTRICT  
WEST HOLLYWOOD

Streetscape Master Plan  
Working Group Meeting No. 5

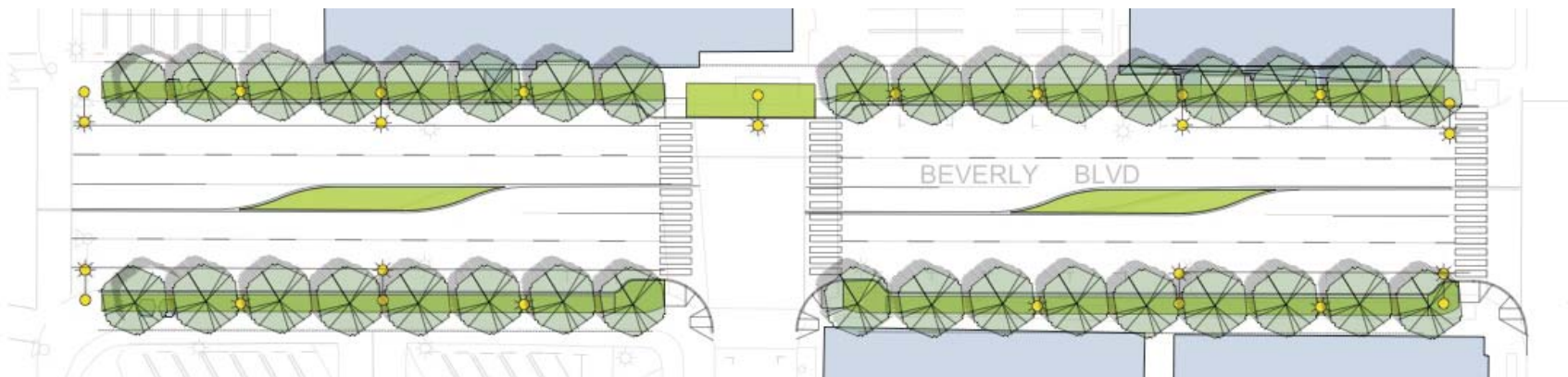
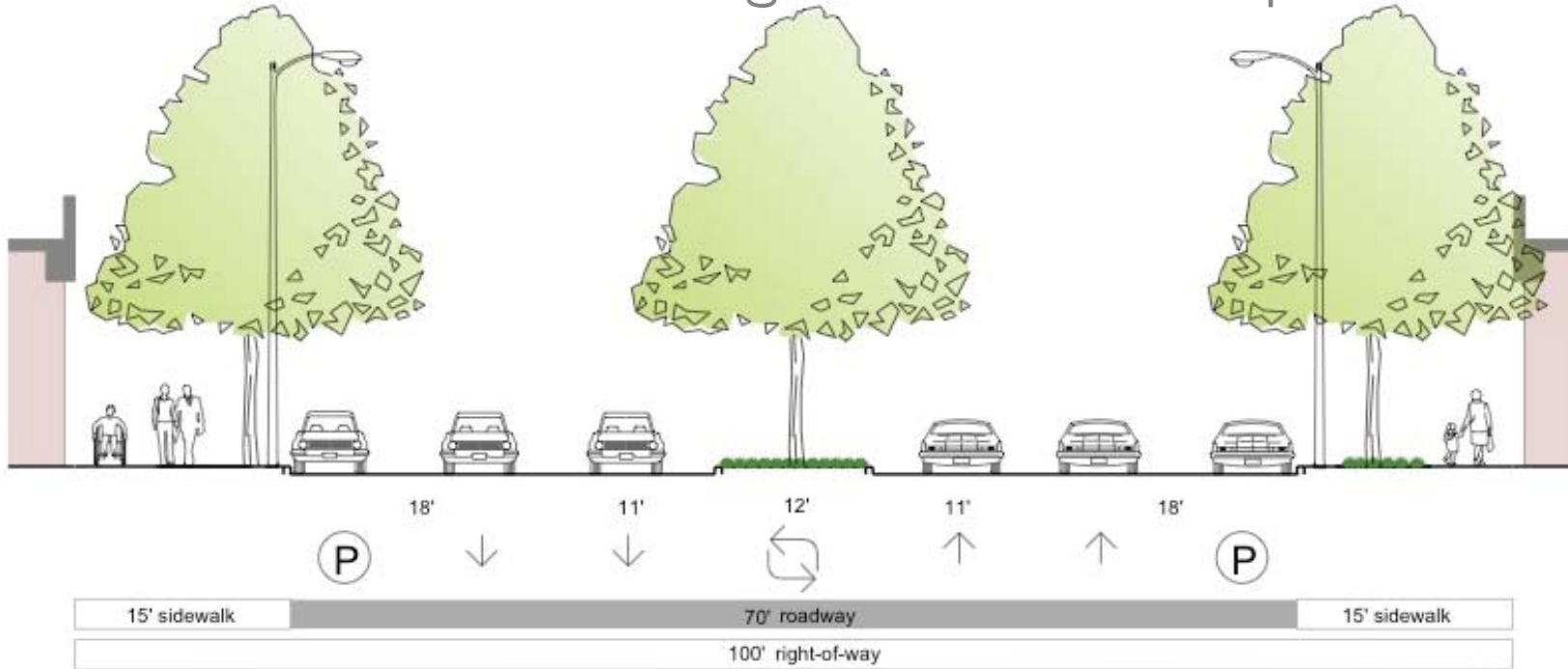
Meeting	Topic	Date
1	<b>Kick Off Meeting</b>	April 3
2	<b>Walkability &amp; Vision</b>	May 1
3	<b>Mobility</b> ped/bike/traffic flow improvements District parking & valet	June 12
4	<b>Streetscape:</b> walkways/parkways, street trees & lights, paving	August 14
5	<b>Streetscape:</b> gathering places, gateways, banners, wayfinding, art, furnishings, other lighting	Sept. 18
	Community open house	Oct. 13
	Draft Streetscape Master Plan review	November
	Final Streetscape Master Plan	December

Where we are in process

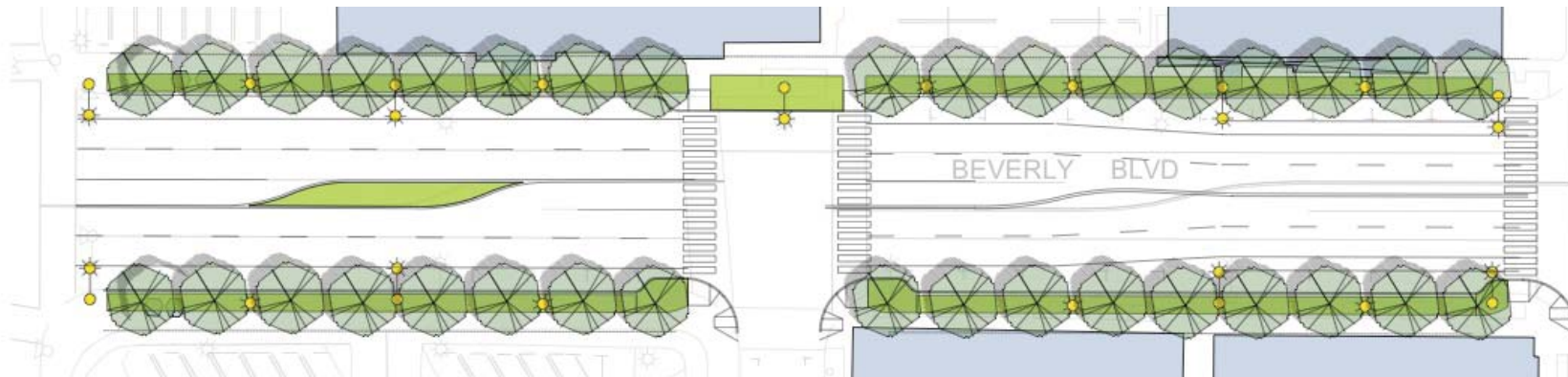
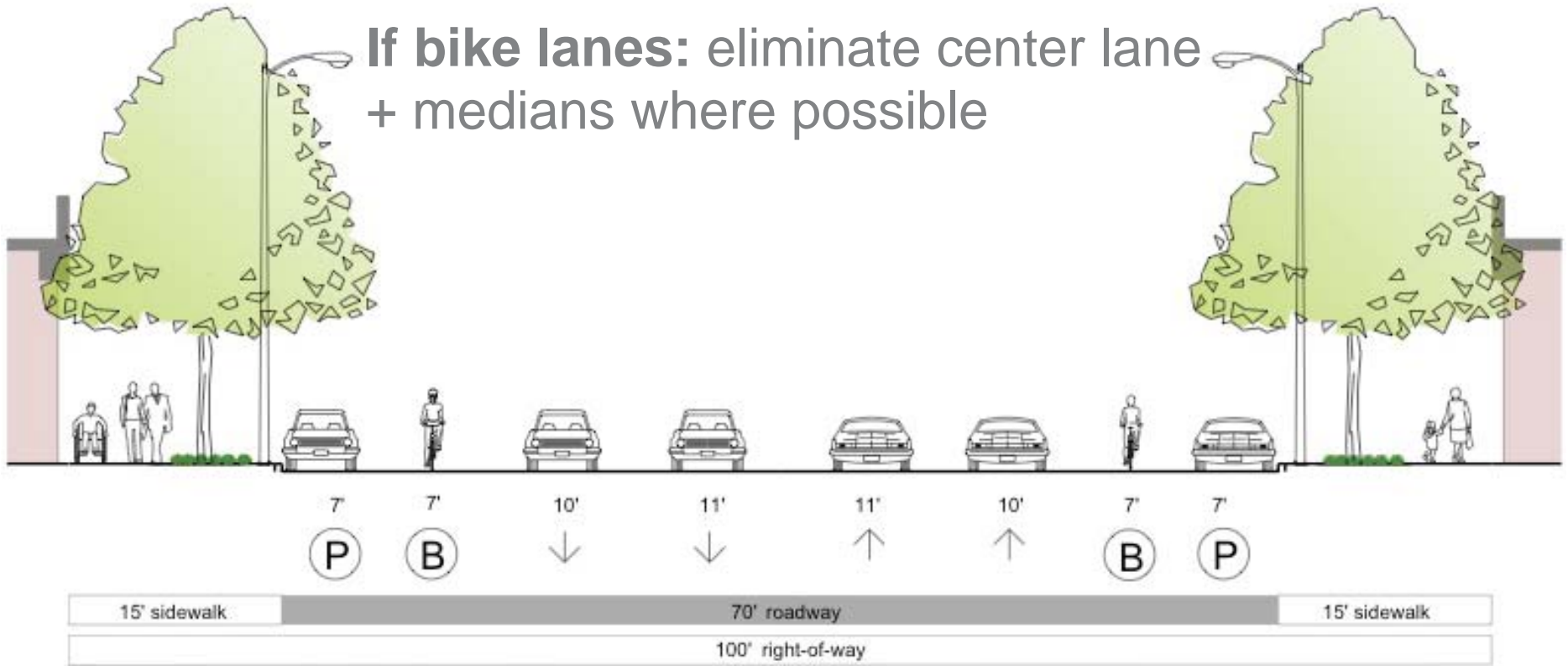
## **Presentation and Work Session (2 hours):**

1. Review meeting #4 streetscape choices (5 min.).
2. Revisit trees, crosswalks, lights (15 min.).
3. Introduce/discuss new streetscape elements:
  - Gathering places (12 min.)
  - Gateways (12 min.)
  - Banners (12 min.)
  - Wayfinding (12 min.)
  - Public art (12 min.)
  - Supplemental furnishings (12 min.)
  - Supplemental lighting/electrical (12 min.)
4. Priorities (15 min.)

# If no bike lanes: existing + some landscaped medians



**If bike lanes:** eliminate center lane + medians where possible



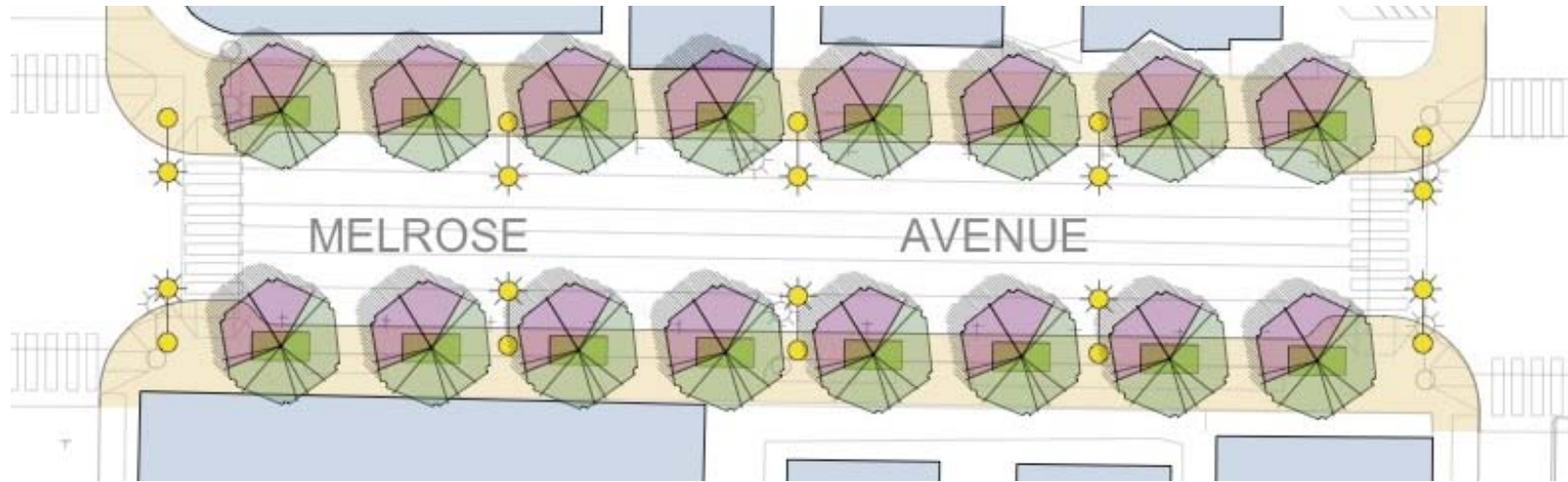
# Maintenance

	General Fund	Assessment District	BID	Individual Property Owners
<b>Parkways / Tree Wells</b>				
Grates	<input type="checkbox"/>			
Planted		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stabilized DG		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grates				
Mulch; to be planted by property or business owners		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Street Trees</b>				
Canopy trees	<input type="checkbox"/>			
<b>Street Lights</b>				
Roadway lights (30')	<input type="checkbox"/>			
All mid-height (20')	<input type="checkbox"/>			
Pedestrian lights (12') - only in combination with roadway lights		<input type="checkbox"/>		
String lights		<input type="checkbox"/>		
<b>Curb Extensions</b>				
Paved (basic concrete)	<input type="checkbox"/>			
Planted		<input type="checkbox"/>		

# Maintenance

	General Fund	Assessment District	BID	Individual Property Owners
<b>Sidewalk Paving</b>				
<b>Concrete</b>	<input type="checkbox"/>			
Higher-quality paving throughout		<input type="checkbox"/>		
Higher-quality paving upgrade by owner				<input type="checkbox"/>
Higher-quality paving at key locations, e.g., banding or curb extensions		<input type="checkbox"/>		
<b>Crosswalk Paving - Signalized Intersections</b>				
Signalized intersections:				
<b>Zebra stripes</b>	<input type="checkbox"/>			
<b>Duratherm</b>		?		
Lithocrete or colored concrete		<input type="checkbox"/>		
Pavers		<input type="checkbox"/>		
<b>Crosswalk Paving - Unsignalized Intersections</b>				
Zebra stripes only	<input type="checkbox"/>			

For all choices, \* = requires additional maintenance (Col. 2,3, 4)



8'	5.5'	1.5'
walk zone	tree well	curb zone

### Tree Well Choices



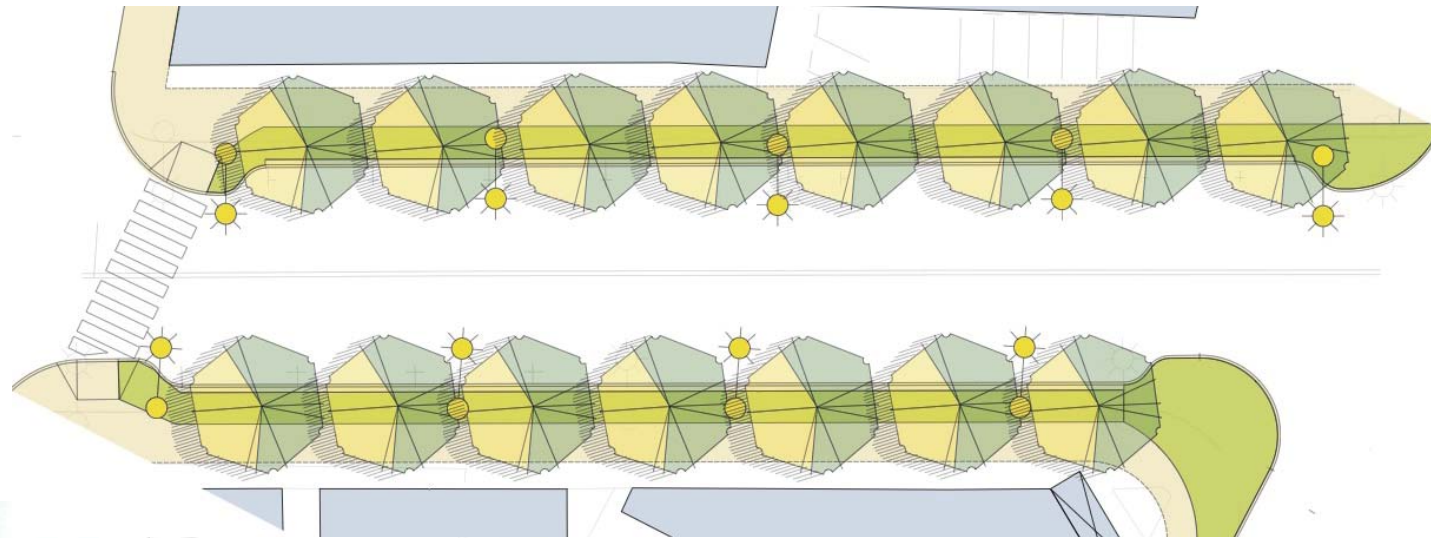
Planted\*



Mulch\* planting by owner\*

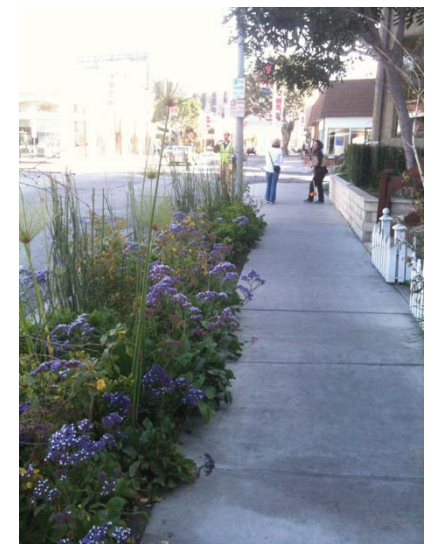
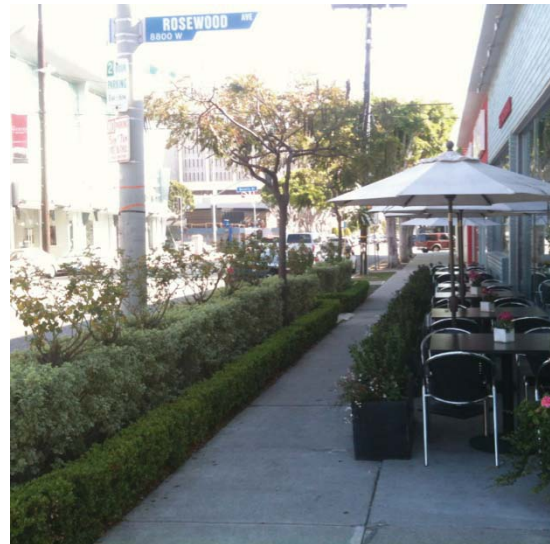
## Selected Sidewalk Layout: Melrose





8'	5.5'	1.5'
walk zone	pkwy. zone	curb zone

### Parkway\* Examples



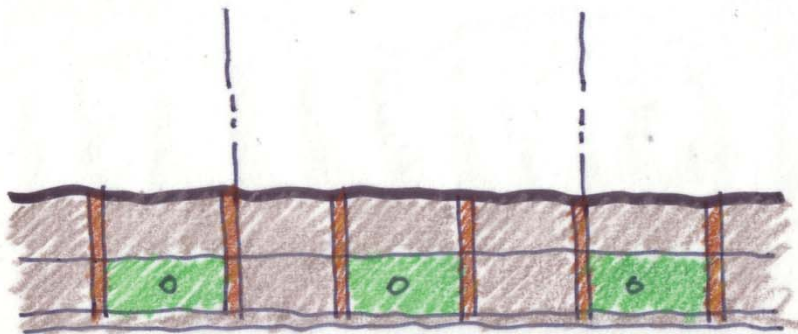
## Selected Sidewalk Layout: Robertson

Selected Pattern:

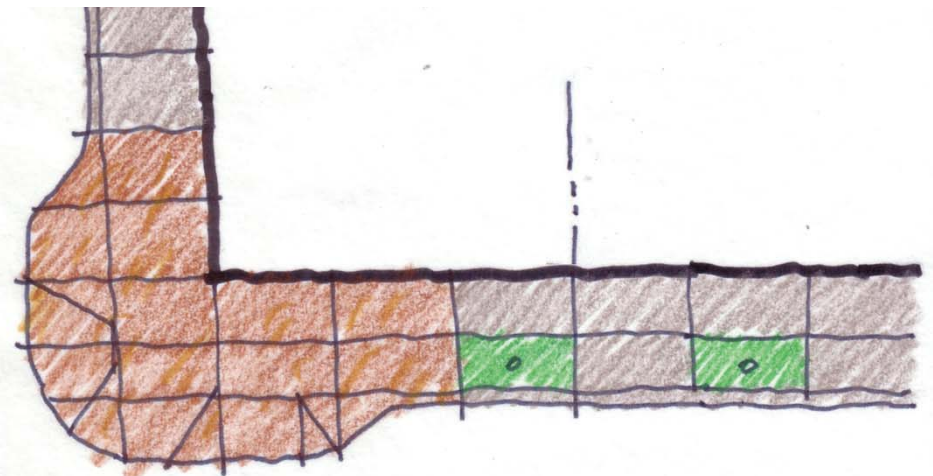
upgrade in limited areas consistently\* and/or  
upgrade only at curb extensions\*

Selected Material:

Concrete with stone or concrete paver upgrades\*



*Upgraded in limited areas  
everywhere*



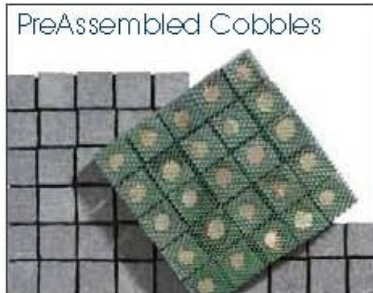
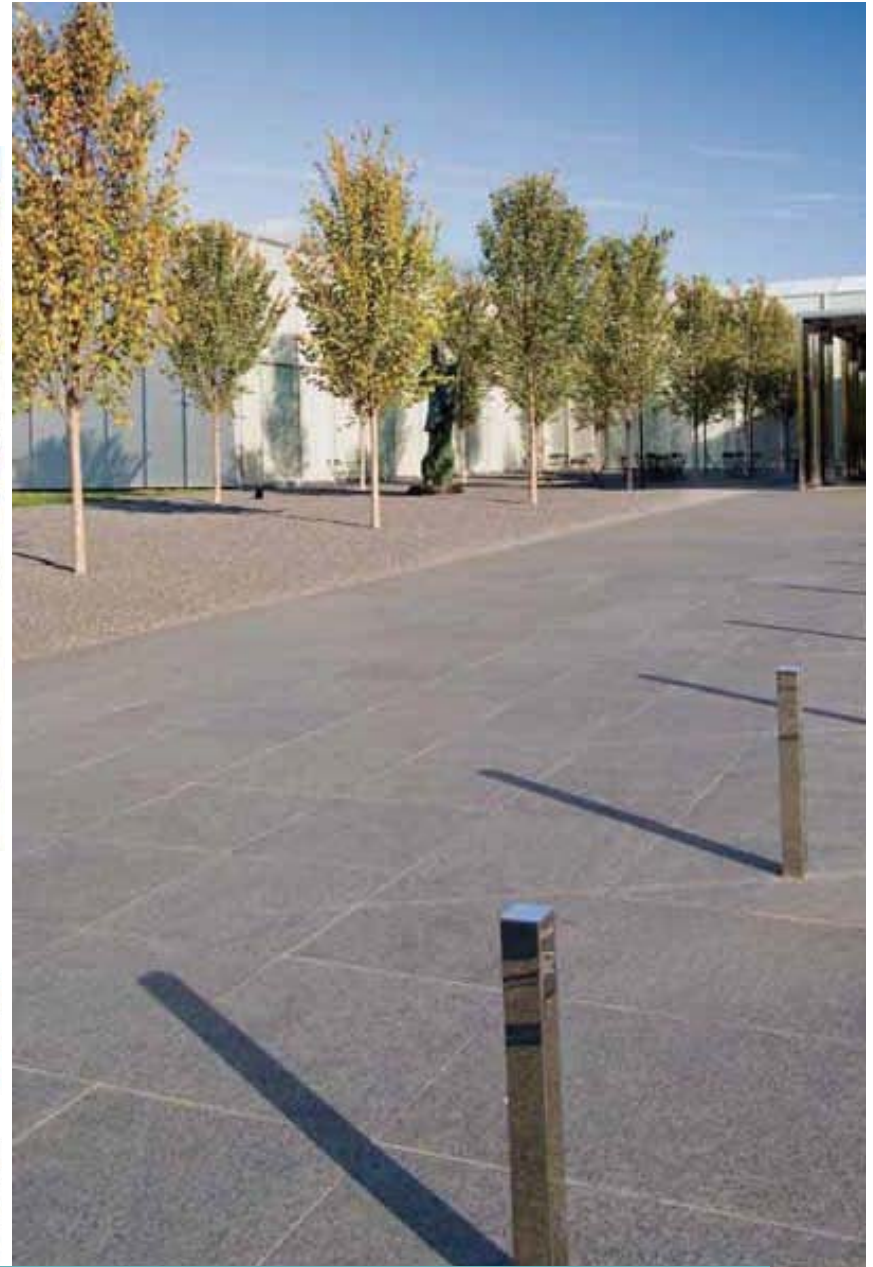
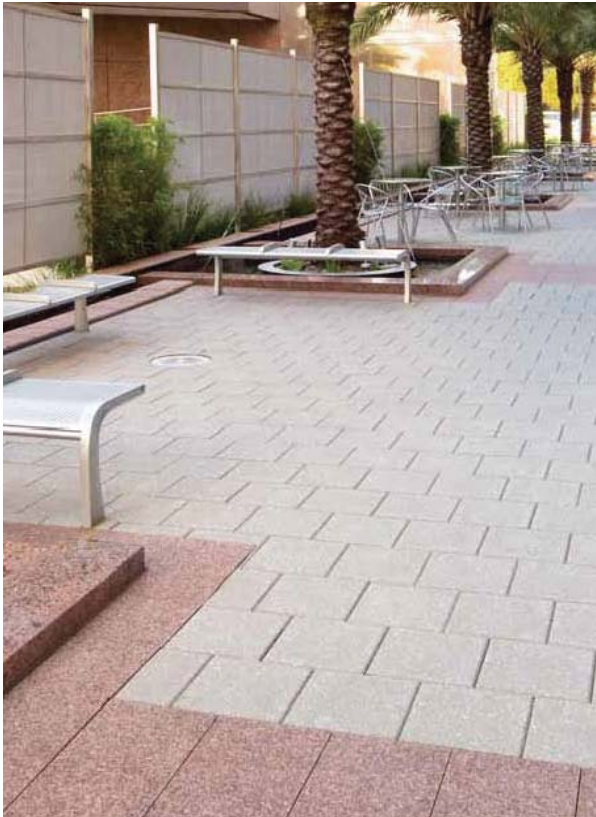
*Upgraded just at curb extensions*

# Concrete



Sidewalk material: primary

# Stone pavers\*



Ashtford White  
Split sides, Thermal finish



Gettysburg Mist  
Sawn sides, Thermal finish



Sidewalk material: secondary

# Precast pavers\*



1. Compatible with storefronts
2. In scale with street:
  - Melrose/Robertson  
30-40' tall x 25-30' wide
  - Beverly  
40-50' tall x 30' wide
3. Unique to Avenues/diversity
4. Adequate soil volume
5. Adequate water



Pink Trumpet



Chinese Flame



Popular Street Trees: Melrose/Robertson

London Plane



Evergreen Pear





1. Vary by Street
2. Vary by Block or Segment
3. Alternate



Street Tree Diversity Options: Melrose & Robertson

# 1. Keep Existing and Infill with New Species

Liquidambar (E)



Southern Magnolia (E)



## 2. All New

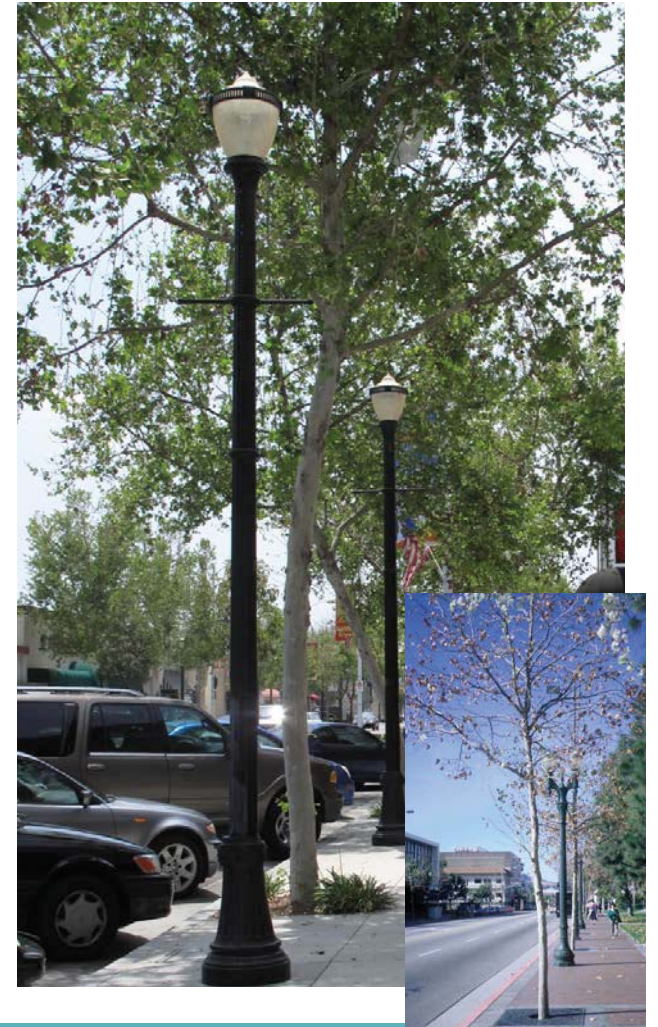
Australian Flame

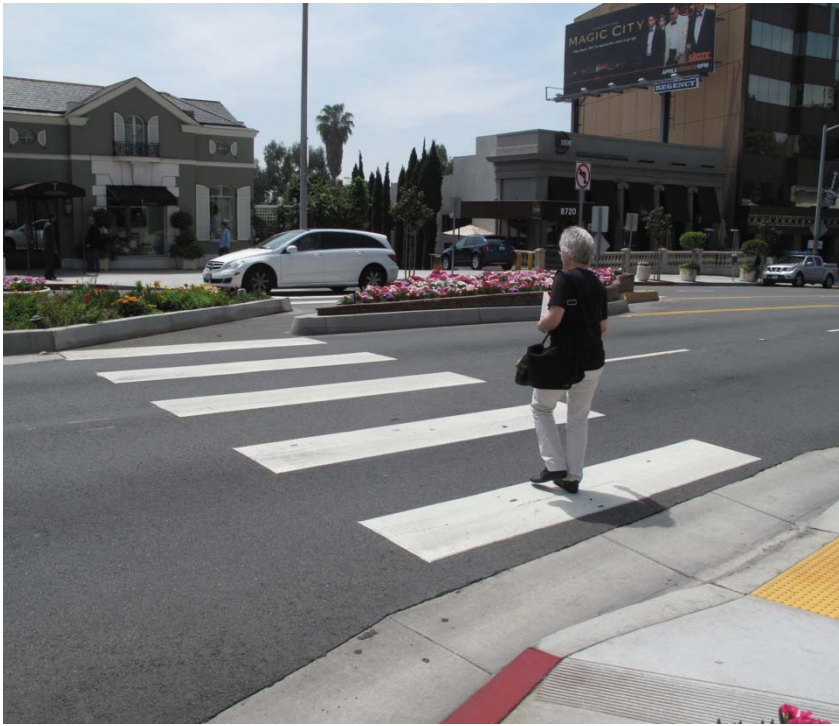


Ginkgo



London Plane

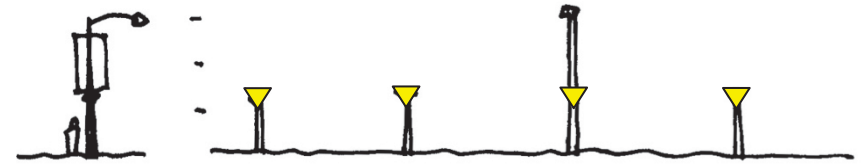




1. Zebra stripes or
2. Duratherm pattern (?)

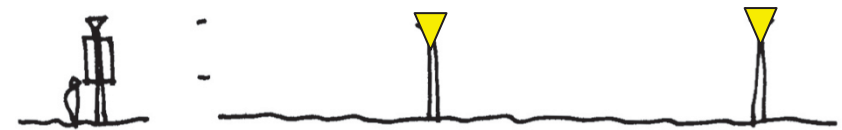
## Beverly:

Roadway (30') + Ped. (12')\*

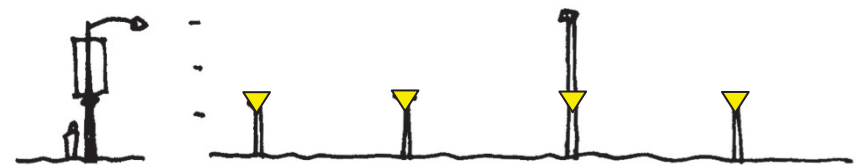


## Melrose/Robertson:

1. Mid-height (20') only



2. Roadway (30') + Low Level\* or  
if not durable, ped. (12')\*





1. Mid-height (20') Lights with banners



2. Roadway (30') with banners + Low (3') Lights



2. ALT Roadway (30') with banners + Ped Lights (15')



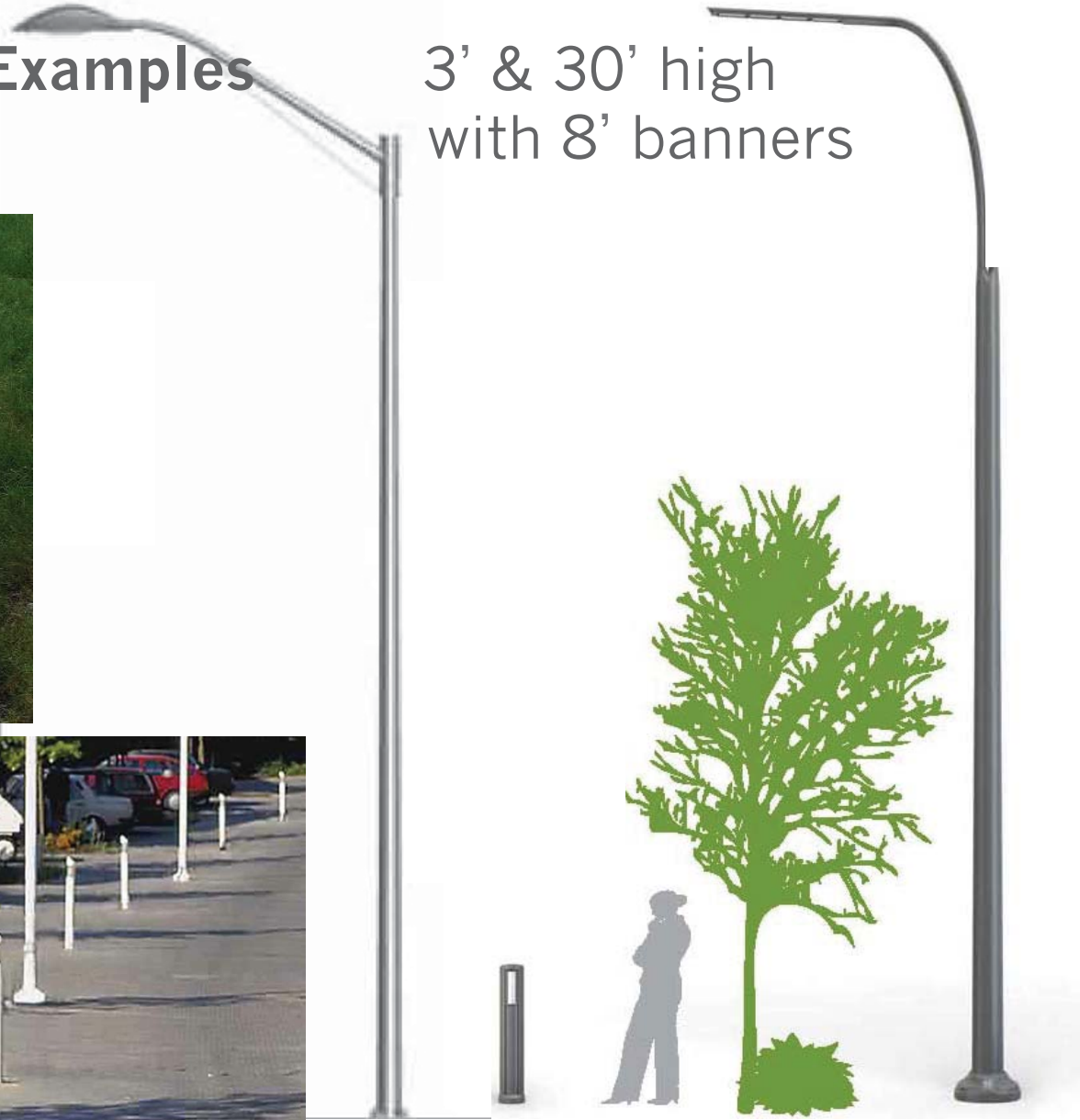
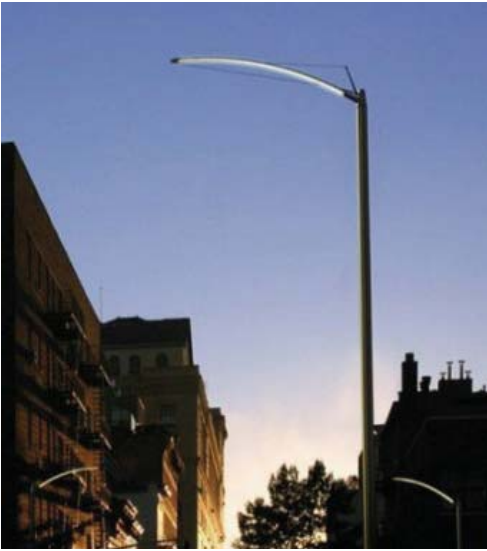
# Mid-Height Examples

All 20' high with 6' banners



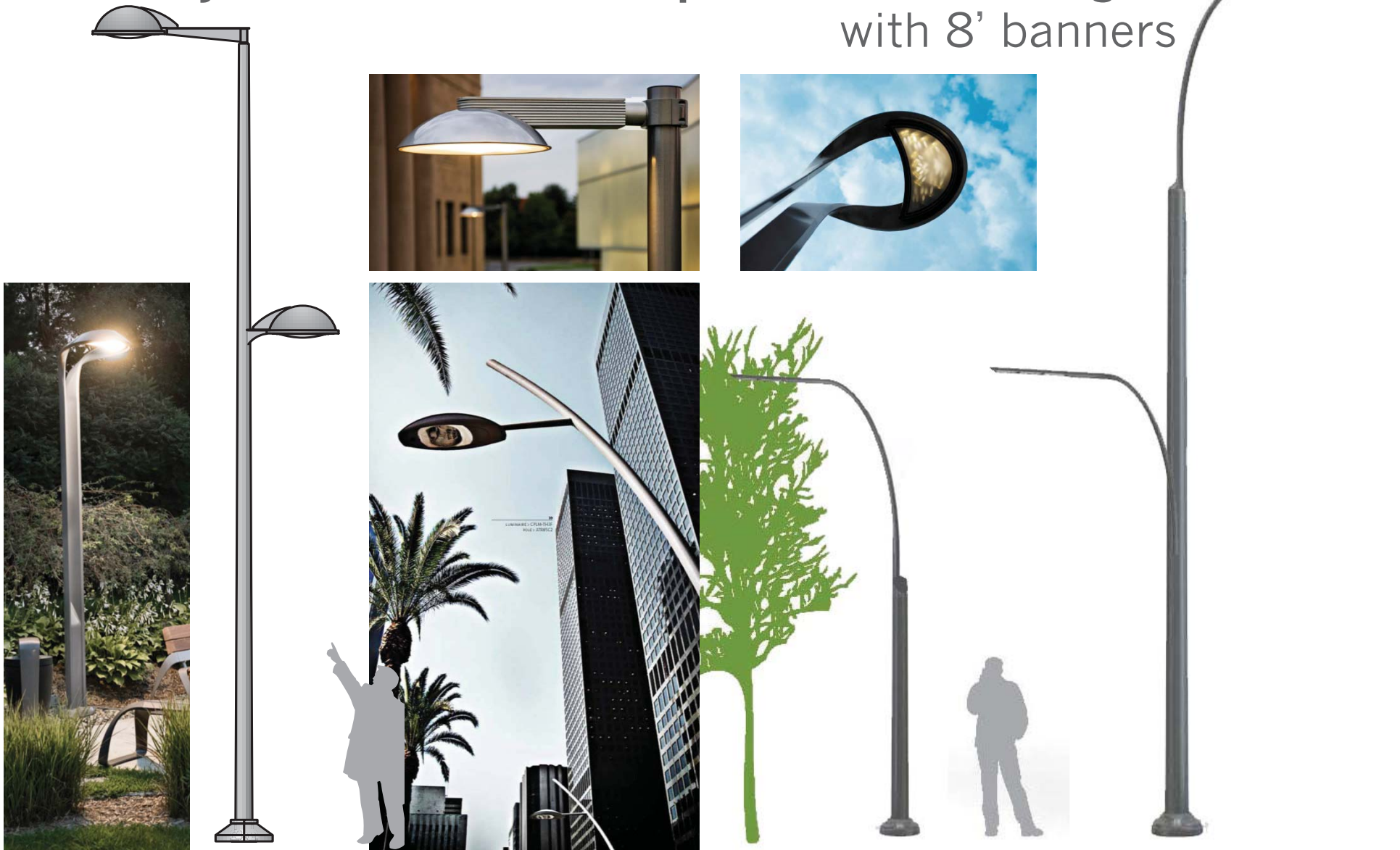
# Roadway + Low-Level Examples

3' & 30' high  
with 8' banners



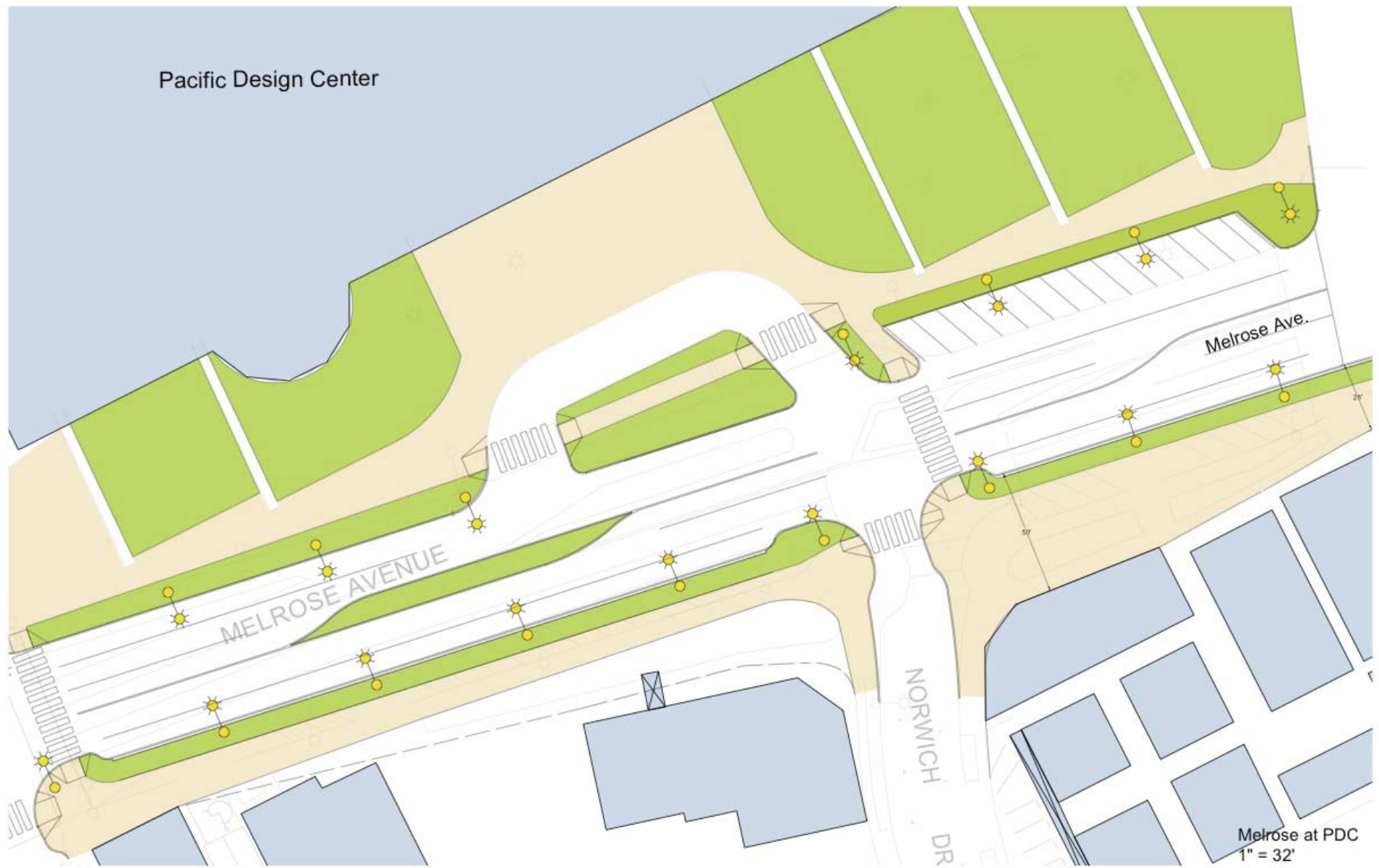
# Roadway + Pedestrian Examples

15 & 30' high  
with 8' banners



1. Gathering places
2. Gateways
3. Banners
4. Wayfinding
5. Public art
6. Supplemental furnishings
7. Supplemental lighting/electrical

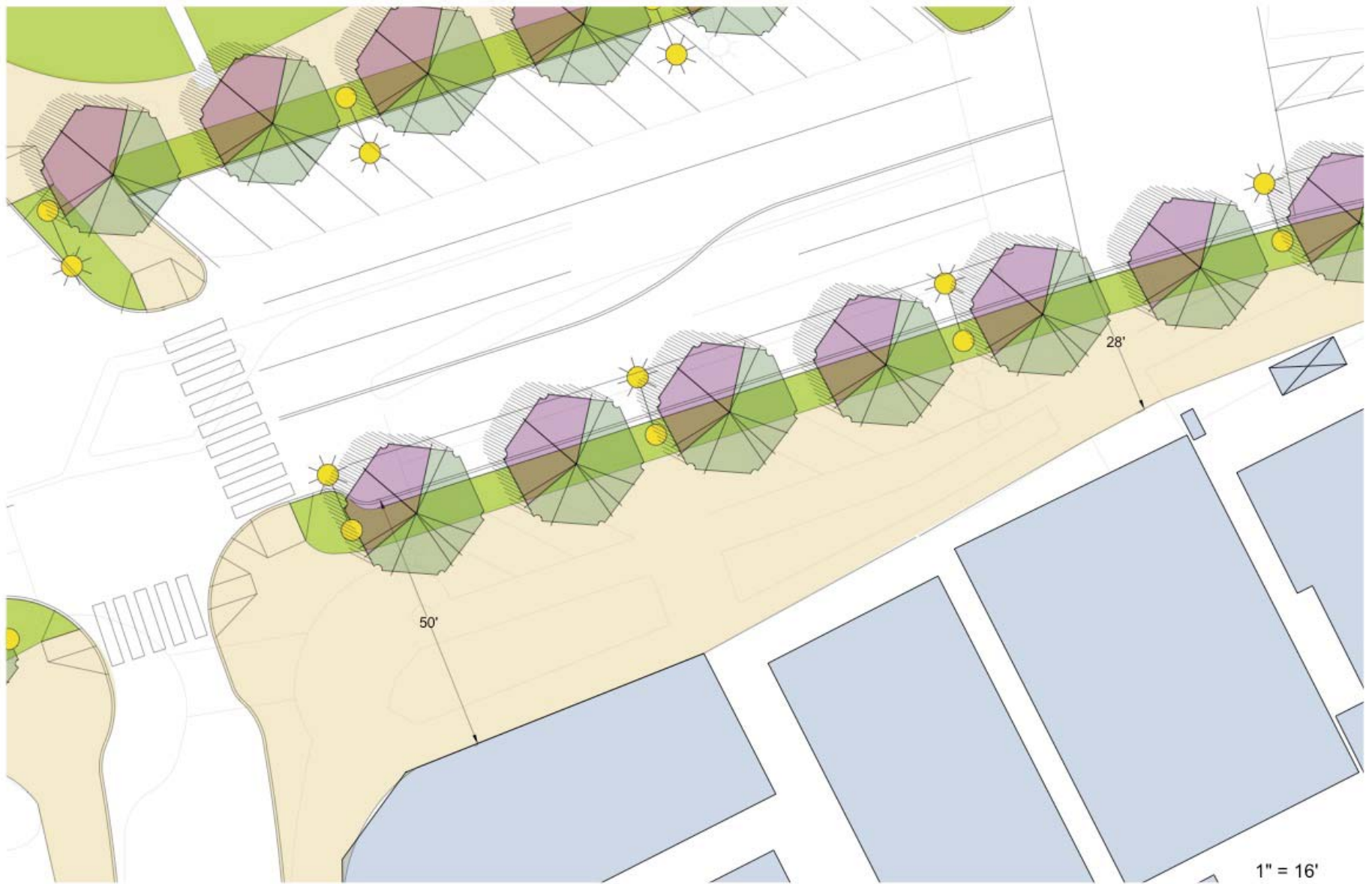




# Gathering Places: Melrose & Norwich



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## Options

### Character

1. Urban plaza
2. Park-like

### Elements in the space

### Programming/activities

Character Option 1: Natural/park-like – relating to WeHo Park and PDC



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Gathering Places: Melrose & Norwich