VISION & PROCESS

AVENUES STREET DESIGN PLAN

Goals

- 1. Strengthen the economic vitality of the Avenues by enhancing:
- Pedestrian connections and walkability
- Bicycle infrastructure
- Landscape and other streetscape elements
- · Aesthetics and function of the streets
- · Vehicular access and parking for the Avenues
- 2. Create a shared vision that:
- · Reinforces the Avenues' identity
- · Unifies the district

Vision

The Avenues streets are contemporary public spaces designed so visitors and residents move gracefully within the district on foot, by bicycle, in their cars, or by transit. The individual shopping streets, while unique in their physical features, shops, galleries and restaurants, collectively contribute to this seminal destination. The streetscape design of the Avenues conveys thoughtful organization of the public realm focused on sustainable landscaping, a beautiful tree canopy, landscaped parkways, boutique retail gardens, European-style lighting and inviting furnishings. World renown public art and district wayfinding lend focus to the special places where residents and shoppers gather to visit, exchange ideas and relax. Visitors only have to park once and walk to experience it all. The eclectic architecture, shop windows and public spaces make the Avenues a sophisticated vet quaint, worldly vet neighborhood-friendly destination that is uniquely West Hollywood.





Avenues Working Group monthly meeting and walking tour

Process

The Avenues Working Group (AWG), comprised of 17 members, was brought together to 1) share ideas, local knowledge and perspectives with the design team, 2) work collaboratively with Staff, design team and fellow stakeholders to achieve a clear vision for the Avenues public realm, and 3) help prioritize its recommendations so the plan is holistic and can be achieved over time. The AWG met between April and September during 2012 to develop the Avenues Street Design Plan.

Avenues Working Group

- Daniel Banchick, Realtor in Pacific Design Center/Resident
- 2. Sam Borelli, Public Safety Commissioner/Resident
- 3. Robert Burke, Public Facilities Commissioner
- Tod Carson, Business Owner
- 5. Mary Ann Collins, Resident
- David Eichman, Transportation Commissioner
- Ryan Farber, Avenues BID
- Marya Francis, Resident/Business Owner
- 9. Richard Giesbret, Resident & Representative of WHWRA
- 10. Darren Gold, Avenues BID/ Business Owner
- 11. Lana Gomez, Resident/Artist
- 12. Karen Harautuneian, Business Owner
- 13. Karen Kuo, Business Owner
- 14. Ted Stafford, Business Owner
- 15. Craig Susser, Business Owner
- 16. Gary Trudell, Business Owner
- 17. Helane Wilbourne, Resident

Next Steps

Draft Street Design Plan review Final Street Design Plan

December 2012 January 2013

How will the plan be used once adopted?

- · Create a shared vision for the Avenues
- Facilitate future funding applications
- Clarify priorities for the district
- Allow phased improvements to contribute towards a larger objective
- Provide guidance while allowing future refinement of specific street design elements

ANALYSIS

Art

Fashion

Design

Food

Nightlife

Other

Beauty & Health

Gifts & Books



"Word cloud" that shows existing positive attributes identified by members of the Avenues Working Group

The Avenues Today The Avenues was first organized in 1966 and now features approximately 275 destinations for art, fashion, design, food, beauty & health, nightlife, gifts & books, plus other creative businesses on almost 2.5 miles of commercial streets.

Current mix of creative uses found in the Avenues today







