



# SUNSET STRIP BEAUTIFICATION PROJECT

## Facts about the City of West Hollywood's Sunset Strip Beautification Project

Sunset Boulevard, also known as “The Sunset Strip” in true “West Hollywood style” is one of the most famous and glamorous streets in the world. In January 2010, Sunset Boulevard will be getting a facelift after more than 75 years of use. The roadway hasn't been repaved since the County of Los Angeles replaced the original dirt road with concrete in the 1930s. **The City of West Hollywood's Sunset Strip Beautification Project will include:**

- Roadway Resurfacing
- Replacement of Broken and Damaged Sidewalks
- Traffic Signal Upgrades
- Medians
- Trees
- Sidewalk Widening at Sunset Plaza
- Pedestrian Enhancements

Despite the length of time since the Sunset Strip has received any serious roadway improvement, the road is basically in good structural condition. In conjunction with the resurfacing, enhancements will be added to improve the pedestrian experience along the Sunset Strip. The **Sunset Strip Beautification Project** will include the following improvements:

**Roadway Resurfacing** - The existing concrete pavement has localized repairs, utility cuts, cracking and patching that together affect the ride and appearance of the roadway. The top couple of inches of the pavement will be ground down and replaced with a rubberized asphalt surface. Rubberized asphalt recycles ground up rubber from scrapped tires that would otherwise fill landfills. Visually it helps make the roadway markings easier to see and will have a smoother driving surface. A few years ago, a similar paving process along La Brea Avenue between Fountain Avenue and Romaine Street in West Hollywood was completed with much success.

**Replacement of Broken and Damaged Sidewalks** - Approximately one- third of the sidewalks along Sunset Boulevard will be replaced. The areas of broken and/or damaged

sidewalks are generally from tree roots uplifting the sidewalks and the normal wear and tear of old sidewalks.

**Traffic Signal Upgrades** - The computer traffic signal systems that operates the eleven traffic signals along Sunset Boulevard will be upgraded. At a few of the intersections, cabinets that house the computerized traffic controllers will be relocated out of the main walking path which will enhance the pedestrian experience along Sunset Boulevard. The crosswalks at these intersections will be more visible to motorists and pedestrians, alike, and the push buttons used to cross the street and the signals that indicate when to “walk” or “don’t walk” will be upgraded.

**Medians** - New landscaped medians will be added on the west end of the Sunset Strip from the City borders with Beverly Hills to the intersection at Cory Avenue and Doheny Road. An area will be set aside for a future entry monument that will welcome people to the City of West Hollywood and the world famous Sunset Strip. Some storm drain improvements will also be done while the medians are under construction.

In the Sunset Plaza area of the Sunset Strip, the median islands already exist. The Sunset Strip Beautification Project will increase the size of the medians in the Sunset Plaza area and will incorporate an existing crosswalk west of Sunset Plaza Drive.

One smaller median island will also be installed at the intersection of Wetherly Drive. This will incorporate the crosswalk at the intersection and provide a pedestrian refuge area that allows people to cross half of the street at a time during busy traffic periods and improve the visibility of pedestrians to vehicles or vice versa.

**Trees** - By maintaining most of the 231 existing trees in their current location, the City of West Hollywood will be organizing sections of Sunset Boulevard into tree districts. Flowering Tree Districts will be created for about a block on the east and west entrances of the Sunset Strip to serve as a welcoming statement to the City of West Hollywood. Using most of the existing palm trees from La Cienega Boulevard to the east border, a Palm Tree District will be created. The center portion of the Sunset Strip already has magnolia trees so it made sense to keep the areas as the Magnolia Tree District. On the remaining west portion of the Sunset Strip shade trees will be installed.

**Sidewalk Widening at Sunset Plaza-** The entire Sunset Strip was studied to find opportunities to widen sidewalks; however, only one location was found. By moving the medians in the Sunset Plaza area by a couple of feet will add an eight foot wide public sidewalk, and maintain the two travel lanes in each directions, and parking on both sides of the street.

In addition to adding 5600 square feet of new public sidewalk, the Sunset Strip Beautification Project will move a few street lights out of the main walking path, replace driveways to match the new curb, and move fire hydrants to new locations.

**Pedestrian Enhancements** - All of the ramps at the corner of the streets along Sunset Boulevard will be updated and standardized. At a few corners, bumped out curb areas will be added to the sidewalk that will give more elbow room for pedestrians waiting to cross the street. This will be especially helpful for the crowds that enjoy the Sunset Strip on the weekends. These bumped out curbs also cut down the time it takes to cross the street and make pedestrians waiting to cross more visible to motorists and vice versa. Tree grates will be put around trees to make the walking area more pedestrian-friendly and to make the streetscape more consistent with other areas of the City of West Hollywood.

There will also be adjustments to the locations of curb parking and loading spaces along Sunset Boulevard to improve pedestrian visibility at crosswalks.

### **PROJECT TIMELINE**

The Sunset Strip Beautification Project started in January 2010 and is scheduled to take approximately six months to complete (July 2010).

### **BUDGET**

The estimated cost of the project is \$5.4 million. The City of West Hollywood will obtain some of the project's funding from the American Reinvestment and Recovery Act (ARRA) of 2009. West Hollywood's share of this disbursement is \$1,105,000 and will be used to cover a portion of the construction costs for the Sunset Strip Beautification Project. Among its many provisions, the ARRA provides states with federal economic stimulus/recovery funding for highway infrastructure. Statewide, California has allocated Recovery Act funds to cities based on population. The funds must be used on transportation projects which will be under construction within the next year and must comply with numerous requirements to encourage stimulus of the economy and jobs. The City of West Hollywood will receive the Recovery Act funds on a reimbursement bases after the project completes construction.