

*Acknowledgments*

Table of Contents  
1

**THE PROCESS**

Reclaiming Main Street	3
Design Process	4
Implementation	5
Future Priorities	6

**THE DESIGN**

Overall Concept	7
Transportation Improvements	12
Street Trees	14
Boulevard Gardens & Gateways	17
Medians	32
Bus Stop Gardens	34
Lighting	36
Sidewalks & Crosswalks	38
Identity & Signage	40
Street Furnishings	42
Other Landscape Elements	43
Public Art	44



## RECLAIMING MAIN STREET

Until recently, Santa Monica Boulevard was owned and operated by Caltrans as State Route 2. Since West Hollywood's incorporation in 1984, the City and State have disagreed on matters related to the boulevard's maintenance, operations and safety, as well as the street's ability to accommodate basic amenities like sidewalk cafes, streetscape furniture and street trees. During the past decade, the City had a series of conversations with the State on relinquishment of the boulevard. It became clear that relinquishment provided a unique opportunity to redesign Santa Monica Boulevard and reinforce its identity as West Hollywood's main street. In the Fall of 1998, the City formalized an agreement with the State to reclaim the boulevard. In turn, the State made approximately \$8.6 million in funds available for basic roadway and sidewalk reconstruction.

The redesign of the boulevard was developed through a community process that occurred between Fall 1997 and Spring 1999. This master plan represents the collective desires expressed by the West Hollywood community -- individuals who participated in numerous meetings, surveys, project workshops, and council hearings. This document depicts a comprehensive vision for Santa Monica Boulevard as West Hollywood begins to reclaim its main street.

## DESIGN PROCESS

Prior to formal reclaiming of Santa Monica Boulevard from the State, West Hollywood began planning for the redesign of Santa Monica Boulevard through a community based design process.

**Visioning.** Between September 1997 and February 1998, City staff held a series of six public visioning workshops. Workshop participants engaged in a detailed discussion of Santa Monica Boulevard and its function in the community. They were given the opportunity to express their likes and dislikes, as well as their visions and goals for the future of Santa Monica Boulevard. Over 300 people attended the workshops. The result was a wide range of ideas and concerns that staff compiled and organized onto a map which was later presented to the City Council.

### Santa Monica Boulevard Advisory Steering



*Ideas for Santa Monica Boulevard began at a series of Visioning Workshops.*

**Committee.** On February 17, 1998, the City Council directed the City Manager to assemble a Santa Monica Boulevard Advisory Steering Committee. Staff was directed to hire a design firm to work with the Steering Committee and City Staff. Staff would make sure that the design is consistent with the vision of the community and with existing governing documents such as the General Plan, the Zoning Ordinance, the Urban Design Streetscape Master Plan, and the Eastside Redevelopment Plan.

Through a competitive proposal process, Zimmer Gunsul Frasca Partnership was hired to lead the design team. A 42-person Steering Committee was assembled in collaboration with the City Council by the City Manager (please see the 'Acknowledgments' for a list of individuals who served on the Steering Committee during the design development process). The Santa Monica Boulevard Advisory Steering Committee (SMBASC) worked directly with the design team to make specific design recommendations to City Council on the streetscape layout, design elements and project priorities.

### IMPLEMENTATION



**The Santa Monica Boulevard Master Plan.** This document is the primary product that came out of the SMBASC work. It provides a comprehensive vision and long range plan for the entire 2.7 miles of boulevard. While it will take years to implement it fully, the initial implementation phase will begin this year and will realize the most fundamental changes to the boulevard.

**Santa Monica Boulevard Reconstruction Project.**

The most basic improvements (infrastructure, repaving, widened sidewalks, new street trees and basic landscaping) will be realized through the Santa Monica Boulevard Reconstruction Project. Scheduled to begin construction in 1999, this reconstruction project is funded, in part, with the funds available through the relinquishment agreement. The remaining costs will be funded through a combination of State and Local grant funds, with possible debt issuance by the City.

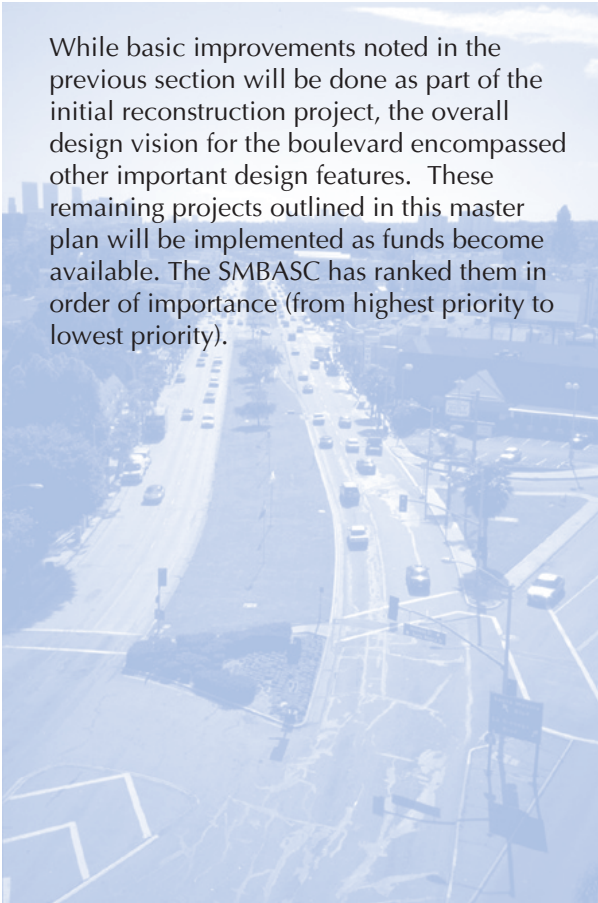
Of the total budget, \$12.3 million is for basic reconstruction of the roadway and sidewalks. This makes approximately \$2.7 million available for

other streetscape improvements. The SMBASC recommended the following elements to be included as part of the initial work:

- 1,200 new street trees
- Basic median, boulevard garden & gateway landscaping
- Boulevard parkway landscaping
- Infrastructure for future water features and landscape work (water and power)
- Wiring for holiday tree lighting
- Major pedestrian crosswalks in patterned asphalt



*The Santa Monica Boulevard Advisory Steering Committee worked with city staff and design consultants on the overall boulevard design.*




While basic improvements noted in the previous section will be done as part of the initial reconstruction project, the overall design vision for the boulevard encompassed other important design features. These remaining projects outlined in this master plan will be implemented as funds become available. The SMBASC has ranked them in order of importance (from highest priority to lowest priority).

### FUTURE PRIORITIES

1. **Enhanced landscaping at gardens, gateways**
2. **Bus Stop Gardens**
3. **Water features at gardens, gateways, medians**
4. **Residential gateway planting**
5. **Adjacent property setback planting**
6. **Relamp existing pedestrian lights**
7. **Planting beds under street trees**
8. **Other public art elements**
9. **New street furniture**
10. **Paint existing pedestrian lights**
11. **Plummer Park expansion**
12. **Special lighting on medians**
13. **Signage program**
14. **Light pole vines or hanging baskets**
15. **Replace pedestrian lights**
16. **Other identity elements**
17. **Tree grates**

**Design Objectives.** Input heard in the public visioning workshops, and from the Santa Monica Boulevard Advisory Steering Committee shaped the design for the boulevard in meaningful ways. These twelve objectives synthesize the communities desires for the redesign of West Hollywood’s main street.

- Create a beautiful, vibrant, urban boulevard that reflects the community’s vision and embodies West Hollywood’s identity.
  - Capitalize on the lively pedestrian scale and character of the boulevard and increase pedestrian safety.
  - Design the boulevard to better accommodate cultural, recreational, and other community activities.
  - Provide additional high-quality landscaping and improve the existing landscaping.
  - Provide opportunities for public art.
  - Create distinctive gateways on both ends of the boulevard.
  - Connect the boulevard to parks and other “public” spaces such that all these spaces are easily within reach of pedestrians and function as public “extensions” of the boulevard.
- 
- Reconfigure the median to maximize the use of sidewalks for pedestrian and other outdoor activities, increase landscaped space, and improve the overall appearance of the area.
  - Maintain, at a minimum, the existing number of traffic lanes and parking spaces.
  - Consider the investments the City has already made (e.g. new sidewalks, street lights, and palm trees).

## OVERALL CONCEPT

### EAST SIDE



*View of proposed East Side improvements near Vista and Gardner showing sidewalk extension and enhanced bus stop.*

The section of Santa Monica Boulevard from La Brea to Holloway, known as the East Side, is distinguished by a variety of neighborhood commercial services in one to two story buildings. Many of the older commercial storefronts are built right up to the sidewalk providing a well-defined “street edge”. There are several districts with pedestrian activity, where improvements are focused on making the sidewalk environment better than it is today.

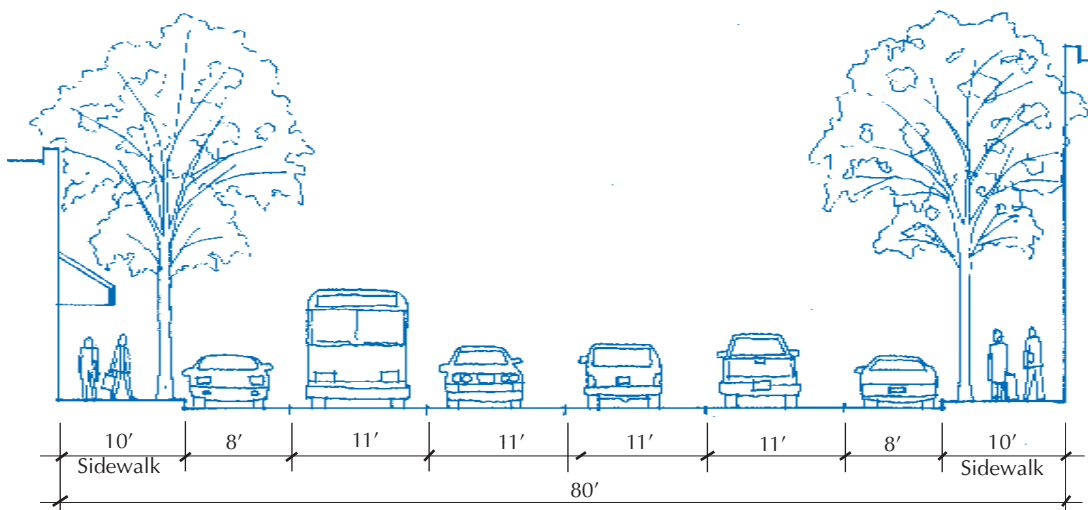
**Cross Section.** The existing right-of-way is approximately 80 feet wide. This includes two lanes of traffic in each direction and parking lanes on each side. The overall cross section of the boulevard will be modified to:

- Improve safety by extending the sidewalk at intersection corners to make the pedestrian more visible to motorists and to shorten pedestrian crossings distances
- Extend the sidewalk at bus stops to improve bus operating speeds, facilitate bus loading and to allow for amenities and development of bus stop gardens.
- Extend the sidewalk at residential streets for the creation of residential gateways.
- Incorporate landscaped medians in the center of the street wherever possible.
- Add new street trees to be planted approximately 2 feet from the existing curb edge to allow more walking space between the trees and buildings.
- Develop special boulevard gardens and gateways at La Brea, Vista / Gardner, Fairfax and Crescent Heights.
- Reduce automobile bottlenecks by providing additional left turn storage area at key intersections.





Birdseye view looking east from atop Emser Tile building at Croft.



East Side Cross Section (showing initial and mature tree sizes)



*View of proposed West Side improvements showing widened sidewalks and double row of street trees.*

The section of Santa Monica Boulevard from Holloway to Doheny, known as the West Side, is distinguished by a variety of neighborhood retail, regional restaurant and entertainment venues. While many commercial storefronts are built right up to the sidewalk, numerous developments have been setback from the sidewalk. There is heavy pedestrian activity in many sections, especially at night, so improvements are focused on making the sidewalks wider and creating an environment that works better for people experiencing the boulevard by car, bike and on foot. As it is infeasible to provide parking immediately adjacent to every land use, a walking environment will encourage people to walk short distances from parking to their destination.

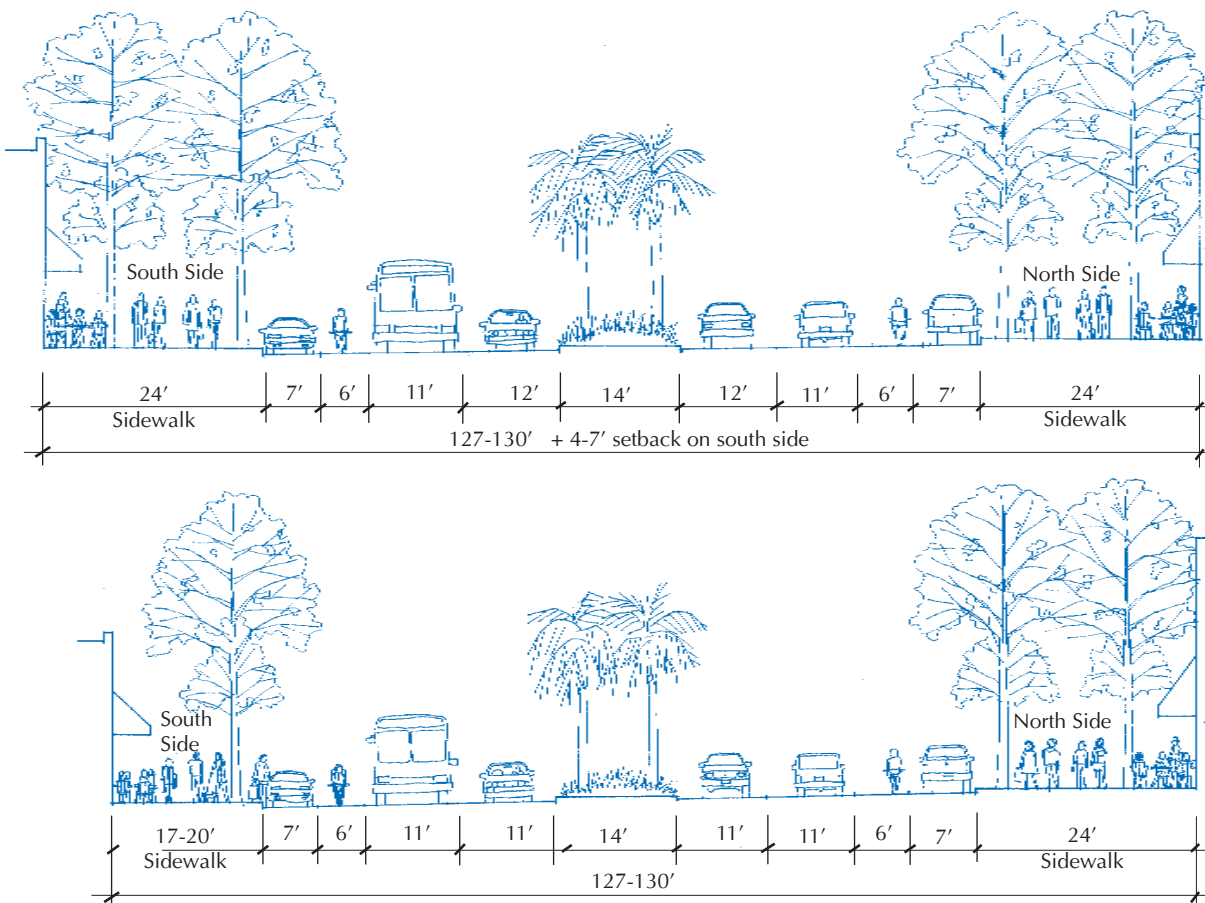
**Cross Section.** The existing right-of-way varies from approximately 115 to 130 feet wide. This includes two lanes of traffic in each direction, parking lanes on each side (which, like today, will be eliminated in locations that require left turn pockets). The overall cross section of the boulevard will be modified to:

- Reduce the existing median width and widen the sidewalks on the north and south sides.
- Add a dedicated bicycle lane on both sides of the street between Holloway and Doheny.
- Plant double rows of street trees wherever possible.
- Incorporate a new landscaped median approximately 14' wide (4' at left turn pockets) wherever possible.
- Extend the sidewalk to shorten pedestrian crossing distances wherever possible.
- Develop special boulevard gardens and gateways at Holloway, San Vicente, MTA Division 7 frontage and Doheny.





Birdseye view looking west from the top of the Metropolitan Community Church .



West Side Cross Sections with single and double rows of trees on south side (showing initial and mature tree sizes).



Existing view (above) and proposed view (below) of Santa Monica Boulevard looking east from the Emser Tile building at Croft.



A primary objective of redesigning Santa Monica Boulevard has been to improve how it functions as a street that serves both regional travel and local community use. This objective has led to the development of strategies that accommodate all modes of transportation: bicycling, walking, bus transit, in addition to autos and people with disabilities. Transportation improvements are focused on balancing the sometimes conflicting needs of different modes (e.g. pedestrians vs. motorists) in order to improve the overall safety for people using the boulevard.

**Overall Street Design.** The current number of traffic lanes (2 lanes westbound and 2 lanes eastbound) will be maintained. It is important to note that while some people might believe there is a benefit to adding more automobile capacity by adding traffic lanes, this approach is simply not feasible since roadway transitions into Beverly Hills and Los Angeles would require “bottlenecking” back to two lanes in each direction. There is also a limited public right-of-way in which to accommodate the various modes.

**West Side (120-130’ right-of-way).** The most significant improvement will be reducing the existing 30-40’ wide median in exchange for wider sidewalks and a narrower landscaped median. The new median will range from 4’ at left turn pockets, to 14’ between turn pockets, and will be even wider at transitions near Doheny and Holloway. Maintaining a raised median is critical for safely separating east and westbound traffic.

**East Side (80’ right-of-way).** The section from La Brea to Holloway is notably narrower. Here, modest interventions will include sidewalk extensions to improve pedestrian safety and visibility. Medians will be added in approximately five locations where there is adequate room to provide a landscaped median.



**Pedestrian Improvements.**

There will be significant improvements to make Santa Monica Boulevard a more pedestrian-oriented street. Wider sidewalks on the west side and sidewalk extensions on the east side will provide more space, especially where there is more activity like street crossings (corners and midblock) and bus stops. A continuous canopy of shade trees will make the sidewalk more comfortable (whether walking or dining). The primary pedestrians path will be kept clear by relocating sidewalk furnishings to a zone along the curb.

Crosswalks will be 20' wide across Santa Monica Boulevard. They will be visibly marked with white zebra striping or special asphalt paving patterns. Where possible, crosswalks will be relocated to improve safety and visibility of pedestrians. Corner access ramps will be oriented to direct a wheelchair onto the crosswalk (not diagonally into the street).

**Bicycle Facilities.** A separate bicycle lane is to be added from Kings Road to Almont/Doheny to improve safety and implement the Westside Area Bicycle Master Plan. Supporting facilities including bicycle racks and striping shall also be provided.

**Bus Stop Improvements.**

The new bus stops will accommodate a variety of transit vehicles, including small city shuttles, standard buses and longer, articulated buses. The stop locations have been refined to improve bus movement and passenger loading, and to minimize conflicts with driveways. Most stops will be on the far side of the intersection where the sidewalk will be extended to allow for Bus Stop Gardens.

**Traffic Signal System.** Traffic signals along Santa Monica Boulevard are to be wired into the citywide signal system. Timing of the signal system is to be optimized to improve efficiency and enhance safety. Left-turn storage lanes will be added and lengthened where necessary to reduce delays caused by motorists waiting to turn.

**Intersection Improvements.** The intersection at La Cienega shall be reconfigured to allow westbound left turns. This improvement will reduce congestion at La Cienega/Holloway and Santa Monica/Holloway. Other major intersections that will be reconfigured include: Vista/Gardner, Fairfax, Holloway and San Vicente.

**Curbside Parking.** While there will be some adjustments in location of curbside parking and loading spaces along the boulevard (due to relocation of bus stops and redesign of turn pockets), on-street parking will be provided wherever it can be provided safely. While these changes will result in the loss of curbside parking at some locations, they will result in additional parking at other nearby locations. Overall, the project should yield over 10 additional parking spaces along the boulevard.

**Regulatory Signage.** All parking regulations shall be located on parking meter posts. Traffic regulation signs shall be inventoried and locations of regulation signs shall be consolidated where possible.



Example of Evergreen Drake Elms at the Getty Center.



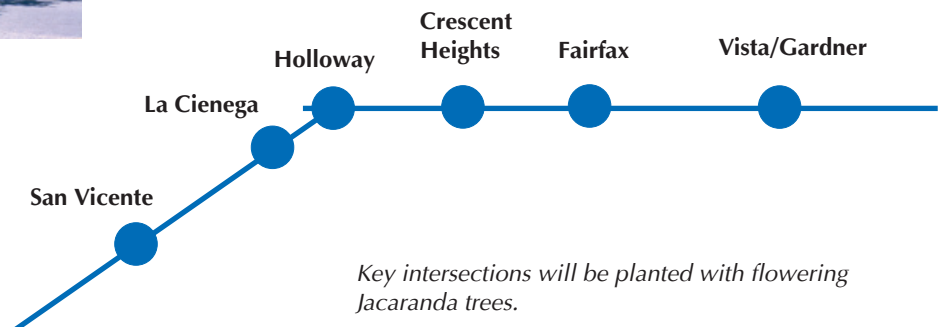
Drake Elms along 101 Freeway at Reyes Adobe Road.



**Tree Species.** Most of the existing 452 street trees (145 Queen Palms, 157 Mexican Fan Palms, 130 Ficus and 28 Bradford Pears) on Santa Monica Boulevard will be replaced by over 1,000 new street trees. A total of 10 existing Ficus trees will be retained along the Warner Brothers Studio frontage. The Queen Palms will be relocated to the medians. Drake Elms (*Ulmus parvifolia* ‘Drake’) will be planted along most of the boulevard, with flowering Jacarandas at major intersections: Vista/Gardner, Fairfax Avenue, Crescent Heights Boulevard, La Cienega Boulevard and San Vicente Boulevard. The Drake Elms are briefly deciduous, dropping their leaves at the end of November (corresponding to the installation of holiday lighting) and typically leafing out in January. They provide shade in the summer and sunlight in the winter. They will be pruned once a year just prior to leaf drop for the first 20 years and once every two years thereafter to maintain good branching structure and to minimize the drop of small seed pods.

**Spacing & Tree Wells.** Trees will be spaced 22 to 25 feet on center to provide a continuous canopy that can be easily pruned above storefront business signs. They will be planted in 4-foot x 8-foot tree wells, initially surfaced with stabilized decomposed granite which will be maintained flush with the sidewalk and which may be replaced with groundcover or cast iron tree grates in the future if funding is available. Tree guards around the trees are not permitted as they will damage the trees.

Street trees will be planted in double rows where the sidewalks are at least 24 feet wide. Where the public portion of the sidewalk is 16 to 23 feet wide, future development will be asked to provide an additional setback of one to eight feet to achieve a total 24-foot width, so that the new building facades are eight feet from the adjacent row of trees.



Key intersections will be planted with flowering Jacaranda trees.



**Structural Soil.** Street trees will be planted in a mix of angular rock and soil, which will provide the amount of uncompacted soil the trees need to remain healthy. The structural soil will enable air and water to reach the roots and the roots to spread out in the soil under the sidewalk, instead of remaining in the tree well and growing between the soil and sidewalk as occurs with conventional tree planting. With structural soil the trees will live longer, stay healthier and will be less likely to uplift the sidewalks.

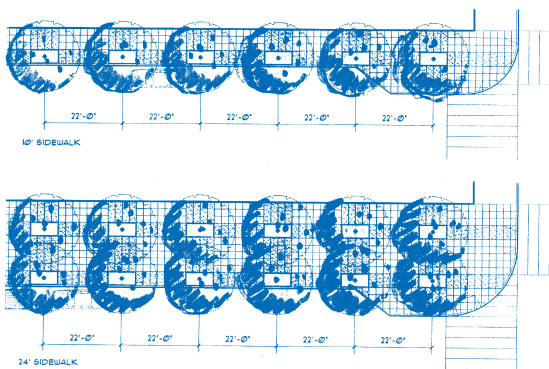
**Irrigation.** Street trees will be irrigated by an in-ground irrigation system so the trees will grow more rapidly and live longer.

**Memorial Plaques.** The existing memorial plaques will be set into the sidewalk in approximately their current locations.

**Median Trees.** The 145 Queen Palms be relocated to the medians that are west of Almont and east of Holloway. The medians between Almont and Holloway will be planted with the Floss Silk Tree (*Chorisia speciosa*).



*Drake Elm Trees will be planted along most of the boulevard.*



*Consistent tree spacing (20'-22' on center) will achieve a continuous green canopy*



*Jacaranda Trees will be planted to punctuate the major intersections on Santa Monica Blvd.*



*Example of a 4' by 8' tree well with decomposed granite*



*Flowering trees like the Floss Silk will be planted in the median between Almont and Holloway.*



Along the length of Santa Monica Boulevard are places that call for distinction and recognition within the City of West Hollywood. There are eight primary spaces recommended to be developed as boulevard garden and gateways. Two of these are recognized as gathering places for the East and West Sides.

The primary objective is to create a memorable sequence of green spaces along the boulevard. Each space should be designed as unique to acknowledge its uses, context on the boulevard and surrounding community.

There will be recurring elements to provide a continuity of design for each space such as the use of water features. Basic landscaping will be installed with the initial Reconstruction Project, consisting mainly of trees and groundcover. As funding is identified, enhancements will be developed through a community-based design process and will include a public artist as an integral part of the design team.

### **GATEWAYS**

*La Brea Gateway*  
*Doheny Gateway*

### **GATHERING PLACES**

*Fairfax Bus Stop Gardens*  
*San Vicente Plaza*

### **GARDENS**

*Vista/Gardner Garden*  
*Crescent Heights*  
*Holloway Veterans' Memorial*  
*Art Walk at MTA Facility*

*Note: The following descriptions of boulevard gardens and gateways are conceptual only and meant to be evocative, recognizing that funding must be identified for design development and implementation to proceed.*



***Create a memorable landscaped entrance into the City and improve the immediate environment for pedestrians***



*Gateway  
Redevelopment  
Site*

*Monumental gateway planting  
(palms and lush ground cover)*

*Stamped, colored  
crosswalks*

*Gateway lighting*

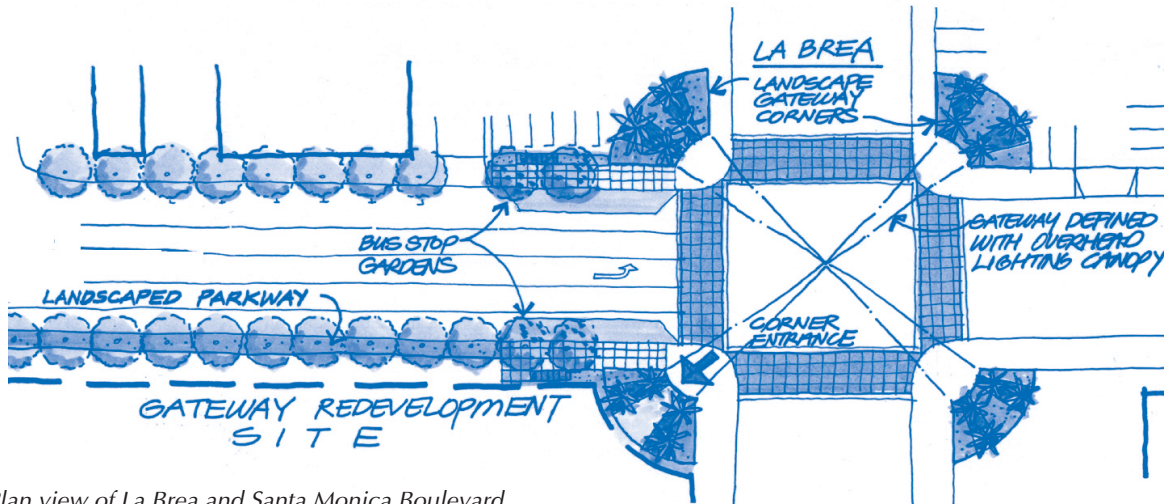
*Major Bus Stop  
Garden*

*Conceptual rendering of La Brea Gateway.*

This intersection requires special attention to create an effective gateway entrance for West Hollywood. Today, it is a site of intense visual clutter, heavy automobile traffic, noise and hard paved surfaces. Vehicular traffic is quite heavy and dominates the environment.

into the studio district as a beautiful colored glow projected on boulevard buildings. A glow way entry from La Brea into West Hollywood would create an exciting, distinctly different gateway for the East Side.

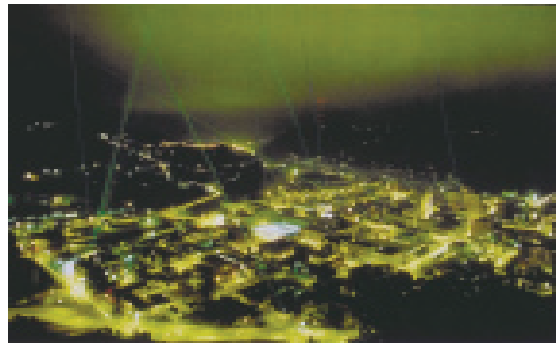
- Design a tall landscaped gateway (e.g. palms and hearty ground planting) into the West Hollywood community that will unify all four corners of the intersection.
- Reinforce a landscaped gateway by planting street trees continuously up to the La Brea intersection. Create a landscaped parkway on the south side of Santa Monica Boulevard.
- Commission an artist who works primarily with light to design a unique way to illuminate the city’s eastern gateway. Laser light beams can create an archway visible all over the city, or a canopy of small lights can be suspended over the entire intersection. This gateway of light can continue
- Develop two major Bus Stop Gardens at the city’s entrance (both east and westbound stops). The westbound stop could extend back to the corner parking lot edge of Carl’s Jr. The eastbound bus stop will need additional space to accommodate riders and amenities. The redevelopment project at the southwest corner should be required to incorporate a development setback along Santa Monica Boulevard that would allow a 10’ paved sidewalk plus a 5’ parkway for a bus stop garden and landscaped parkway.



Plan view of La Brea and Santa Monica Boulevard intersection design concept.



Existing city entrance at La Brea



The La Brea Gateway should incorporate lighting as a central design element



***Create a landscaped gateway into the City that is designed by a team that includes a landscape architect and an internationally known artist.***



*Relocated palm trees*

*Pedestrian pathway*

*Water features*

*Tropical landscaping*

*Single row of street trees initially, double row of trees with future development setbacks*

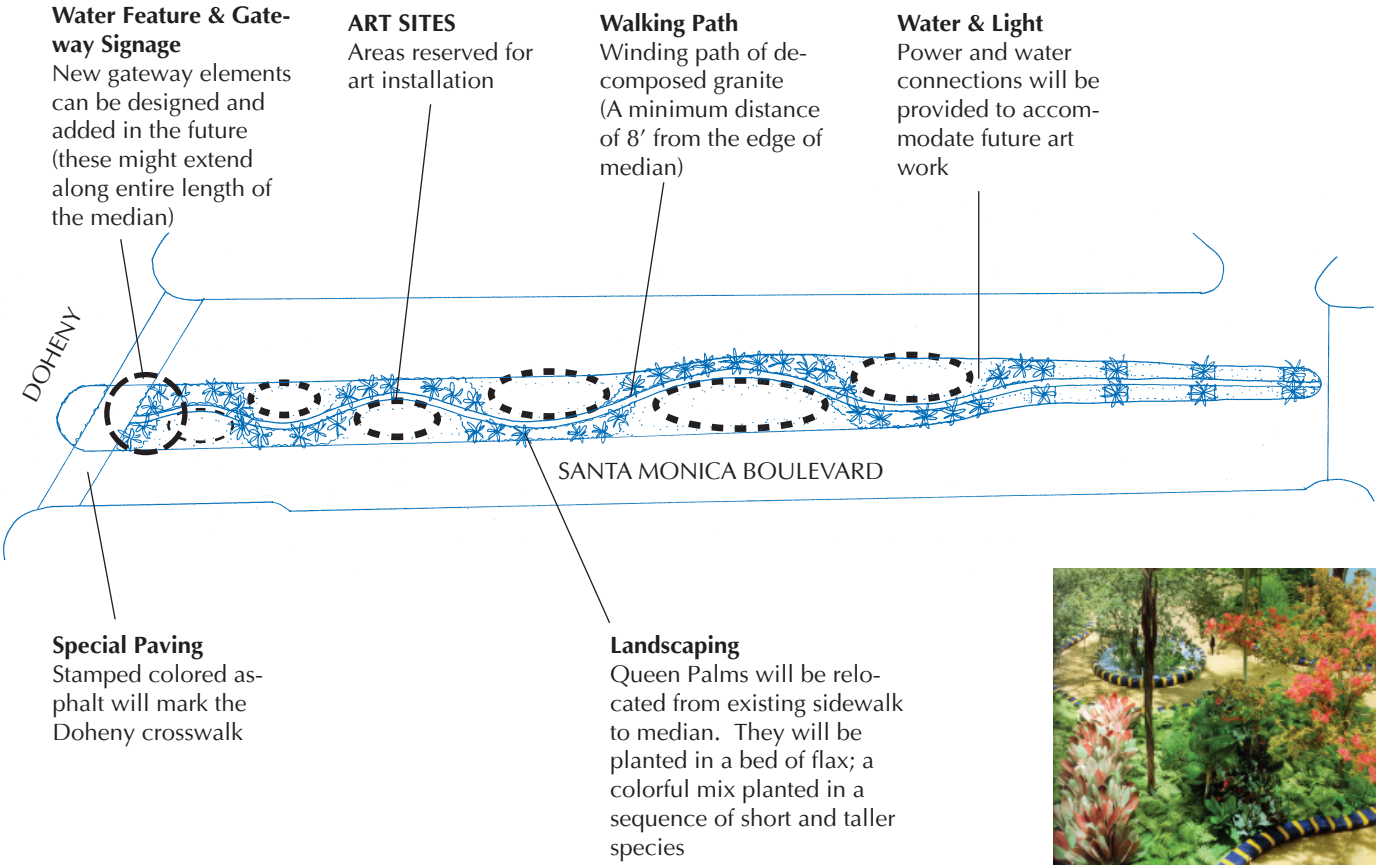
*Conceptual rendering of Doheny Gateway.*

The western entrance for West Hollywood is distinct because of its large center median. The existing configuration of the median will remain much like it is today to transition into Beverly Hills. This wide median provides an opportunity to create a landscaped gateway featuring a major water element and lighting.

- The gateway median should be a significant major arts commission and a signature piece for the city, as well as a historically significant work and a destination in itself for the arts community.
- The gateway should allow for pedestrian exploration and make a larger visual statement for vehicular traffic.

- The art experience should be visual and tactile and fully integrated with the landscape. The landscape character should be distinctive and provide a special identity for this gateway into the city. A tropical landscape design theme is recommended and would incorporate the existing palm trees relocated from the sidewalks.
- The artwork/landscape design should address the entire length of the Doheny gateway median. The work may consist of a group of installation elements including, but not limited to sculpture, water elements, landscaping, lighting and pathways.





Imagery of tropical landscaping (photo of design by Peter Walker).

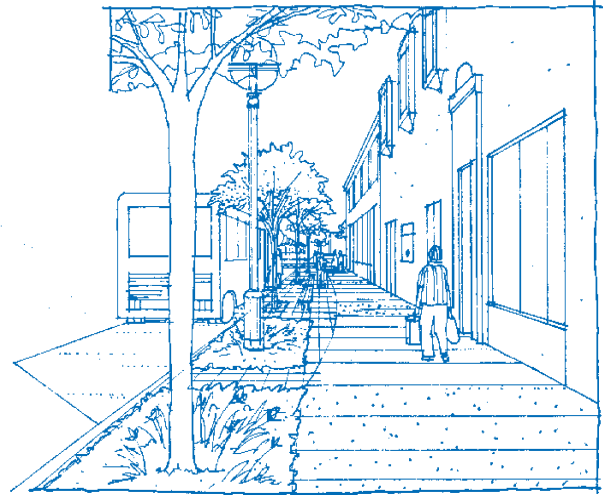


The existing median width at Doheny will remain much as it is today to accommodate the roadway transition to Beverly Hills

***Focus on pedestrian and transit improvements that will unify the four corners of the intersection.***

Today, the intersection of Fairfax and Santa Monica Boulevard is characterized by street noise, narrow sidewalks and heavy traffic volumes that combine to make it a particularly difficult area to navigate on foot. It is especially important to improve the environment for pedestrians and transit users who congregate daily at Fairfax to access nearby services, shops, markets and schools. The bus stops at Fairfax have the highest bus boardings in West Hollywood and among the highest in Los Angeles County.

- At Fairfax, implement four bus stop gardens to encompass all four corners of Fairfax and radiate north and south a half block at each intersection. Bus Stop Gardens are a key element in the public art presence for the East Side District. These small garden stops would create a pleasant gathering point and visually punctuate the street.
- The Bus Stop Garden at Fairfax would include unique artist designed elements such as:
  - Shelters, shade or rain screens
  - Benches
  - Information kiosks
  - Water fountains
  - Sidewalk text in the form of poetry, historic trivia or personal histories, that would invite the pedestrian to explore the neighborhood
- A landscaped median will be located



*Bus Stop Garden (southwest corner at Fairfax) showing the landscaped parkway, flowering shade trees and special paving.*

on either side of Fairfax. Just east of Fairfax it will widen and include queen palm trees.

- Special paving will mark all four crosswalks at Fairfax. This will be done in stamped, colored asphalt to provide texture and color change at the crosswalk.
- Extend curb on Fairfax at SW corner to enlarge bus stop area.
- Look at ways to use more of the corner parcel (market parking lot) to gain more usable space for pedestrians and bus stop garden at the northeast corner of Fairfax where the sidewalk is quite narrow.

**ART SITES**

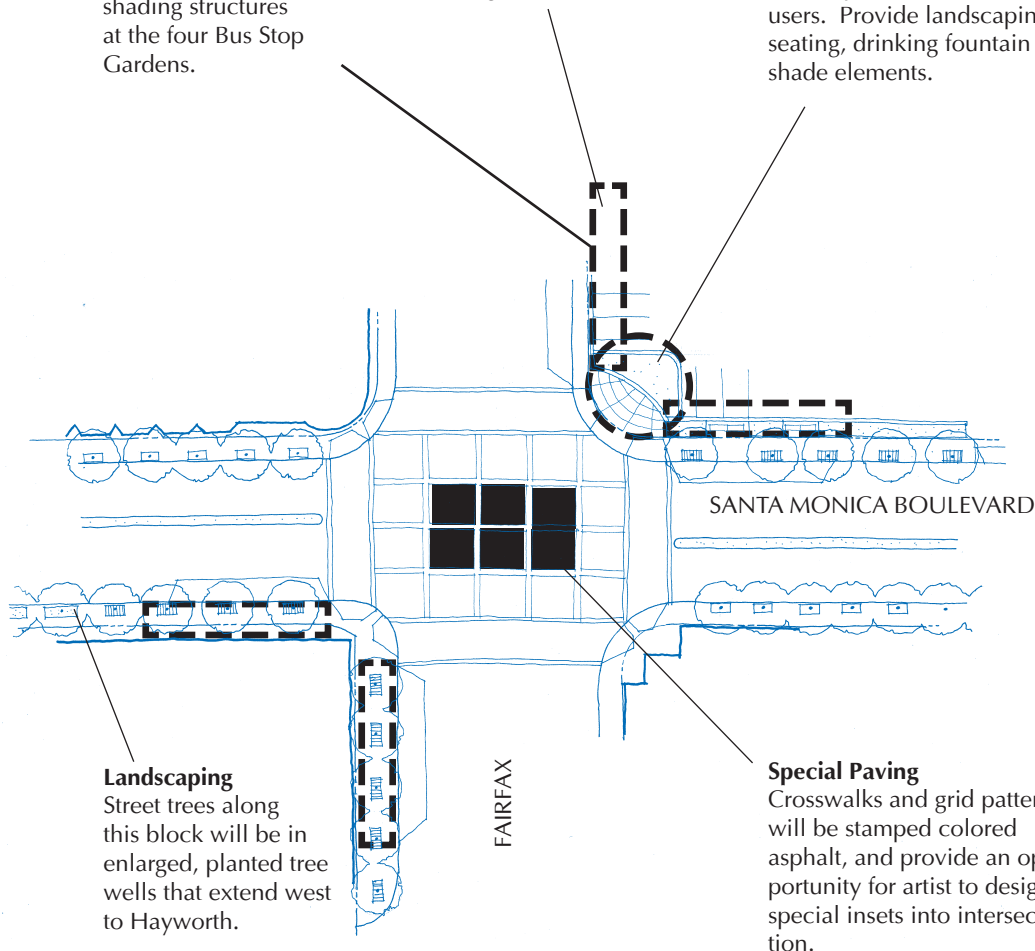
Unify intersection by incorporating landscape, seating and shading structures at the four Bus Stop Gardens.

**Bus Stop Gardens**

The four bus stops will have street trees for shade and simple furnishings.

**Fairfax Plaza**

Create an enlarged corner plaza at the NE corner to accommodate the large numbers of pedestrians and transit users. Provide landscaping, seating, drinking fountain and shade elements.



**Landscaping**

Street trees along this block will be in enlarged, planted tree wells that extend west to Hayworth.

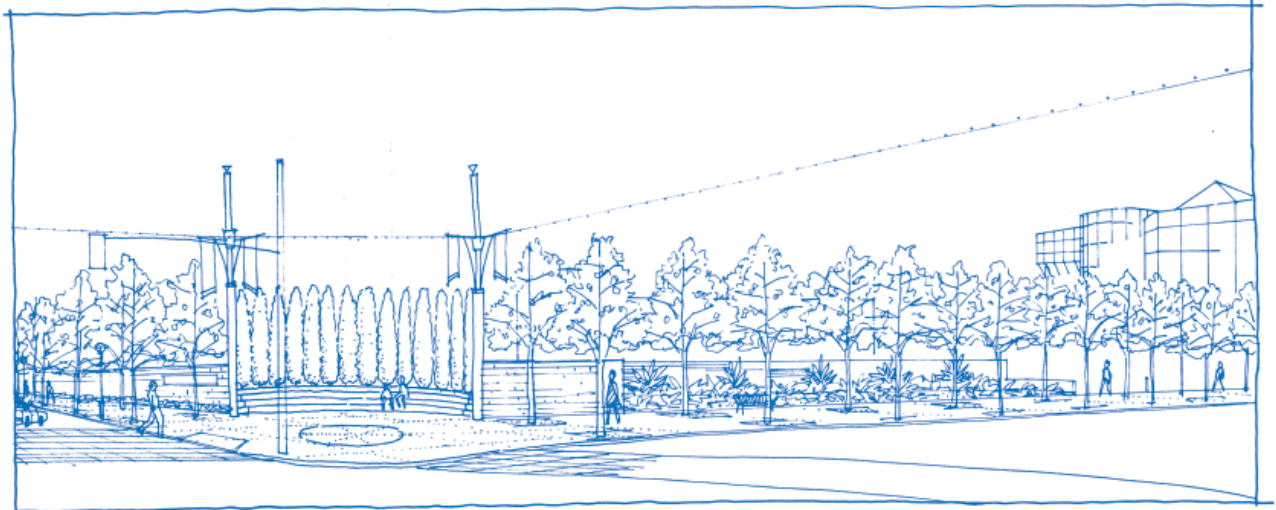
**Special Paving**

Crosswalks and grid pattern will be stamped colored asphalt, and provide an opportunity for artist to design special insets into intersection.



Existing bus stop at Fairfax

**Create a strong center or plaza at San Vicente and improve the connection to the Pacific Design Center and West Hollywood Park.**



*Tall pole structures with banners*

*Special paving and art elements, seating and speakers platform*

*Lighting installation over intersection for special events*

*Continue trees and parkway onto San Vicente to link the boulevard streetscape with West Hollywood Park.*

*Conceptual rendering of San Vicente Plaza.*

San Vicente is the main location for many civic functions, parades and festivals, in addition to being the heart of a vibrant restaurant and entertainment district. The Pacific Design Center and West Hollywood Park are immediately adjacent.

- Create a civic plaza at the southeast corner of San Vicente and Santa Monica Boulevard. Designed with an artist, the plaza will be visually prominent, framed by tall vertical elements (either tall pole-like structures that could hold banners, or palm trees). A broad backdrop will visually frame a speaker and can be created with landscaping, architectural or art elements.
- Artwork should be oriented towards sidewalk and street pavements to reinforce the visual definition of the plaza area. Any sculptural elements should consider all four corners, the medians, and have a dual function as

seating, podium or stage. This site could be used for temporary site specific works such as artist performances or light installations.

- It may be possible to increase the size of this plaza by incorporating a small area from a reconfigured Sherriff's parking lot.
- Relocate bus stops from Larrabee Street to serve this center directly and to facilitate bus transfers.
- Sidewalks will be significantly widened along Santa Monica Boulevard and south on San Vicente to allow for double rows of street trees. This will provide a continuous green, open space from the West Hollywood Park and the Pacific Design Center that ties directly into the boulevard landscaping.

**Art Sites**

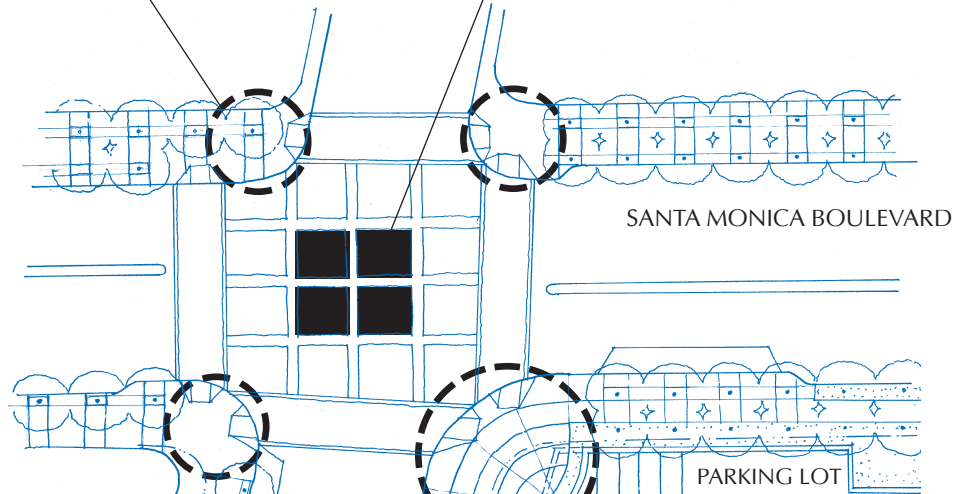
Areas reserved for art installation

**Corners across from Plaza**

Artist may work with all four corners to unify the intersection.

**Special Paving**

Crosswalks and grid pattern will be stamped colored asphalt. This provides a future opportunity for artist to design special insets into intersection.



**Trees in Parkway**

New evergreen elms (west side) and existing mature ficus trees (east side) in grassy parkway

**Plaza**

An enlarged gathering space for civic events will be created. In the future, an artist will design special landscaping, seating, podium, and potentially structural and lighting elements to unify the four corners.

**Light**

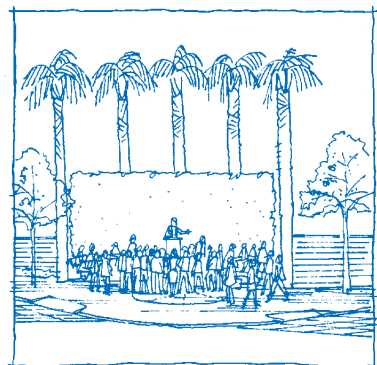
Power connections will be provided to accommodate future art work

To West Hollywood Park

**Connecting Green Spaces**

New landscaping will better connect West Hollywood Park with the boulevard street trees, and the Art Walk along the MTA frontage.

To Pacific Design Center



*Conceptual rendering showing special event that could be accommodated within the plaza (showing palm trees for vertical elements)*



**Create a park at the Vista/Gardner intersection with flowering trees, a water element, seating and public art.**



Bus Stop  
Garden

Grove of flowering  
trees

Water  
Element

Special crosswalk  
paving

Extend sidewalks out to  
shorten crossing distances  
and create open space

Flowering trees  
and ground cover  
planting

Conceptual rendering of Vista Gardner Garden.

The intersection of Vista and Gardner is a central site within the East Side Redevelopment Area. Both Vista and Gardner are fairly wide streets for the amount of traffic they carry and residents have expressed concern about speeding motorists. Plummer Park is a block away and there is daily pedestrian activity on the sidewalks.

- Reconfigure Vista and Gardner Streets at Santa Monica Boulevard by widening the sidewalks and narrowing the roadway to accommodate only the necessary traffic lanes. Sidewalk extensions will start at the intersection corner and continue to the alleys on all four corners.
- Landscape the enlarged sidewalk areas with flowering trees and ground cover to unify all four corners.
- Acquire the NW parcel (adjacent to the flower shop) to create a small park. Work with the community to develop the program and design of the park.
- Involve a public artist and landscape architect at the commencement of design to consider: a sculptural playground, permanent furnishings and water element.
- Provide an ample parkway area between the road and the sidewalk to help buffer pedestrians from motorists.

**Water & Light**

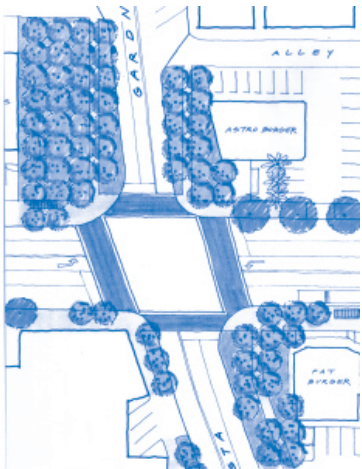
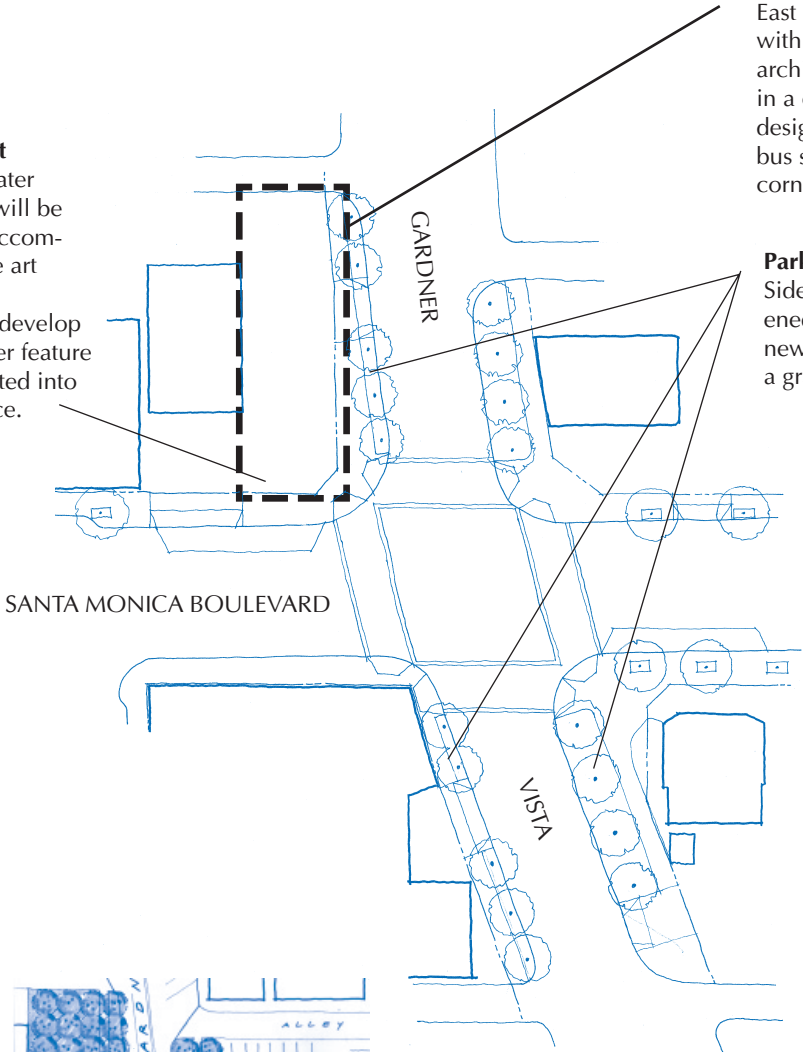
Power and water connections will be provided to accommodate future art work  
In the future, develop a unique water feature that is integrated into the open space.

**Art Site**

Redesign this important East Side open space with an artist/landscape architect collaboration in a community-based design process. Integrate bus stop garden on NW corner.

**Parkway Landscaping**

Sidewalks will be widened to accommodate new jacaranda trees in a grassy parkway.

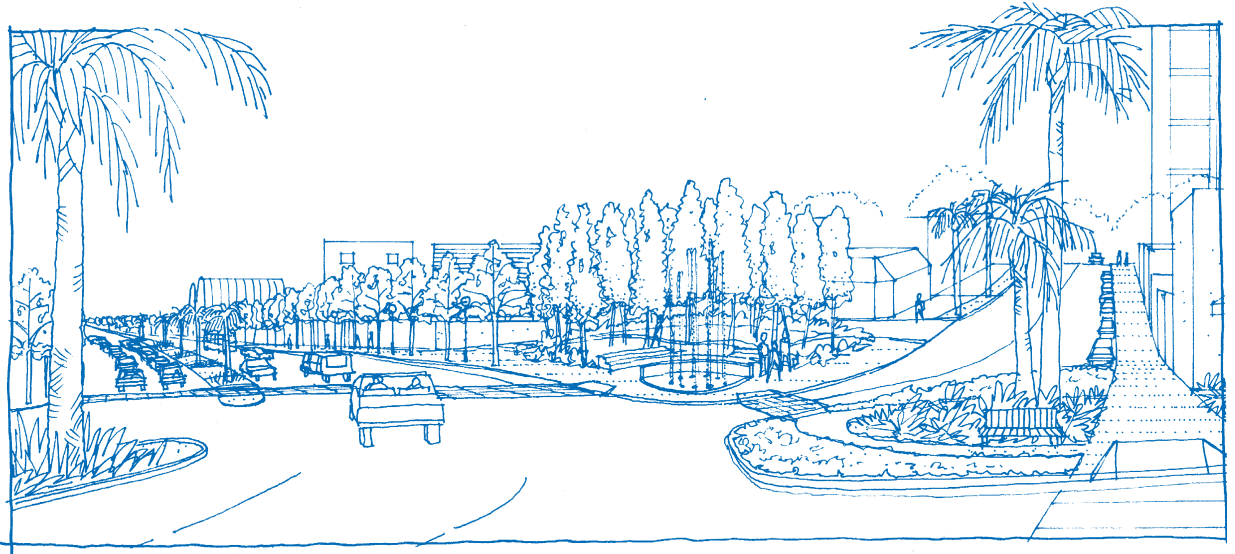


Plan view of Vista / Gardner Gardens



Imagery of water feature

**Reconfigure the Holloway intersection to improve traffic safety and create a prominent open space for the city's Veterans' Memorial.**



*Median with Queen Palms*

*Special crosswalk paving*

*Dramatic water feature and landscaping to emphasize the prominent location on Santa Monica Boulevard*

*Reconfigure Holloway intersection to increase usable open space and to improve safety*

*Conceptual rendering of Holloway Veterans' Memorial.*

The intersection of Holloway and Santa Monica Boulevard provides an important geographic link between the east and west sides. Here, the boulevard arcs and transitions between the 80' and 120' right-of-way. A visual apex is created that is visible from either direction, making this a natural site for an important civic space.

- Reconfigure the intersection of Holloway at Santa Monica Boulevard to create a 4-way intersection, removing through lanes that encourage cars to speed through intersection.
- Commission an artist / landscape architect to design a fully integrated Veterans' Memorial that can accommodate gatherings for special events. It will be intimate in scale, like a small park, while making a strong visual statement seen driving or walking down the boulevard. In order that the commissioned artist may respond to the needs of the Veterans community, it is important that the project

involve an artist early on in the planning so that all the visual elements (like flag poles, inscriptions, sculpture, water elements are unified).

- Improve walking environment for the pedestrian with special crosswalk paving and paths that meander through the park landscaping
- The design should feature strong views when approaching from east or west along the boulevard, and screen out views that are incompatible with the nature of the park.
- Incorporate a water feature/element located at the apex of the Holloway/Santa Monica Boulevard triangle.
- Incorporate a small area of widened pedestrian space east of Olive as an integral part of the landscape design.



**Landscaping**

Evergreen pear trees will be planted to screen the adjacent parking lot. Street trees will be planted in a grassy parkway.

**Art Sites**

Areas reserved for Veteran's Memorial Installation

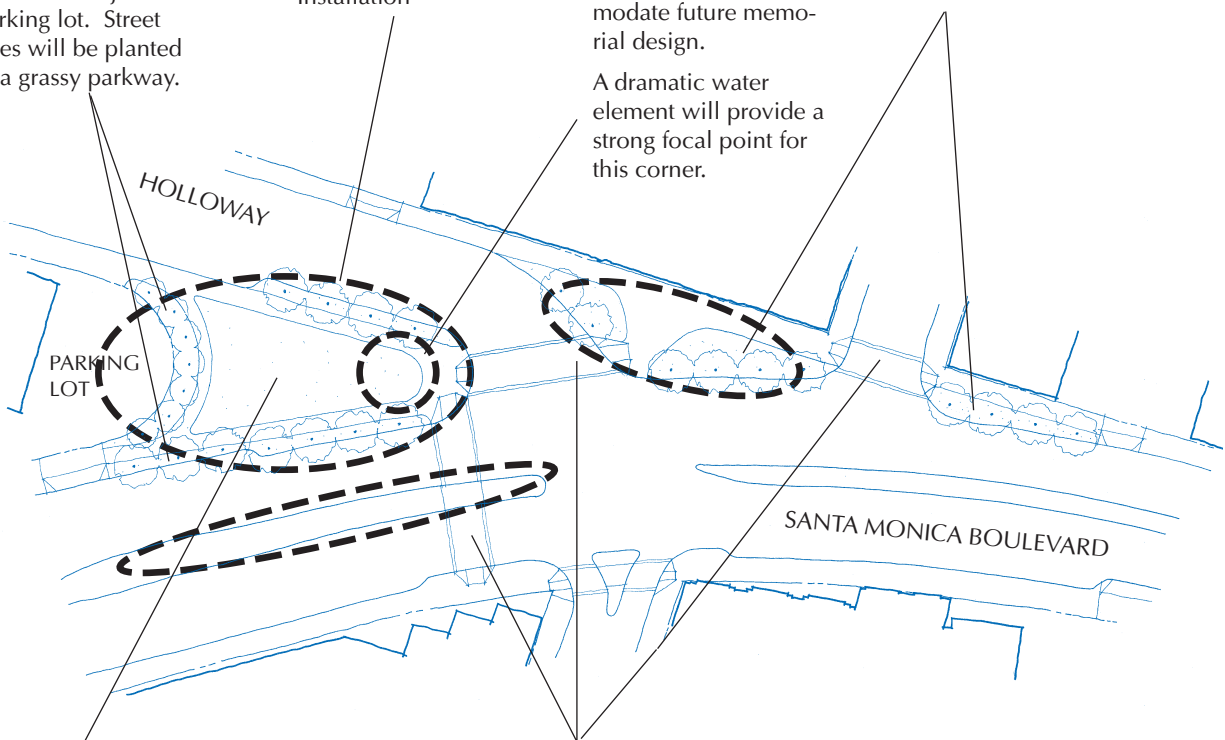
**Water & Light**

Power and water connections will be provided to accommodate future memorial design.

A dramatic water element will provide a strong focal point for this corner.

**Landscaping**

Street Trees and ground cover will be planted now.

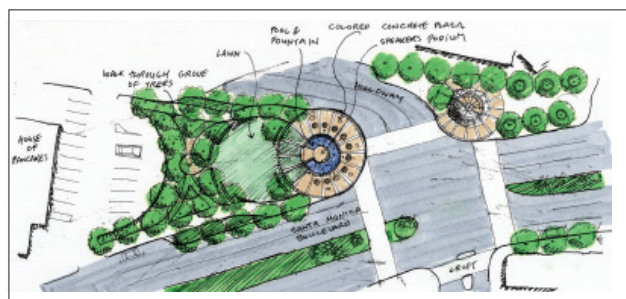


**Gathering Space**

A central open space of lawn will accommodate gatherings.

**Special Paving**

Crosswalks will be stamped colored asphalt.



*Initial conceptual plan of Holloway triangular park as a site for the Veterans' Memorial.*

*Existing view of Holloway triangle looking west from atop the Emser Tile building.*

***Widen the public way along the MTA facility frontage and create a green open space and outdoor gallery with public art***



*Grassy parkway & seating*

*8' wide sidewalk*

*Double rows of street trees and lawn*

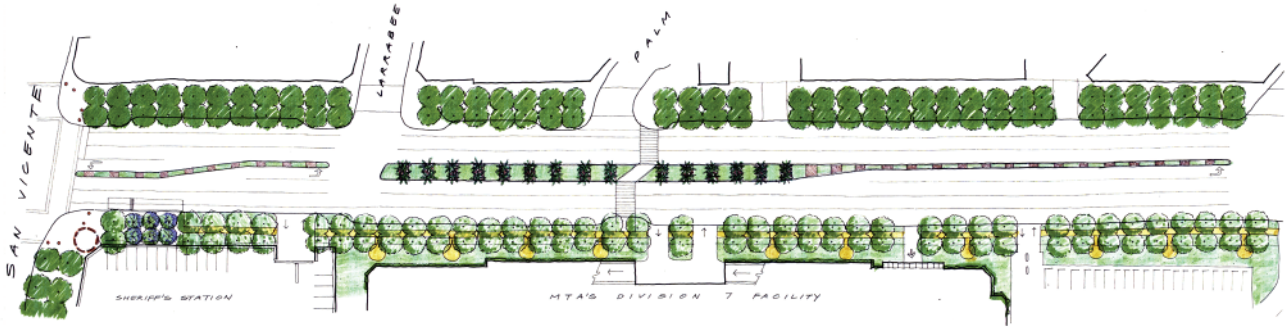
*Art installations like sculpture or seating*

*Vines on MTA structure*

*Conceptual rendering of the Art Walk.*

The Los Angeles County MTA Division 7 bus facility occupies 800' of frontage along the south side of Santa Monica Boulevard near San Vicente. Its presence is marked by a two-level concrete parking structure, parking lot and staff entrance. Consequently there is little pedestrian activity along this block.

- Create an art park for the public to enjoy, observe and experience art in a parklike setting. Widen the sidewalk along the MTA facility frontage and plant a double row of street trees at 22' on center. The sidewalk path will be 8' wide with a grassy parkway along the street edge. Areas will be provided adjacent to the sidewalk for seating and art installations.
- Work with MTA to integrate their landscaping into the art park. Plant climbing vines along the MTA facility to obscure the concrete parking structure.
- Program an ongoing series of temporary exhibitions or projects in the art park. It is recommended that works be drawn from artists represented by the West Hollywood Galleries Association, site specific works commissioned specifically for this space, or traveling exhibitions that are made available to the city.



Plan view of MTA frontage and art park



View of the existing MTA frontage



Site specific art works and work of local artists can be featured in a parklike setting



*Medians should unify rather than separate both sides of the boulevard, while featuring landscaping, water elements and public art installations*



*Conceptual rendering of landscaped medians on the West Side.*

**WESTSIDE MEDIANS.** The existing median between Holloway and Doheny is 30-40' wide. The median will remain almost as wide as it is today between Doheny and Almont to allow for a consistent roadway transition into Beverly Hills.

**New Median Width.** While the median will be reduced from its current width, the space will be utilized on the sidewalks where there is daily pedestrian activity. A narrower median will draw both sides of the street closer together to create a single street, rather than two separate roadways as it appears today.

East of Almont the median will be reduced to increase the width of the sidewalks. Wherever possible, the median will be 14' wide to accommodate pairs of trees at 22' on center. The median will be 4' wide at intersections with left turn pockets.

**Median Planting.** The existing queen palms will be relocated onto the 14' median sections at the Doheny Gateway and east of Holloway (see table on facing page). A flowering tree is recommended for the middle section of the boulevard between Almont and Holloway.

The pattern of median tree planting will be visually reinforced with distinctive bands of ground cover; and the tree spacing will closely align with the street trees on the sidewalk. Recommended ground covers should be colorful, hearty and

drought tolerant such as fountain grass. In between the tree rows will be continuous sections of green lawn. The medians will be mounded up to the center to increase their prominence and allow the planting to be seen from the sidewalks.

**Infrastructure.** All medians will be irrigated and have electrical and water connection points (in the 14' wide sections) to accommodate future installation of lighting and water features.

**EAST SIDE MEDIANS.** There will be several new medians added between Holloway and La Brea where none exist today.

**New Median Width.** Medians will be 10' wide wherever possible. At intersections with left turn pockets, the median will be 4' wide. The median will be widest in the transition linking east and west sides of the boulevard from Holloway to Orlando.

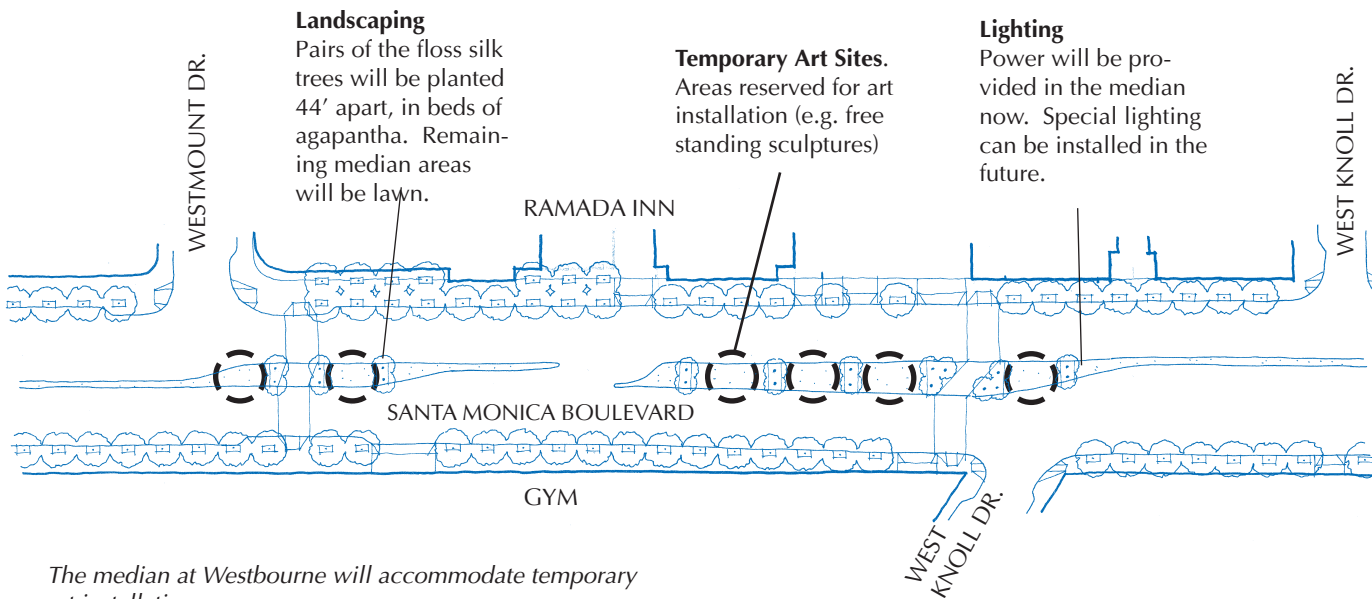
**Median Planting.** The east side medians will be unified with queen palms. Most of these trees will be relocated from the sidewalks. Single palms will be planted 22' on center in the 10' wide medians. To unify the entire boulevard, it is recommended that the median planting be consistent from Holloway to La Brea. As described above, tree spacing and ground cover should visually reinforce the sidewalk tree planting. See description (Westside Median) above for ground cover and mounding.



MEDIAN TREE PLANTING	
Boulevard Sections	Recommended Median Tree Species
Doheny to Almont	Queen palms (Relocated)
Almont to Holloway	Floss Silk or other flowering tree
Holloway to La Brea	Queen palms (Relocated)

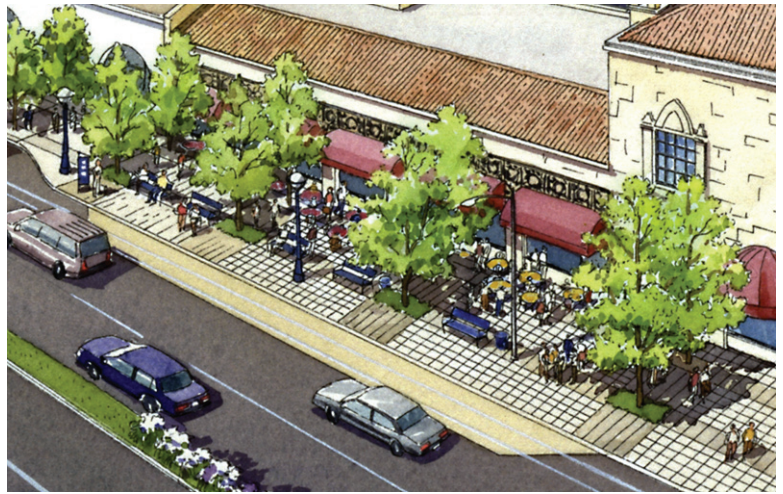


Medians will feature a variety of drought tolerant and blooming ground covers



The median at Westbourne will accommodate temporary art installations.

*Bus Stop Gardens are special places on the boulevard to be enjoyed by transit patrons and boulevard pedestrians*



*Conceptual rendering of bus stop garden on the West Side.*

Bus Stop Gardens are special places on the boulevard that 1) serve as functional bus stops to enhance the experience of bus patrons and 2) are places that can be enjoyed as garden spaces for anyone on the boulevard. These bus stop gardens would be designed by an artist and landscape architect for each specific location. Landscaping would be an important component, and each garden would include basic amenities. Small vehicles, like the City Line, as well as articulated vehicles and standard 40-foot coaches should be accommodated in the design of each stop.

**Access.** While the bus stop gardens provide landscaping and amenities for the enjoyment of both bus riders and people walking/shopping along the boulevard, furnishings, landscaping and amenities should be located to allow people to circulate smoothly along the boulevard. Access within the bus stop area will comply with the Americans with Disabilities Act (ADA).

**Seating.** Low to medium ridership bus stops should provide seating for at least 4 people. High ridership stops should provide the maximum amount of seating that will comfortably fit without constricting movement or blocking storefront access. Seating can be designed by an artist to be unique to a particular stop or district. Whether custom designed or “off the shelf”, seating should be comfortable, relatively graffiti resistant (since nothing can be made “graffiti-proof”) and easily maintained. Provide comfortable areas for people in wheelchairs to wait for the bus or just to sit and enjoy the bus stop garden.

**Trash Receptacles.** Low to medium ridership bus stops should have one trash receptacle. High ridership stops should have a minimum of 2 trash receptacles. Trash receptacles should be integrated into the overall design of the bus stop garden, provide adequate storage capacity, and be emptied easily by maintenance crews.

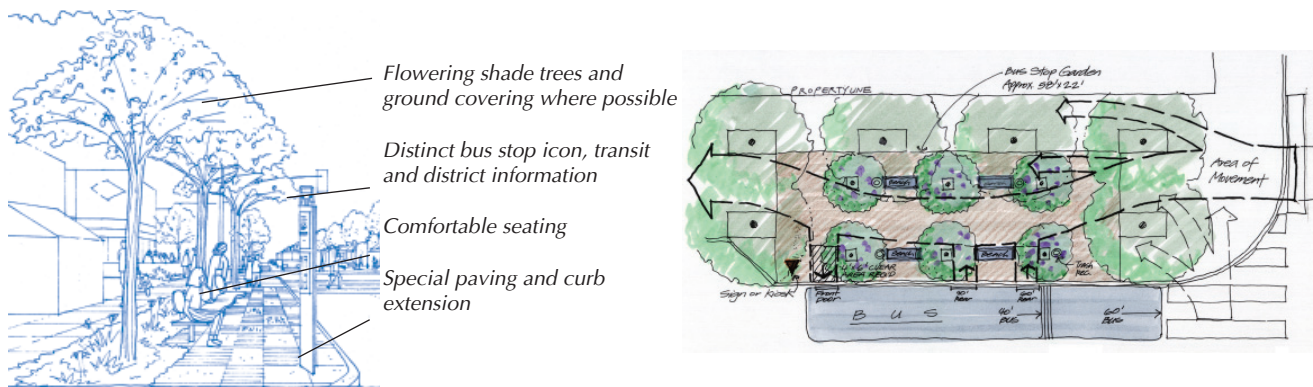
**Shading Element.** Bus stop gardens that are exposed to the sun for greater part of day (especially midday sun) should provide a shaded area equal to, or greater than, that provided by the surrounding street tree canopy. This can be done in several ways: 1) Spacing trees of different species close enough to provide fairly continuous shading at the bus stop, or 2) Providing a structural shading device (canopy, trellis or arbor with vine planting) in place of trees, and where sidewalks are narrow.

**Landscaping.** The bus stop gardens should incorporate landscaping as a major element. This landscaping will need to be equipped with an automatic irrigation system. All planting should be chosen for longevity, ease of maintenance, color, and aroma. Possible landscape can include:

- A small grove of trees
- An arbor-like element with vine planting.
- Low planted areas with hearty ground covers.
- Raised planter pots.

**Information.** Each bus stop garden should provide





Conceptual rendering of bus stop garden on the East Side, and in plan view.

a recognizable system for the display of transit and route information. It should integrate all transit systems (MTA, City Shuttle and others). The primary route sign should be located consistently where the bus's front door is expected to stop and load passengers. High ridership stops at key destinations should provide additional information to encourage transit use (e.g. route maps and timetables). Provide an information kiosk at key locations for public awareness announcements, community events, directory to the surrounding district. Provisions for future fare payment and real time schedule information should be accommodated.

**Lighting.** Lighting should be provided wherever possible to increase the stop's visibility and maximize the sense of security for bus patrons at night. It should be pedestrian in scale and may be provided on lower light poles, bollards, arbor structures or integrated with the landscape elements. Lighting can also be incorporated into the bus stop signage element to create a consistent icon visible at night that also provides general lighting in the waiting area.

**Other Amenities**

- High ridership stops should have 1-2 public telephones integrated into bus stop garden or shelter structure for easy access by bus patrons. As space and budget permits, bus stop gardens can provide special amenities for both bus patrons and people walking and using the boulevard:
- Drinking fountains for people
- Tables and seating for chess games or cards
- Clock
- Water element



Examples of bus stop garden furnishings: Game tables and planting seat wall on Fairfax south of Melrose (left); Trellis and seating in Carpentaria (above).

*Lighting will provide continuity to the entire boulevard while highlighting gateways and gardens and gathering places*



*Example of lighting that can be used at the boulevard gateways and gardens.*

**Hierarchy.** Lighting can enhance the boulevard's features at night while providing dramatic results that reinforce a hierarchy of gathering places, gateways, gardens and bus stops. A hierarchical order of lighting should be applied that accentuates and differentiates lighting along the entire boulevard. Lighting levels should be reinforced in pedestrian areas. Additional, pedestrian-scale fixtures should be considered in areas with heavy pedestrian activity like bus stops.

**Gateway Lighting.** The city's gateways should be designed with unique lighting features that reinforce a sense of entry into West Hollywood. The Doheny Gateway lighting should be developed when an artist/landscape architect team is hired to design the entire median. Here, lighting can be used to reinforce the dramatic landscape features within the median. The La Brea Gateway should utilize lighting as a powerful design element that can unify the four corners of the intersection.

**Boulevard Garden Lighting.** Each of the boulevard gardens will be unique and lighting can be used to reinforce their different character. Lighting may be bold and dramatic in more public gathering places like San Vicente Plaza. Or lighting can be more subdued as within a neighborhood park setting like the Vista Gardner Garden.

**Street Lights.** The existing blue pedestrian lights that distinguish West Hollywood from the surrounding cities will be maintained and reused in the boulevard reconstruction project. Their locations will be modified to integrate with the new street tree layout. Eventually, these blue pedestrian lights should be relamped to improve color rendition at night. The poles can be repainted a different color in the future as funding allows.

**Median Lighting.** The boulevard reconstruction project will provide wiring to the medians to allow for future installation of special median lighting.

**Holiday Tree Lighting.** Seasonal tree lights can provide a festive street environment for evening visitors. Electrical wiring will be provided to all new street tree wells on the boulevard so holiday lighting can be easily installed without excessive overhead wires.

**Facade Lighting.** Special lights that are integrated into the architectural facade of buildings and storefronts should be encouraged, especially where they provide additional lighting in pedestrian areas.





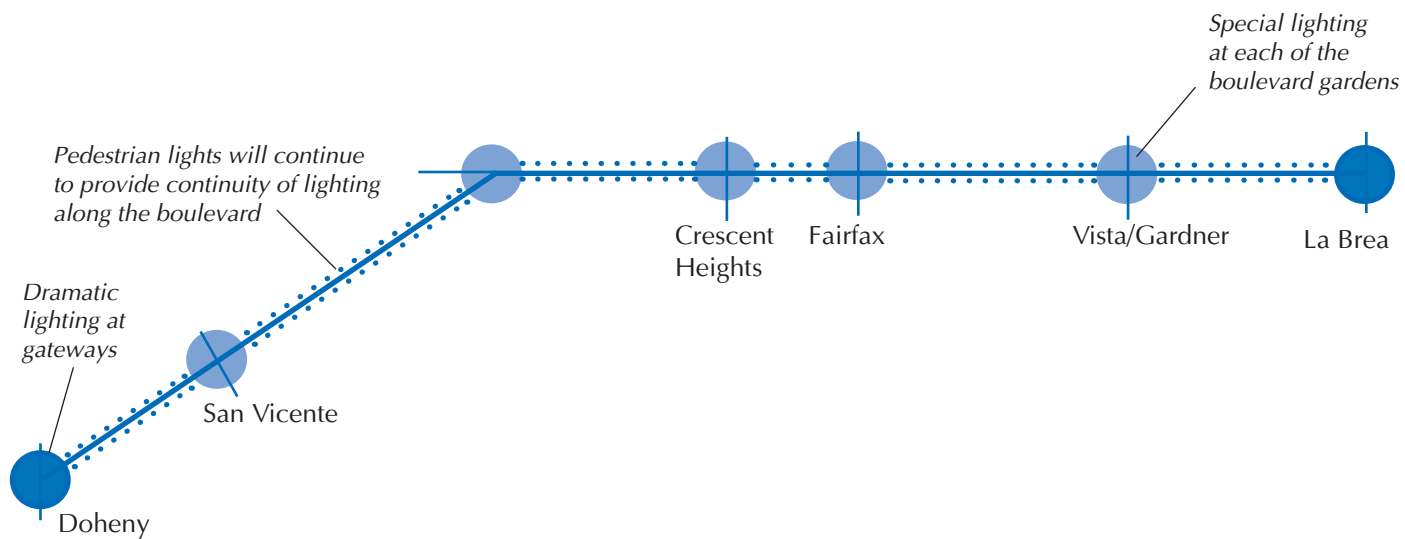
Existing pedestrian lights will be reinstalled



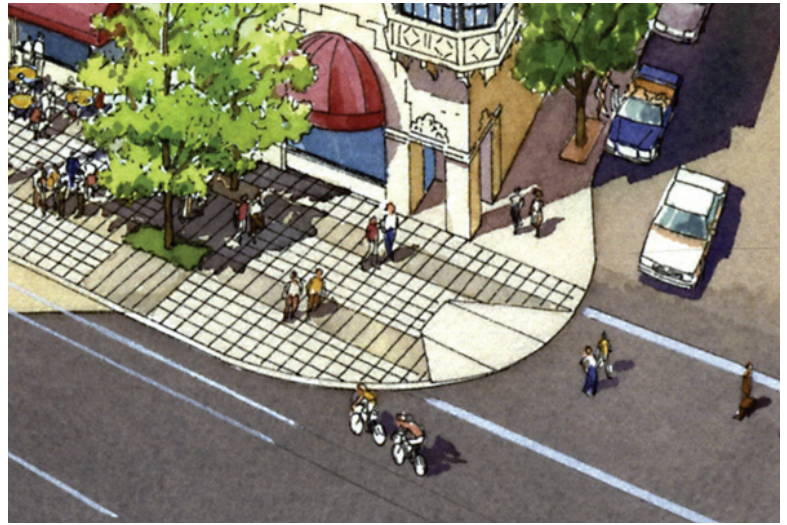
Special lighting could be used at boulevard gardens



Imagery of wall-mounted sidewalk lighting that can be integrated with storefront architecture



*A uniform paving pattern, sidewalk extensions and crosswalks will improve the pedestrian environment of the boulevard*



*Conceptual rendering showing proposed sidewalk pattern.*

**Sidewalk Zones.** Sidewalks on Santa Monica Boulevard will be 10-24' wide with single or double rows of trees. The sidewalk will naturally be ordered into activity zones, that are reinforced by street tree locations. The edge zone (between the street tree and curb) will be used for utilitarian elements like fire hydrants, meter boxes and reserved for lights and furnishings. A clear walking zone will be maintained on all sidewalks. The zone at the building edge will used for commercial uses like outdoor dining and retail displays allowed by the city. This organization of sidewalk uses will be reinforced with the sidewalk paving pattern.

**Sidewalk Pattern.** A single sidewalk paving pattern will be used to unify the boulevard. Natural concrete sidewalks will have a simple, gridded score pattern. For contrast, a sandblasted finish will be applied to the 8' wide bands that align with the tree wells. Sandblasted areas should be sealed to reduce absorption of materials that could stain the sidewalk. The new grid pattern will allow future sidewalk cut and patch work (for utility access) to be done in a limited area between the street and adjacent properties.

**Sidewalk Extensions.** Sidewalks will be extended at street corners wherever possible to shorten crossing distances and increase motorist's visibility of pedestrians. These will occur at crosswalks, bus stops and residential gateways.

**Crosswalks.** Major crosswalks will be finished with patterned asphalt. These include crosswalks at Doheny, La Brea, Fairfax, San Vicente, La Cienaga, Holloway, Crescent Heights and Vista/Gardner. All other crosswalks will be marked with white reflective zebra striping. Crosswalks that cross the boulevard will be 20' wide.

**Access Ramps.** Wherever possible, two separate access ramps (that lead from the raised sidewalk to the street level crosswalk) will be provided so people using them will be directed into the crosswalk, rather than providing one access ramp that leads pedestrians diagonally out towards the street.

<b>MAJOR CROSSWALKS</b>	
To be done in patterned asphalt	
Doheny	Crescent Heights
San Vicente	Vista Gardner
Holloway	La Brea

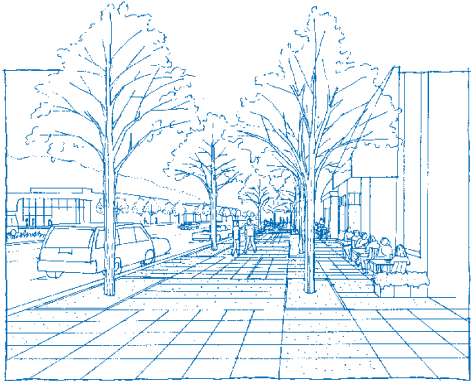


Sidewalk pattern with single row of trees



Example of sidewalk use zones

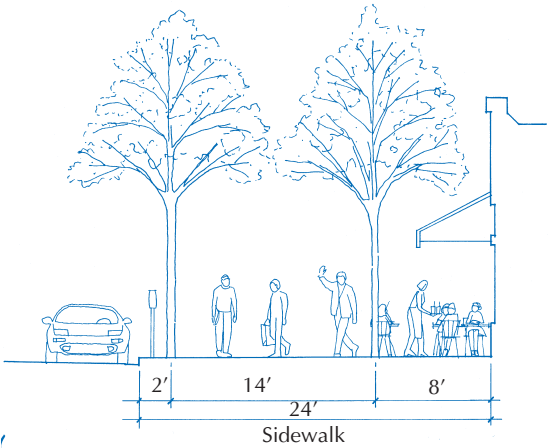
Commercial Use Zone



Sidewalk pattern with double row of trees



Examples of corner sidewalk extension; zebra striped crosswalk, and sandblasted concrete band



Sidewalk Sections: Showing walking zones with double row of trees at 24' width, and single row of trees at 16' and 10' widths





***Implement a comprehensive identity and signage program that provides continuity and identity for the city while acknowledging the unique districts along the boulevard***



*Example of distinctive signage for transit stops.*

Today, Santa Monica Boulevard contains a wide range of signage for traffic, parking and commercial destinations. A comprehensive signage program would allow this visual information to be coordinated, while providing visual clarity, variety and enhancing the identity of Santa Monica Boulevard and its districts. Most importantly, signage on the street should be consolidated to avoid a clutter of poles and signs on the sidewalk (see 'Regulation' below). Identity/Signage elements and recommendations are summarized here.

**Identity.** Identity elements identify specific places. In this context, identity elements could potentially include: gateways (city gateways, residential gateways), district identities, parking identity, etc. Identity elements let people know that they have arrived at a destination.

- Develop primary gateway statement at Doheny & La Brea
- Develop secondary gateway at nodes
- Develop unity elements that unify and connect Santa Monica Boulevard the entire length

**Direction.** Vehicular and pedestrian signs direct

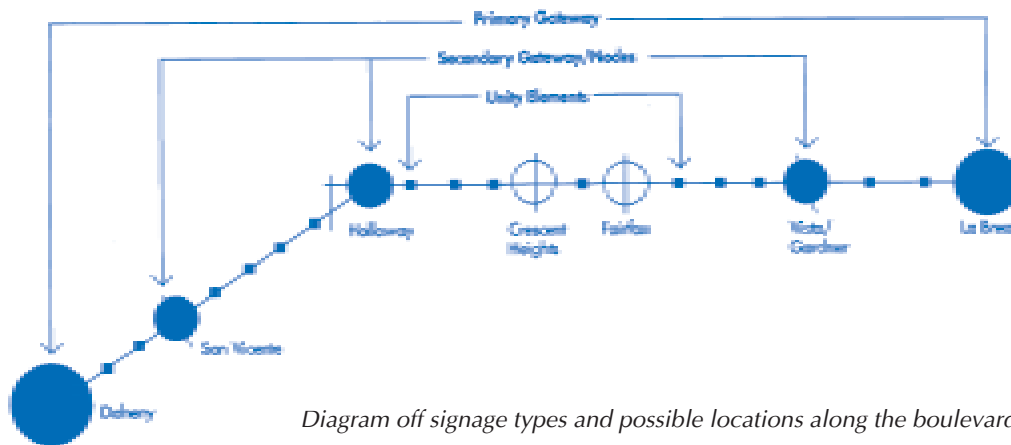
people to destinations. Vehicular signs are meant to be read from the car. Pedestrian signs are intended to be read while walking.

- Establish criteria for direction of vehicular and pedestrian traffic
- Develop modular kit of parts system for vehicular and pedestrian directional/informational signage

**Information.** Information signs and elements are intended to give people more detailed information about their environment. These elements could take the form of directories, news stands and kiosks, and could include retail, dining and entertainment information, as well as historical facts about the area.

- Develop criteria for public information
- Develop directories locating points of interest, retail, dining and entertainment

**Regulation.** Regulation signs communicate



laws and regulations to the public for vehicular traffic, pedestrian and handicap circulation and emergency instructions.

- Edit and consolidate existing signage
- Develop modular kit of parts system

**Business Standards.** Sign and canopy standards for businesses will create unique, friendly and engaging pedestrian experience.

- Establish business facade criteria outlining options and standards for signing and canopies.

**Amenities.** City and street amenities can be

designed to add character and personality to a city and can include, public art and sculpture, wind activated elements, clock towers, wind chimes, water features and special effects lighting.

- Develop amenities that communicate the creativity and character of Santa Monica Boulevard and West Hollywood.
- Establish individual places and special places with art, color, sound texture that celebrate the diversity of the boulevard.

**Event Graphics.** Event signage should be coordinated with an overall boulevard signage program and should be reusable, recyclable or rentable.

*Continuity of well-designed street furnishings will reinforce a strong boulevard identity, while encouraging pedestrian’s to participate in the boulevard*



*Conceptual rendering showing future bus stop garden and associated furnishings.*

Street furnishings are an important public amenity that will enhance the visual identity of the boulevard. Properly designed, they will encourage people to sit, converse, people watch and participate in the social activities that are unfolding on the boulevard. Initially, the existing blue metal benches and trash receptacles will be incorporated into the boulevard reconstruction project. Existing furnishings should be repainted prior to reinstallation on the boulevard. As funding becomes available, new furniture can be designed or selected at the time it will be implemented.

**Criteria.** Implement furnishings criteria that will prohibit sidewalk clutter with excessive objects (poles, newsstands, etc.) Newsstands should be clustered in groups and occur in key locations, rather than scattered along an entire block. As suggested in the public art framework, news stand racks could be designed by an artist to make them interesting features on the boulevard. As funding becomes available, new furniture should include:

- Benches
- News racks
- Trash receptacles
- Drinking fountains
- Public phones
- Bicycle racks

**Location.** All furnishings will be located in the sidewalk edge zone, or the area between the street trees at the curb side and the curb (see ‘Sidewalks and Crosswalks’ regarding sidewalk zones). Bicycle racks should be located on each block.



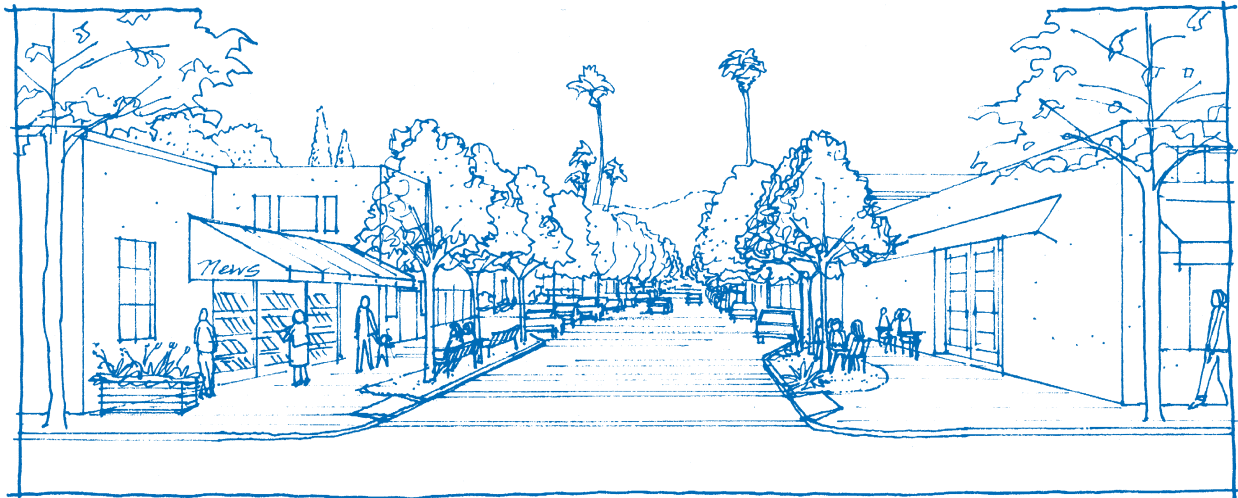
*Initially, the existing furnishings will be repainted and reinstalled.*



*Examples of street furnishings that would reinforce pedestrian activity and comfort.*



***Additional landscape elements should be developed over time, increasing the overall planting on the boulevard***



*Curb extension at side street*

*Extend residential street tree planting and parkway up to corner*

*Commerical use can extend onto parkway under shade of trees*

*Conceptual rendering showing residential gateways.*

**Residential Gateways.** At residential sidestreets it is recommended that the landscaping be extended up to the intersection corners to meet the boulevard landscaping. In many locations the street trees do not begin on the sidestreets until after alleys, or behind the commercial properties. The sidewalks will be extended in many locations, and this additional area will allow for street trees and parkway landscaping to be installed. This will provide shade and allow business activity to spill out onto the sidestreet as it has done successfully in a few locations already.

**Parkway Landscaping.** At sections of Santa Monica Boulevard without heavy pedestrian activity it is recommended that the parkway areas be landscaped. Areas include:

- Frontage at Pavilions Market
- Locations on the east side where curb extensions are sufficient to allow for parkway planting and where would not interfere with access

**Property Setback Planting.** Areas where buildings are setback more than 2' from the property line should be landscaped.

**Planting Beds.** Initially, street tree wells will be filled with decomposed granite. This would allow planting beds to be added in special locations by property owners who were willing to install and maintain them properly.

**Plummer Park Extension.** Much of Plummer Park is somewhat removed from the boulevard. It is recommended that the park be extended along Santa Monica Boulevard to meet the Vista / Gardner gardens, providing a substantial open space accessible and visible on the east side. This would require using several parcels not currently owned by the city between Gardner and Plummer Park on the northside of Santa Monica Boulevard.

**Vine Columns.** Utilitarian objects on the boulevard are usually repetitive, adding visual clutter to the boulevard. Light poles (painted gray) can become an opportunity for additional landscaping on the boulevard. Vertical vine columns would wrap the base of the poles up to 8 or 9'.

***Public art should be integrated into the fabric of the boulevard providing both temporary and permanent installation opportunities***



*Temporary sculpture installation by Keith Haring on Santa Monica Boulevard (1998-99).*

Public art on Santa Monica Boulevard should provide:

**VISUAL INTEGRATION.** Public artworks are an essential element in the creation of an integrated boulevard design.

**VISUAL SIMPLIFICATION.** Public artworks create a clear identity and a new sense of order in the visual environment.

**VISUAL BEAUTIFICATION.** Public artworks can enhance the quality of life experience for both the resident and the visitor.

**VISUAL IDENTIFICATION.** Public artworks can create a memorable sense of place. Artworks become a destination in themselves.

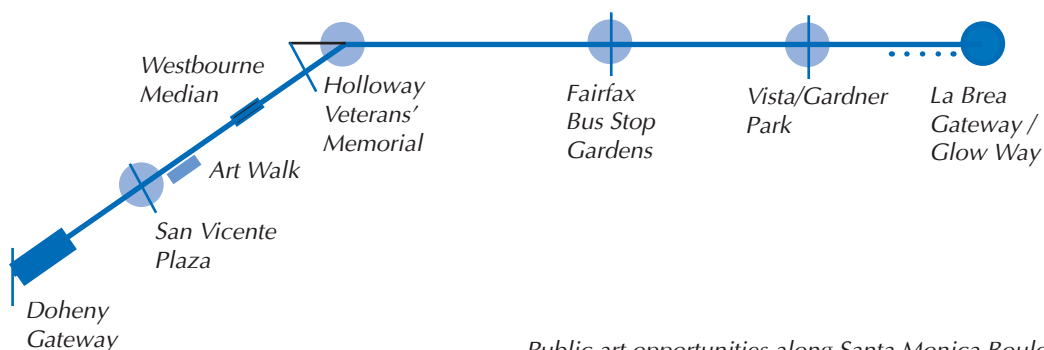
**VISUAL INVESTIGATION.** Public artworks can alert people to the extraordinary the ordinary, invite pedestrians to explore the past histories of their neighborhood, and to discover shared cultural links.

**Recommended Projects for Santa Monica Boulevard**

- Significant, major sculptural, waterwork or installation commissions integrated

into the landscape or streetscape which identify a gateway, a major intersection, plaza or memorial.

- Artwork which extends the entire length of the boulevard on a smaller scale, but which functions as a unifying visual element. This could include artwork hung on existent street poles or lights, additions to sidewalk paving, light elements, pedestrian scaled sculpture or street furniture.
- Artist designed plaza intersections; a four cornered work which would include paving elements, lighting, vertical or overhead elements, signage. Sculptural elements would have a dual function as podiums, performance stages, and seating.
- Pedestrian oriented median sculpture walks.
- Sidewalk oriented site specific art park for long term rotating projects.
- Bus Stop Garden Plaza, a large scale Bus Stop Garden for major intersections or heavy use bus stops. This would be an enhanced version of the Bus Stop Garden.
- Artist / Landscape Architect designed Bus Stop Gardens; including unique bus shelters, or artist enhanced kit of parts bus shelters, shade canopies, bus benches, news stand racks, drinking fountains, information kiosks, gardens, sound



Public art opportunities along Santa Monica Boulevard.

elements, paving elements.

- Artist designed playgrounds, parkways, permanent furniture, game boards, reading gardens, interactive sculpture.
- Tromp l'oeil paintings or ceramic tile murals which create a visual journey away from the immediate urban surroundings.
- Colored light works which can function either as a unifying element throughout the entire boulevard or as a major artwork for a gateway or intersection.
- Temporary site specific artworks such as construction site fences, store front galleries in vacant buildings, performance art, billboard art, bus stop kiosk poster art, banners, or light / sound projects for festivals.

### Public Art Process

As part of the master planning process, the “*Santa Monica Boulevard Public Art Framework*” was developed by public artist Anne Marie Karlsen. This document describes opportunities for integrating art



Temporary sculpture installation by Keith Haring on Santa Monica Boulevard (1998-99).

into the boulevard and expands on the information that outlined in the master plan.

As part of the initial Reconstruction Project, boulevard gardens, gateways and medians will have the basic infrastructure installed (consisting of power and water line hook up nearby) to accommodate both permanent and temporary installations.

A recommended process for realizing a comprehensive public art program has been detailed in the “*Santa Monica Boulevard Public Art Implementation Plan*”. This document will serve as a guideline for staff, outlining program priorities, artist selection and preliminary budgets for each project.

The West Hollywood Fine Arts Commission will lead the effort and work with staff to provide recommendations during selection and implementation of specific public art projects. As a start, one percent of the Reconstruction Project budget will be reserved for public art.



## ACKNOWLEDGMENTS

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### SANTA MONICA BOULEVARD ADVISORY STEERING COMMITTEE (SMBASC)

#### Member

1	Alberto Borrelli	15	Elaine Mutchnik
2	Innis Brunner	16	Michael Niemeyer
3	Sofiya Gelman	17	Sharon O'Rourke
4	Ponsella Gratton	18	Don Randall
5	Barbara Hamaker	19	Stephen Rose
6	Joyce Hundal	20	Kim Schneider
7	Thomas Jones	21	Bruce Senesac
8	Vince Jung	22	Loretta Smith
9	Goldie Kahn	23	Marek Walaszczyk
10	Bill Karpiak	24	Steve Wayland
11	Norma Kemper	25	Ruth Williams
12	James Litz	26	Russ Wilson
13	Tony Melia		
14	Marci Miller		

#### Designated Member

27	David Gold	<i>Public Facilities Commission</i>
28	Michaeljohn Horne	<i>Public Safety Commission</i>
29	Howard Jacobs	<i>Disabilities Advisory Commission</i>
30	Steve Martin	<i>City Council</i>
31	Steven Powell	<i>Cultural Heritage Commission</i>
32	Jeff Prang	<i>City Council</i>
33	Darryl Seif	<i>Business License Commission</i>
34	Richard Silverman	<i>Fine Arts Commission</i>
35	Gene Smith	<i>Transportation Commission</i>
36	Steve Smith	<i>Planning Commission</i>
37	Ina Bliss	<i>Rent Stabilization Commission</i>

#### Ex Officio Members

38	Brad Burlingame	<i>President, WH Convention &amp; Visitors Bureau</i>
39	Bob Graney	<i>President, WH Business Alliance</i>
40	Don Savoie	<i>Executive Director, WH Chamber of Commerce (Former)</i>
41	Michael Yates	<i>Christopher Street West</i>

#### Position

**WEST HOLLYWOOD CITY COUNCIL**

**Mayor John Heilman**  
**Mayor Pro Tempore Jeffrey Prang**  
**Council Member Sal Guarriello**  
**Council Member Paul Koretz**  
**Council Member Steve Martin**

**WEST HOLLYWOOD CITY STAFF**

**Charlie Makinney**  
*City Manager*

**Ray Reynolds**  
*Community Development Director*

**Joan English**  
*Director of Transportation and Public Works*

**Sharon Perlstein**  
*City Engineer*

**Hassan Haghani**  
*Senior Planner*

**John Chase**  
*City Urban Designer*

**Allyne Winderman**  
*Economic Development & Housing Manager*

**Lucy Dyke**  
*Transportation Manager (Former)*

**Helen Goss**  
*Public Information/CATV Manager*

**Lisa Heep**  
*Planning Manager*

**Peter Wolff**  
*Traffic Engineer (Former)*

**Dennis Woods**  
*Transportation Planner*

**DESIGN CONSULTANTS**

Lisa Padilla, AIA, Associate Partner  
**Zimmer Gunsul Frasca Partnership**  
*Urban Design & Streetscape*

Patricia Smith, Principal  
**Patricia Smith, ASLA**  
*Landscape Architecture*

**Anne-Marie Karlsen**  
*Public Art Consultant*

**Joe Kaplan**  
*Lighting Design*

**Selbert Perkins Design**  
*Identity & Signage*

**Walkable Communities**  
*Bicycle & Pedestrian Consultant*

**CONSTRUCTION IMPLEMENTATION**

**Willdan Associates**  
*Traffic and Transportation Engineers*





# *Santa Monica Boulevard*

## **MASTER PLAN**

**Prepared for the  
City of West Hollywood, California  
May 1999**

ZIMMER·GUNSUL·FRASCA PARTNERSHIP

Patricia Smith, ASLA  
Anne-Marie Karlsen  
Joe Kaplan Lighting  
Selbert Perkins Design  
Walkable Communities  
Willdan Associates