



WEST HOLLYWOOD DESIGN DISTRICT STREETSCAPE MASTER PLAN

FINAL : DECEMBER 15, 2014



City of West Hollywood

ATTACHMENT A

ACKNOWLEDGEMENTS

City Council

Mayor John D'Amico
Mayor Pro Tempore John Heilman
Councilmember John Duran
Councilmember Abbe Land
Councilmember Jeffrey Prang

Design District Working Group

Ryan Farber, Executive Director, West Hollywood Design District Business Improvement District (BID)
Darren Gold, Chair, West Hollywood Design District BID, business owner
Daniel Banchick, Realtor and resident
Sam Borelli, Former Public Safety Commissioner and resident
Robert Burke, Public Safety Commissioner (Former Public Facilities Commissioner)
Tod Carson, Business owner
Mary Ann Collins, Resident
David Eichman, Transportation Commissioner and resident
Marya Francis, Business owner and resident
Lana Gomez, Artist and resident
Karen Harautuneian, Business owner
Karen Kuo, Business owner
Richard Giesbret, West Hollywood West Residents' Association representative
Ted Stafford, Realtor
Craig Susser, Restaurant owner
Gary Trudell, Business owner
Helene Wilbourne, Resident
Jamie Adler, Business owner
Lindsey Horvath, Transportation Commissioner and resident
Donna Saur, Public Facilities Commissioner

West Hollywood City Staff

Paul Arevalo, City Manager
Stephanie DeWolfe, Director of Community Development
John Keho, Assistant Director of Community Development
Bianca Siegl, Manager, Long Range and Mobility Planning
Chris Corrao, Project Manager, Associate Planner
Georgia Sheridan, Senior Planner
Bob Cheung, Senior Transportation Planner
Oscar Delgado, Director of Public Works
Sharon Perlstein, City Engineer
Maribel Louie, Manager, Arts and Economic Development
Anne Browning McIntosh, Former Director of Community Development
Jeffrey Huffer, Former Economic Development Manager
Melissa Antol, Former Long Range and Mobility Planning Manager

Commissions & Boards

Transportation Commission
Public Facilities Commission
Public Safety Commission
Planning Commission
The West Hollywood Design District Business Improvement District
West Hollywood Chamber of Commerce

Design Consultants

Patricia Smith, Urban Design and Landscape Architecture
Cityworks Design, Urban Design
KOA Corporation, Traffic
Hunt Design, Environmental Graphics

TABLE OF CONTENTS

1	PLAN FOUNDATION	1
1.1	Introduction	2
1.2	West Hollywood Design District Today	4
1.3	Relevant City Policies/Programs	9
1.4	Community-Based Design Process	13
1.5	A Vision for West Hollywood Design District.....	16
2	IMPROVEMENTS BY STREET	19
2.1	Melrose Avenue	20
2.2	Robertson Boulevard, La Peer Drive and Almont Drive.....	31
2.3	Beverly Boulevard	39
3	STREETSCAPE ELEMENTS	45
3.1	Street Trees	46
3.2	Lighting.....	50
3.3	Sidewalk Paving and Crosswalk Marking	52
3.4	Furnishings	54
3.5	Gathering Places	56
3.6	Gateways	62
3.7	Public Art	63
3.8	Wayfinding and District Identity.....	64
4	NEXT STEPS	67
4.1	Avenues Working Group’s Role.....	68
4.2	The City’s Next Steps.....	69

Appendix A: Street Tree Specifications

Appendix B: Traffic Evaluation

Appendix C: Design Concepts for Public Gathering Places

