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 street
   - 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 pathways, 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 yet quaint, worldly yet neighborhood-friendly destination that is uniquely West Hollywood.

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
1. Daniel Bancroft, Resident in Pacific Design Center/Resident
2. Sam Borek, Public Safety Commissioner/Resident
3. Robert Burke, Public Facilities Commissioner
4. Tod Carson, Business Owner
5. Mary Ann Collins, Resident
6. David Eichman, Transportation Commissioner
7. Ryan Farber, Avenues BID
8. 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 Harautunian, 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    December 2012
Final Street Design Plan          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

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.