

## 1.0 INTRODUCTION



This chapter covers the following topics:

- Background of the Plan
- Reasons for the Plan
- Consistency with Other Plans
- Intent and Vision

The City of West Hollywood and its residents have called for a comprehensive Bicycle and Pedestrian Mobility Plan that will create the foundation for a bicycle- and pedestrian-friendly environment to serve residents, commuters, shoppers, and visitors who walk or bicycle in the bustling community. This Mobility Plan includes innovative and exciting options for safe and convenient pedestrian ways, an emergent network of bicycle routes, supporting bicycle infrastructure, and other relevant policies that will enhance the quality of life for all in West Hollywood.

This year 2020 Mobility Plan includes policies and projects that when implemented can make West Hollywood one of the best examples of a pedestrian- and bicycle-friendly urban community in the country. The Plan provides for phased recommendations that will lead to an increase in the number of bicycle and pedestrian trips, entice people to bicycle or walk more for short trips, and enhance the environment for bicyclists and pedestrians who are already utilizing existing facilities.

The Plan's policies address planning issues, community involvement, utilization of existing resources, bicycle and pedestrian facility design, multi-modal integration, safety and education, support facilities, as well as specific programs, implementation and maintenance recommendations. Specific project recommendations are outlined in a phasing plan (Chapter 4) and are linked to an overall funding program of implementation (Chapter 8). Production of the Plan entailed data analysis, field reconnaissance, public outreach, and the review and inclusion of numerous public comments.

The success of the Plan will be assured by the continued support of City Staff, the bicycling community, active walkers, community members, and residents of all ages and abilities who recognize the benefits of bicycling and walking. A safe and effective bikeway network and an attractive, accessible, and safe pedestrian environment will enhance the quality of life for City residents and visitors alike.

This Plan is organized in a way that moves forward by providing goals and objectives (Chapter 2), a synopsis of what exists in the City (Chapter 3, design guidelines for how to properly implement the proposed improvements (Chapters 4 and 5), proposals for educational and promotional initiatives to encourage cycling and walking (Chapter 6), proposed improvements to better serve the community and fulfill identified needs (Chapter 7), and a funding plan to facilitate project implementation (Chapter 8).

## 1.1 Background

With a year 2000 population of 35,716 (U.S. Census) and a land area of only 1.9 square miles, West Hollywood is a dense, urban community surrounded by the cities of Los Angeles and Beverly Hills. The southern half of West Hollywood is relatively flat for relatively easy bicycling and walking, while the northern section slopes upward towards Sunset Boulevard. The City hosts dozens of visitor attractions that include a wide variety of restaurants and entertainment venues that cater to local residents, visitors from other parts of the region, as well as tourists. West Hollywood is home to a large immigrant Russian population, as well as one of the nation's best-known gay and lesbian communities. Relatively few children live in West Hollywood, as many of its residents are either adults with no children or senior citizens.

In 1984, the residents of West Hollywood voted to form their own city. Prior to that, West Hollywood was an unincorporated part of Los Angeles County. Since incorporating, the City has passed its own planning codes and adopted its own policies regarding circulation in the City. Despite its incorporation as an independent municipality, most of today's buildings and transportation infrastructure result from the implementation of County practices, codes, standards, and guidelines prior to incorporation.

A major corridor renovation was completed in 2001 for Santa Monica Boulevard. This renovation transformed the pedestrian environment with wider sidewalks and a host of other pedestrian-friendly features, such as bulbouts (curb extensions), bus bulbs (curb extensions at bus stops), decorative lighting, landscaping, and signage. It also provided for the City's first bike lane facility. The transformation of Santa Monica Boulevard has set the tone for the future of West Hollywood and showcases the City's long-term vision to become more bicycle and pedestrian friendly.

## 1.2 Reasons for the Plan

The City is undertaking this Plan to respond to resident concerns about walking and bicycling safety, traffic congestion, making alternative transportation modes more available and convenient, improving air quality, improving the aesthetic quality of major thoroughfares, enhancing transit access, and utilizing existing rights-of-way more efficiently to move more

people. Having a planning document such as the Bicycle and Pedestrian Mobility Plan will enable the City to foster an attractive environment for more people to walk and bicycle and compete for funding opportunities. Addressing these concerns through physical and programmatic improvements is a major objective of this Bicycle and Pedestrian Mobility Plan. Enhanced safety of pedestrians in crosswalks and along streets is a critical issue for West Hollywood with its high volume of pedestrian traffic.



### 1.3 Consistency with Other Plans

This Bicycle and Pedestrian Mobility Plan is consistent with the City's existing General Plan and will become a part of the new Vision 2020 plan now under development. One of the draft Primary Strategies in the Vision 2020 plan is to emphasize neighborhood livability. It is also consistent with a Secondary Strategic Goal that calls for an improvement in vehicular and pedestrian traffic systems. This Plan supports regional transportation goals, including those of the Los Angeles County Metropolitan Transportation Authority (LACMTA) and the Regional Transportation Plan (RTP) put forth by the Southern California Association of Governments (SCAG). The SCAG Regional Mobility Plan incorporates the LACMTA Countywide Bicycle Plan. This plan includes local bicycle routes in West Hollywood that will link with those in the LACMTA Plan.

This Plan is also consistent with Southern California Air Quality Management District (SCAQMD) plans to reduce mobile emissions through trip reduction goals. An emphasis on utilitarian bicycling and walking, including supporting amenities and infrastructure, is an important aspect of meeting these goals. The Los Angeles County Congestion Management Program (CMP) awards credits and debits toward funding eligibility for various transportation improvements. For example, implementation of bicycle facilities would give the City credits in the CMP. These credits can be used to offset debits for other transportation improvements elsewhere in the City.

This Plan provides continuity with the bicycle planning efforts in the neighboring cities of Los Angeles and Beverly Hills. Although the City of Beverly Hills has no bikeway network and has no bicycle plan, the City of Los Angeles has planned bicycle routes that would link with and/or be adjacent to an expanded West Hollywood network. These include the following proposed bikeways designated as Class II corridors, according to the City of Los Angeles Department of Transportation Bicycle Master Plan.

- San Vicente Boulevard (Class II from 3<sup>rd</sup> Street to Venice Boulevard)
- Sunset Boulevard (Under study from Fairfax Avenue to Virgil Avenue)
- Fountain Avenue (Under study from Fairfax Avenue to Sunset Boulevard)
- 3<sup>rd</sup> Street (Under study from Doheny Drive to Vermont Avenue)
- Fairfax Avenue (Under study from Hollywood Boulevard to Venice Boulevard)

## 1.4 Intent and Vision

This 18-year Plan provides a blueprint for improving West Hollywood residents' quality of life; creating a more sustainable environment; and reducing traffic congestion, vehicle exhaust emissions, noise, and energy consumption. The importance of furthering the development of a pedestrian environment that is attractive and inviting is a key element in preserving and promoting West Hollywood as a place where people want to live, work, and visit.

Education, enforcement, design, and funding are the basic components of an effective implementation program for this Plan. Education must be targeted to bicyclists, pedestrians, and motorists regarding their respective rights and responsibilities. Enforcement of existing traffic and parking laws coupled with the implementation of roadway, sidewalk, and bicycle facility improvements is critical. This Plan proposes an aggressive strategy for obtaining grants and other funding to finance the physical improvements identified as top priorities.

The Plan includes:

- Enhanced goals and objectives established by the City
- Reviewing existing conditions
- Identifying deficiencies and needs
- Proposals for bicycle and pedestrian capital improvements
- Recommendations for support facilities for the network of mobility
- Facility design and maintenance guidelines
- Implementation of new educational and safety programs
- Funding plan for effective implementation

This Mobility Plan provides an exciting opportunity to transform West Hollywood into one of the most bicycle and pedestrian-friendly urban communities in the United States. It offers a vision of a future West Hollywood where:

- People can conveniently walk and/or bicycle to their destinations
- People can rely on support facilities at their worksites and at other destinations
- People feel safe walking and bicycling anywhere
- People from all age groups feel comfortable walking or bicycling
- People with disabilities can more easily travel in the city
- Visitors are attracted by the enhanced walking and cycling environment
- Commercial streets are exciting places to visit

## 2.0 GOALS, OBJECTIVES AND POLICY ACTIONS



This chapter covers the following topics:

- Bicycle Transportation Goals
- Bicycle Transportation Objectives
- Pedestrian Environment Goals
- Pedestrian Environment Objectives

Goals and objectives are principles that will guide the development and implementation of the Bicycle and Pedestrian Mobility Plan for years to come. They are important because they provide the overall vision and set the tone for the life of the Plan. The recommendations outlined in Chapters 4 through 7 seek to implement many of the overall goals and objectives identified here in Chapter 2.

### 2.1 Bicycle Transportation Goals

#### *Goal 1: Promote Bicycle Transportation*

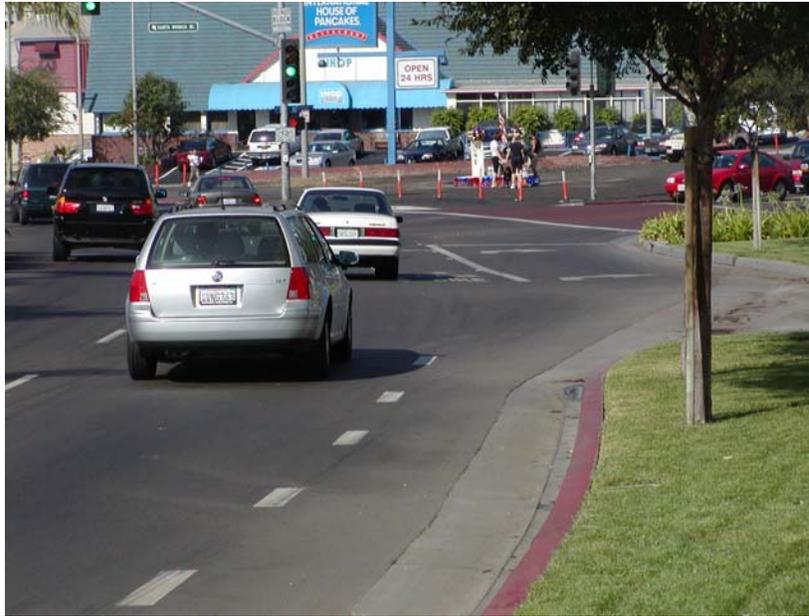
Make bicycle travel an integral part of daily life in West Hollywood by implementing and maintaining a bikeway network, providing end-of-trip facilities, improving the multi-modal bicycle/transit connection, encouraging bicycle use, and making bicycling safer.

### ***Goal 2: Develop an Enhanced Bikeway Network***

Implement a bicycle plan that serves the needs of different types of bicyclists (including those with lower skill levels, children, and experienced commuters), and defines a system of bicycle lanes, routes, and support facilities to serve local and regional commuting and recreational bicyclists.

### ***Goal 3: Enhance Bicycle Transportation Safety***

Enhance bicycle safety in the City of West Hollywood by striving to reduce the number of bicycle-motor vehicle crashes while simultaneously increasing bicycle usage.



## **2.2 Bicycle Transportation Objectives**

The following objectives address these goals in detail. More detailed plans for implementation of these goals and objectives are contained in Chapters 4 and 5.

### ***Objective A: Implement the Bicycle and Pedestrian Mobility Plan.***

#### Objective A Policy Actions

1. Designate a City Bicycle Program Manager who will be responsible for Plan implementation.
2. Update the Plan as required by Caltrans (every four years) reflecting new policies and/or requirements for bicycle funding eligibility.
3. Coordinate with other cities, LACMTA, local schools, and community organizations to review and comment on bicycle issues of mutual concern.
4. Seek a reduction in the bicycle accident rate over the next 18 years.

**Objective B:**

***Identify and Implement a comprehensive bikeway network that serves bicyclists' needs, especially for travel to employment centers, schools, parks, commercial and retail areas, transit transfer points, and public institutions.***

**Objective B Policy Actions**

1. Ensure through project implementation that the bikeway network is continuous, closes gaps in the existing system, serves important destinations, and serves a wide range of potential and existing bicyclists.
2. Develop a bikeway network that provides regional bikeway connections to Los Angeles and Beverly Hills.
3. Provide destination-based signage for the bikeway network to guide bicyclists along designated routes.
4. Prioritize bicycle facility improvements that address bikeway gaps, enhance safety, serve commuting needs, connect existing routes, and enjoy public support, as identified in Chapter 7.
5. Carry out routine maintenance of roadways, eliminate hazards to cyclists, and upgrade actuated traffic signal detection systems to detect bicycles where feasible.

**Objective C:**

***Provide short- and long-term bicycle parking and other bicycle amenities in employment and commercial areas, in multifamily housing, at schools, and at transit transfer points.***

**Objective C Policy Actions:**

1. Expand the number of bicycle parking and storage facilities in new development projects and at existing employment centers, schools, major transit transfer points, shopping centers, multi-family housing, and public and semi-public recreational areas, as specified in the Municipal Code Section 19.28.150.
2. Install short- and long-term bicycle parking in the public right-of-way.
3. Include bicycling options in all Transportation Demand Management activities.
4. Encourage and support attended bicycle parking facilities at major entertainment and community events.

**Objective D:**

***Enhance the opportunities for bicycle-transit multi-modal trips.***

**Objective D Policy Actions:**

1. Encourage MTA and LADOT buses serving West Hollywood to be equipped with bicycle racks.
2. Provide and promote secure bicycle parking at transit transfer points.

**Objective E:**

*Develop and implement education and encouragement programs aimed at youth and adult cyclists. Increase public awareness of the benefits of bicycling and of available resources and facilities for City planning design, and transportation staff.*

**Objective E Policy Actions**

1. Develop and execute a focused public education campaign on bicycle and pedestrian mobility to increase public awareness of traffic laws on bicycling including the rights and responsibilities of bicyclists and motorists.
2. Promote the health and environmental benefits of bicycling.
3. Promote bicycling as the preferred mode of travel for short trips.
4. Continue Transportation Demand Management programs at worksites that encourage commuters to bicycle to work.
5. Develop a local bikeway map that includes City of West Hollywood bikeways and those in adjoining areas.
6. Develop a bikeway map signage program that provides information about bicycle facilities at their point of use.
7. Provide education regarding bicycle planning, design, and enforcement to City staff and law enforcement officials involved in planning decisions.

**2.3 Pedestrian Environment Goals*****Goal 1: Enhance Pedestrian Mobility***

Provide a safe and friendly pedestrian environment for all residents with special attention given to those who are more vulnerable, including seniors, children, and persons with disabilities.

***Goal 2: Enhance Pedestrian Safety***

Enhance conditions for pedestrians that will foster a pedestrian environment that includes adequate accommodations for sidewalks, safe crossings, facilities for the disabled, and other amenities.

***Goal 3: Encourage More People to Walk***

Encourage people to walk for more of their daily trips. Promote walking as a transportation mode of choice for short trips.

**2.4 Pedestrian Environment Objectives**

The following objectives address these goals in detail. More detailed recommendations for implementation of these goals and objectives are contained in the following sections.

**Objective A:**  
***Implement the Bicycle and Pedestrian Mobility Plan.***

Objective A Policy Actions

1. Seek funds for and implement as a high priority item the Safety Education Program and promotional campaign described in Chapter 6.
2. Seek funds to implement the projects and programs identified and prioritized in this Plan.
3. Provide education regarding pedestrian planning, design, and enforcement to City staff and law enforcement officials.



**Objective B:**  
***Implement pedestrian designs that encourage walking and contribute to a positive walking environment.***

Objective B Policy Actions

1. Approve recommended design standards as a guide for attractive landscaping and streetscape amenities, such as street lighting, bus shelters, street furniture, and refuse receptacles. These design elements should be aesthetically pleasing, consistent, and compatible with surrounding designs and uses.
2. Ensure the adequate application of design guidelines for pedestrian facilities.
3. Ensure compliance with the Americans with Disabilities Act (ADA).
4. Ensure the modification and improvement of design guidelines for pedestrian facilities.
5. Provide and maintain good pedestrian access to transit by ensuring adequate space for transit stops, safe and convenient intersection crossings near transit stops and completion of pedestrian facilities that serve transit stops.

***Objective C:  
Monitor the Pedestrian Environment***

Objective C Policy Actions:

1. Conduct pedestrian counts at key locations to be determined by the City every two years to assist in the analysis of pedestrian facilities and programs.
2. Review collision data every three years to assist in the analysis of pedestrian facilities and programs in order to determine appropriate action if necessary.