**Phase 2 to the West Hollywood Design District Streetscape Master Plan**

"West Hollywood Design District will be a seamless contemporary public space designed to allow visitors and residents to move easily within the district by foot, by bicycle, in their cars, or by transit."

**DISTRICT VISION**

- Enhance walkability
- Create a consistent and inviting streetscape character
- Strengthen economic vitality
- Provide outdoor space for dining and business
- Improve bike infrastructure
- Make more transit friendly
- Assure safe, convenient parking

**IMPROVEMENT SITES**

1) **public gathering spaces**
   - NE corner of Beverly/Robertson
   - SE corner of Melrose/Norwich

2) **flexible festival street**
   - North Robertson

3) **pedestrian paseos**
   - North of Melrose, between Almont and Robertson

*Phase 1 (The Streetscape Master Plan) identified improvements for Beverly, Melrose, and Robertson. Phase 2 will focus on the design of public spaces in the district (listed above).*

**COMMUNITY INPUT**

1) **Sunday, June 22nd**
   - Visit sites of future public spaces
   - Work with team on design concepts

2) **Saturday, July 26th**
   - Review and discuss design concepts
   - Provide feedback on site plans
   - Discuss materials and amenities

3) **Saturday, August 23rd**
   - Select preferred design
   - Make final design suggestions

4) **Fall 2014**
   - Adopt plan (and celebrate!)
   - Begin construction drawings

**PROJECT BACKGROUND:**

The **West Hollywood Design District Streetscape Master Plan** was adopted by City Council in summer 2013. The Plan was developed with the help of a consultant team and a community working group, composed of over a dozen business owners and residents in the area. During Plan adoption, City Council requested that the public gathering spaces identified in the Master Plan be further developed through a community design process. This summer, the City will begin phase 2 of the project, hosting three community workshops to help finalize the vision for new public spaces in the West Hollywood Design District. Please join us!

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<< sketch of Melrose Ave with streetscape improvements (left)