



City of West Hollywood  
California 1984

# WEHO | DESIGN DISTRICT STREETSCAPE

## Phase 2 – Melrose Ave Streetscape



# Meet the Team

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*Lead Agency*



*Construction Manager*

**BERG**  
& Associates Inc.

*SCE Contractor*



*Contractor*



*Designer*



*Funded in Part By*

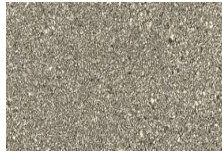




## The Design District will be enhanced by the following upgrades:

- New street paving
- New wider, decorative sidewalks
- New LED energy efficient streetlights
- New In Roadway Lighting at crosswalks which alerts cars with street level blinking lights to slow down and stop
- Storm drain improvements
- Electric Vehicle charging stations
- Improved bus shelters
- New landscaping and tree replanting

## SITE PAVING



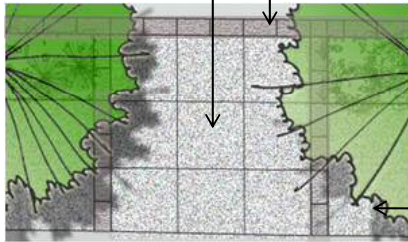
NATURAL GRAY CONCRETE  
5'X5' SCORING PATTERN  
WITH SAND PAPER FINISH

COLORLED CONCRETE  
12"X24" BANDING  
WITH AN EXPOSED  
AGGREGATE FINISH

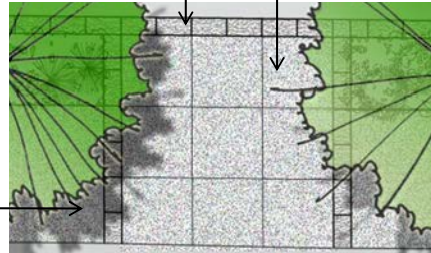


NATURAL GRAY CONCRETE  
12"X24" BANDING WITH A  
EXPOSED AGGREGATE FINISH

NATURAL GRAY CONCRETE  
5'X5' SCORING PATTERN W/A  
SAND PAPER FINISH



NATURAL GRAY CONCRETE  
SCORE PER GREENBOOK  
STANDARDS

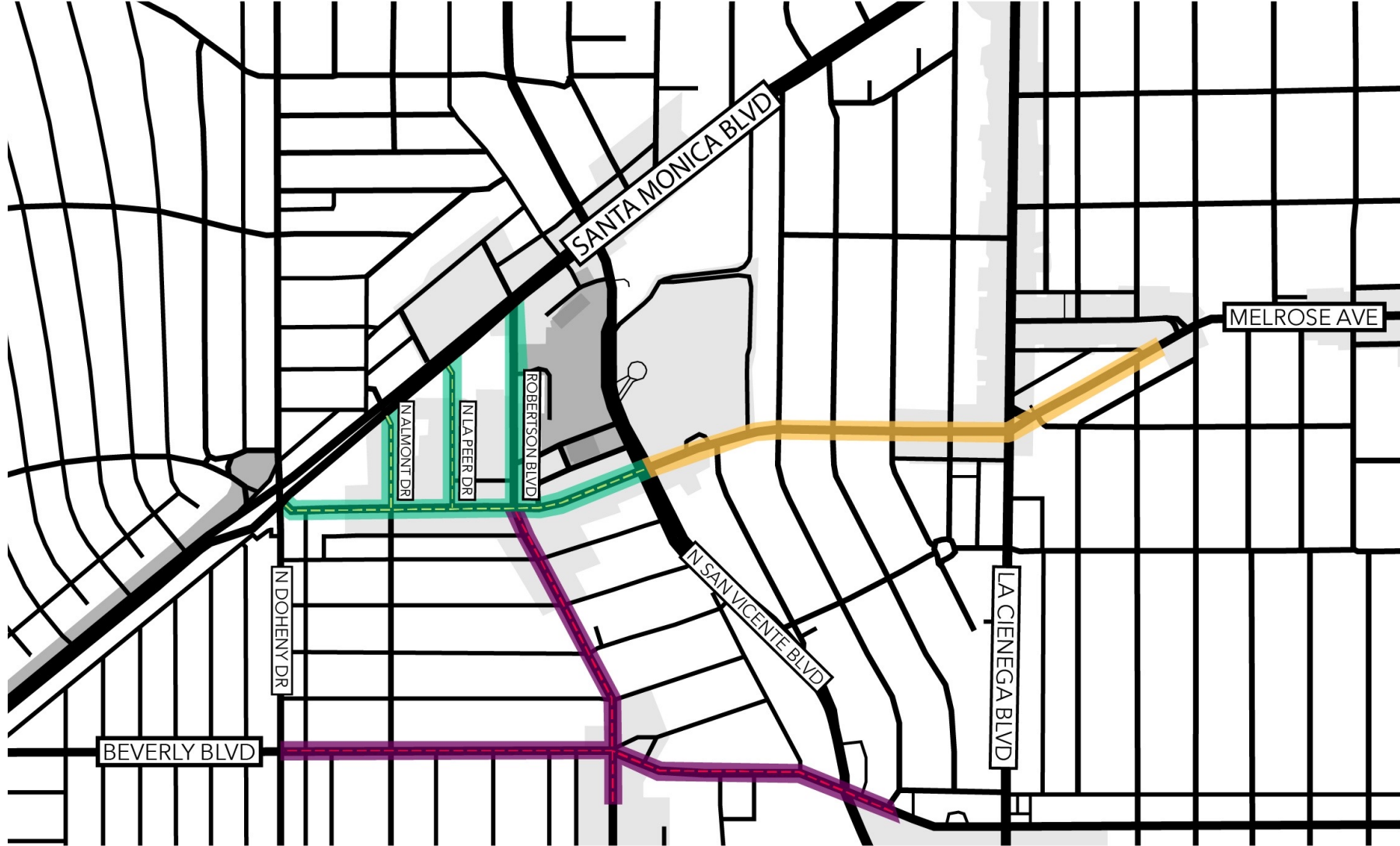


## Construction Activities:

### Removal and replacement

- Concrete sidewalks
- Curb & gutter
- Driveways
- Asphalt roadway pavement
- Trees/landscaping

Striping (painting) of new traffic lanes, parking spaces, and road markings



## IMPROVEMENT PHASES

### Streetscape Phases

- Phase 2
- Phase 3
- Phase 5

### Underground Phases

- Phase 1A  
Undergrounding  
(Melrose)
- Phase 1B  
Undergrounding  
(Almont + La Peer)
- Phase 4  
Undergrounding

# Streetscape Project Timeline

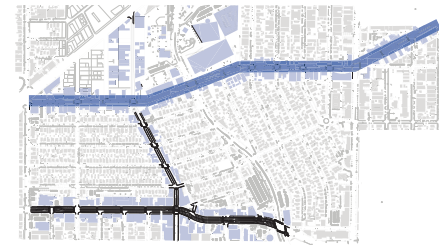
Phase	Project	Construction Dates
1	<b>Utility Undergrounding</b> – Melrose West of San Vicente Blvd.	<b>April 2022</b> <b>November 2022</b>
	Segments along La Peer and Almont	
2	<b>Streetscape Improvements</b> – Melrose from San Vicente Blvd. to Croft Ave.	<b>May 2022</b> <b>June 2023</b>
	<b>Gathering Space</b> – Melrose Ave. at Norwich Dr.	
3	<b>Streetscape Improvements</b> – Melrose Ave. (San Vicente Blvd. to Doheny), La Peer Drive (from Santa Monica Blvd. to Melrose Ave.), Almont Dr. (Santa Monica Blvd. to Melrose Ave.) and Robertson from Melrose Ave. to Santa Monica Blvd.	<b>Late 2023</b> <b>2024</b>
4	<b>Utility Undergrounding</b> – Beverly Blvd. E to W. City Limit and Robertson South of Melrose	<b>2024</b> <b>2025</b>
5	<b>Beverly/Robertson Streetscape</b> – Beverly Blvd. and Robertson	<b>2025</b> <b>2026</b>

# MELROSE AVE.

**Background** Melrose currently has several bottlenecks due to changes in the number of travel lanes, varying roadway widths, and traffic volumes that exceed its designation as a Collector Street. With the proposed improvements, Melrose will function more like a retail street designed to serve the local businesses and residents, with more sidewalk space.

**Proposed Changes** The following improvements would be made in logical phases with the intent of minimizing impacts on residents and businesses:

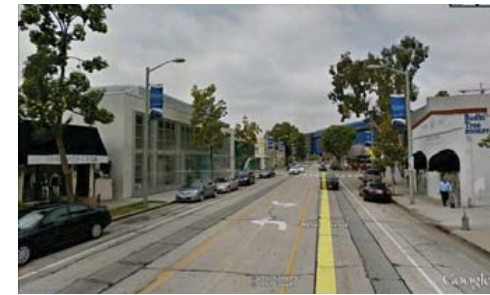
- 1 Modify signal at La Cienega to allow double-left turns from westbound Melrose to southbound La Cienega
- 2 Widen sidewalks on both sides of Melrose to 15 feet
- 3 Add sharrow markings
- 4 Remove striped center turn lane from Huntley to West Knoll so Melrose functions more like Robertson
- 5 Make roadway width as consistent as possible, re-purposing unused roadway to sidewalk
- 6 Provide parallel curbside parking throughout
- 7 Add new curb extensions at most corners
- 8 Add crosswalks at West Knoll
- 9 Plant street trees in planted tree wells
- 10 Install new modern roadway lighting with a) low height sidewalk lights, or if not practical, b) pedestrian lights
- 11 Add gateway medians east of La Cienega



Key Plan

## Vision for Melrose

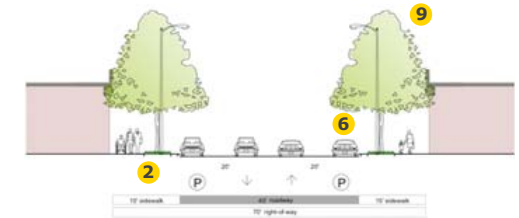
- An avenue for tastemakers (art, fashion and food)
- A village-like, lively shopping street
- Experienced as a cohesive place along its entire length
- Comfortably walkable, with convenient parking choices
- Easy to navigate for residents and visitors on foot, by bike or by car
- Recalibrated to be local serving, not a regional conduit
- Beautiful!



Melrose today (above) and sketch of proposed improvements (below)



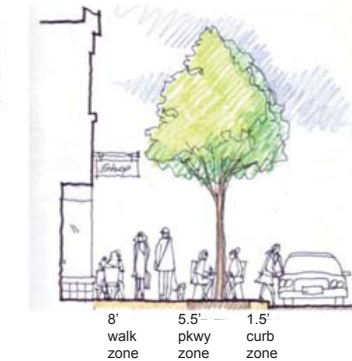
Example of planted tree wells



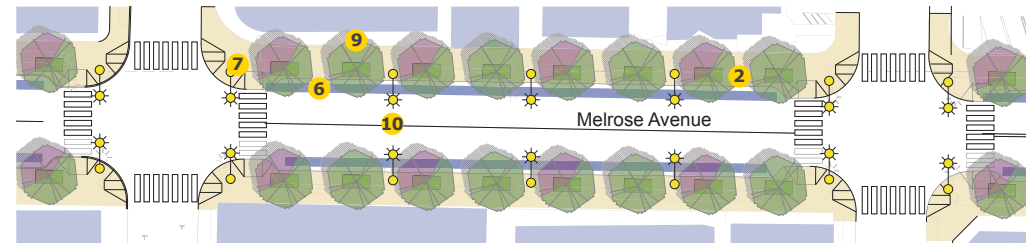
Typical Cross Section: La Cienega to Doheny



Cross Section: Croft to La Cienega



Proposed Melrose Sidewalk Section



Proposed improvement plan for a typical one-block street segment west of La Cienega Blvd., showing curbside parking, wider sidewalks, curb extensions with directional ramps, street trees in planted tree wells, and street lights.



Proposed improvement plan for the entire street showing curbside parking, wider sidewalks, curb extensions with directional ramps, street trees in planted tree wells, street lights, and gateway medians.

APPROVED  
STREET TREES



LONDON PLANE TREE  
*Platanus acerifolia* 'Columbia'



GOLDENRAIN TREE  
*Koelreuteria paniculata*



TUSCARORA CRAPE MYRTLE  
*Lagerstroemia i.x f. 'Tuscarora'*

PARKWAY PLANTS - TEXTURAL SHRUB MASS WITH FLOWERING ACCENTS



DIANELLA TAS. 'VARIEGATA'  
(3' tall x 2' wide)



CAREX TUMULICOLA  
(12"-18" tall & wide)



PITTOSPORUM 'BEACH BALL'  
(3-4' tall x 3-4' wide; can be  
hedged to desired size)



RHAMPHIOLEPIS 'BALLERINA'  
(2'x3'tall & wide)



LITTER RECEPTACLE



DYNASTY BY  
VICTOR STANLEY

BENCH



STONE BLOCKS

PAVING



CONCRETE PAVER  
BANDS  
(UPGRADE OPTION)



BROOM FINISH CONCRETE  
FIELD

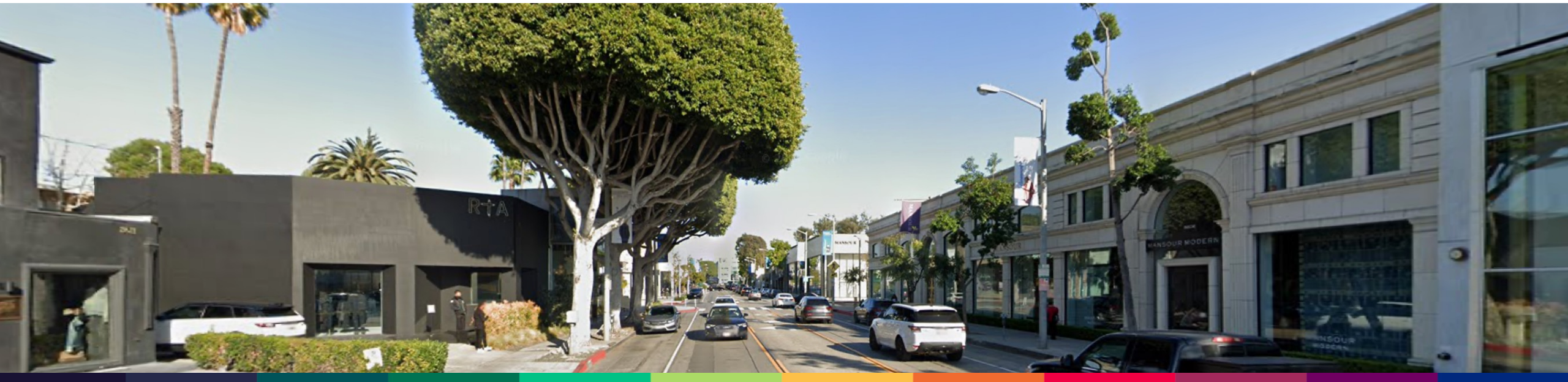
**Construction Start:** May 9, 2022

**Contract Duration:** 365 calendar days  
(approx. 1 year)

**Working Hours:** 8AM – 5PM  
Monday - Friday

## **Initial Construction Activities:**

1. Tree Removals – Approx. 1 week
2. Survey
3. Striping & Traffic Control Set Up –  
Begin week 2





## Tree Removals

- 97 trees to be removed with **132** new 24" box trees to be planted
- Replanted with London Plane, Pink Trumpet, and Chinese Pistache
- Notices posted to trees on April 18
- Parking restricted block by block, and will be restored after tree removal
- All businesses/residences will be accessible during tree removals



# What to Expect During Construction

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- Construction equipment and crews on site
- Single lane of traffic in each direction
- Advance signage and message boards prompt traffic to use Beverly or Santa Monica Blvd.
- Parking restrictions implemented to ensure safety
- Additional public parking available at City's structure 625 N. San Vicente Blvd. (first hour free)
- Pedestrian access will be maintained
- Construction crews will minimize dust and noise as much as possible

# Your Cooperation is Appreciated!

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- For your safety, please do not enter the limits of construction under any circumstances





## JOIN OUR MAILING LIST

**Email Us**

WeHoDesignDistrictStreetscape@  
bergcm.com



## GIVE US FEEDBACK

**Project Feedback Line**

1 (800) 362-3996



## VISIT OUR WEBSITE

**Project Website**

[WeHoDesignDistrictStreetscape.com](http://WeHoDesignDistrictStreetscape.com)

# QUESTIONS

