



Third Street contains a variety of pedestrian amenities including flowering trees, shade trees, pedestrian lighting, flower boxes, and street furniture. Figure 4-27 shows a view looking south on the Third Street Promenade. Overhead street lights and commercial signage are common visual features in this area. The Wilshire/4th Street Station area’s existing visual quality is high due to its strong and consistent architectural and urban design features.



Figure 4-27. View looking south from Wilshire Boulevard down the Third Street Promenade

4.2.13 Hollywood/Highland Station Area

The Hollywood/Highland Station area is a busy intersection in the heart of historic Hollywood. The station area is a major entertainment/tourist center with theaters, museums, restaurants, hotels, and shopping. The eclectic mix of building shapes and sizes, as well as frequent parking lots, contribute to a diverse visual character.

Prominent visual resources include the 13-story 1920s First National Bank Building, the Chinese Theater and Highland mega-mall complex (with the integrated existing Metro Redline station entrance), the two-story Ripley’s “Believe it or Not” Museum topped with a T-Rex dinosaur statue climbing the roof on the southeast corner, and a simple two-story shop front on the southwest corner. Hollywood Boulevard has a consistent street front with buildings that are built up to the sidewalk edge. Most buildings are oriented to the pedestrian with ground-floor entrances, windows, and awnings. At night, many storefronts have metal security “roll downs” and gates.

The Hollywood High School playfield is south of the station area at Orange Drive and Hawthorn Avenue. Other nearby open space is limited to courtyards of buildings. Parking lots are abundant throughout the area.

Palm trees are planted consistently along Hollywood Boulevard, matching the iconic Hollywood stars on the wide sidewalks of Hollywood Boulevard’s “Walk of Fame.” Billboards and tall walls (billboards that occupy an entire building façade or wall) are also prominent visual features. Figure 4-28 shows a view looking west on Hollywood Boulevard at the historic El Capitan Theater with the Hollywood and Highland Development to the right.



Figure 4-28. View looking west on Hollywood Boulevard at the Historic El Capitan Theater, with Hollywood and Highland Development to the right

Highland Avenue has limited shade trees and occasional palm trees planted along the sidewalk. Views to the north include the Hollywood Hills and the Hollywood United Methodist Church, located at Franklin Avenue, as shown in Figure 4-29. The gothic architectural style, tall spire, and location at a “T” of two streets make the church a prominent visual resource in the neighborhood. Views to the east and west include the historic Hollywood corridor with notable 1920s architecture and defining billboard signage. Views to the south are of the Mid-Wilshire corridor.



Figure 4-29. View looking north on Highland Avenue, with Hollywood Hills and the United Methodist Church in the background

The exaggerated billboards, tall thin palm trees, star-studded sidewalk, and historic buildings make the entire Hollywood/Highland area an important visual resource for the entire LA region. The Hollywood/Highland Station area’s existing visual quality is high due to its distinctive and unique architectural features. The area also contains several memorable and unique visual features.

4.2.14 Santa Monica/La Brea Station Area

The Santa Monica/La Brea Station area is at the eastern “gateway” to West Hollywood. The large two-story retail development on the southwest corner is a prominent visual resource. Figure 4-30 shows the West Hollywood Gateway Development at the southwest corner of Santa Monica Boulevard and N. La Brea Avenue. With a central courtyard/plaza, wide sidewalks, trees, planters, and landscaping along the southwest side of N. La Brea Avenue and the south side of Santa Monica Boulevard, the retail development makes for an inviting and pleasant pedestrian environment.



Figure 4-30. West Hollywood Gateway Development at southwest corner of Santa Monica Boulevard and N. La Brea Avenue

Figure 4-30 also shows the streetscape on the west side of N. La Brea Avenue with wide sidewalks, extensive plantings, and pedestrian amenities. Surface parking lots adjacent to strip malls and other commercial businesses occupy the northwest, northeast, and southwest corner lots of the intersection.

Buildings along Santa Monica Boulevard and N. La Brea Avenue, both major commercial corridors, range from one to two stories. Billboards are located along both of these streets, further defining them as commercial corridors. Strip malls and fast-food businesses are predominant on N. La Brea Avenue, whereas more aesthetically pleasing buildings oriented to the sidewalk are predominant along Santa Monica Boulevard. The north side of Santa Monica Boulevard includes some older, industrial buildings with few windows, signage, awnings, and other pedestrian-friendly amenities. The historic Formosa Café is one block west of the Santa Monica Boulevard/N. La Brea Avenue intersection. Nearby open landscaped spaces include the Poinsettia Recreation Center with a park, tennis courts, and playing fields; and Plummer Park. The Santa Monica/La Brea Station area's existing visual quality is moderate due to its general pleasant appearance, but lack of strong consistent architectural and urban design features.

4.2.15 Santa Monica/Fairfax Station Area

The Santa Monica/Fairfax Station area is at the western gateway to the “east” part of West Hollywood and the start of the Eastside Redevelopment Area. Santa Monica Boulevard and N. Fairfax Avenue are major commercial corridors that are characterized by a diverse mix of shops, restaurants, and bars. Behind the commercial corridors lie residential neighborhoods with small houses and bungalows, built up to the sidewalks, giving the area a tightly knit visual character. Most buildings are one to two stories with small-scale

signage, intermittent awnings, and large shop windows. Figure 4-31 shows the Whole Foods market at the northeast corner of the Santa Monica Boulevard/N. Fairfax Avenue intersection. A small, two-story strip mall with a tower and cupola is at the northwest corner. The tower is a visual landmark in the area (Figure 4-32).

The “Main Street” of West Hollywood, Santa Monica Boulevard, is the primary public open space with pedestrian-oriented amenities. It has an attractive streetscape with shade trees and flowering, ornamental trees

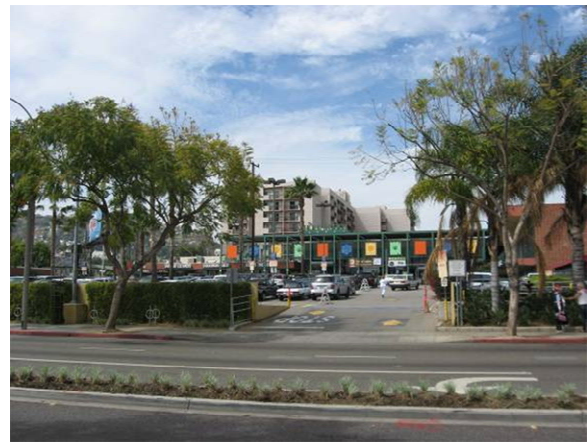


Figure 4-31. View of Whole Foods market at the northeast corner of Santa Monica Boulevard and N. Fairfax Avenue



Figure 4-32. View of mall at northwest corner of Santa Monica Boulevard and N. Fairfax Avenue



planted in a continuous pattern. Overhead street lights and commercial signage are common visual features in this area.

N. Fairfax Avenue is a busy north/south corridor that carries traffic from major attractions, such as the Farmer’s Market at the Grove, through a historic district (containing the famous Canter’s Deli) toward Sunset Boulevard at the foot of the Hollywood Hills. Views of the Hollywood Hills help orient the traveler and are a visual resource. In addition, views to the south on N. Fairfax Avenue include Baldwin Hills. Large billboards are located throughout West Hollywood on commercial corridors and are prominent features along Santa Monica Boulevard and N. Fairfax Avenue. The Santa Monica/Fairfax Station area’s existing visual quality is high due to its strong and consistent architectural and urban design features.

4.2.16 Santa Monica/San Vicente Station Area

The Santa Monica/San Vicente Station area is in a vibrant entertainment center with restaurants, bars, clubs, and shops. The visual character varies with similar-sized, street-facing buildings on small lots along Santa Monica Boulevard. More eclectic, varied buildings lie along San Vicente Boulevard, including the large, colorful, glass buildings that comprise the Pacific Design Center, as well as small community buildings. Large billboards along Santa Monica Boulevard are defining visual features that provide visitors with a sense of Hollywood glamour with their large film and fashion advertisements. Most buildings are one to three stories and face the street with parking in back. A parking structure, large parking lot, currently used for Metro employees and bus parking, occupies the south side of Santa Monica Boulevard.

Figure 4-33 shows Santa Monica Boulevard at Westmount looking west. This street is a major bus route and walking corridor with wide sidewalks and double rows of streets trees, café seating, and special mid-block pedestrian crossings. Overhead street lights and commercial signage are common visual features in this area.

With little open space in the area, wide sidewalks provide much of the area for public space. However, landscaped open space also exists in the Santa Monica Boulevard median, along with rotating public art.



Figure 4-33. View looking west on Santa Monica Boulevard

The residential neighborhood south of Santa Monica Boulevard has narrow streets with small bungalows and cottages, as well as small-scale multifamily buildings. The residential neighborhood to the north has larger single-family residences. The Hollywood Hills are a visual resource and orienting natural landmark in views to the north. Views to the east include the iconic Emser Tile building. The Metro property on the south side of Santa Monica Boulevard presents a large blank wall to the street. The Santa Monica/San



Vicente Station area’s existing visual quality is high due to its strong and consistent architectural and urban design features.

4.2.17 Beverly Center Area Station

The Beverly Center Area Station is near the southern boundary of West Hollywood. The Beverly Center occupies an entire block and is a prominent visual feature of the area. The southwest face of the Beverly Center looking west along Beverly Boulevard is shown in Figure 4-34. Both the Beverly Center and the Cedars Sinai Hospital are large buildings that together create a canyon effect on the south side of Beverly Boulevard. Buildings on the north side of Beverly Boulevard are smaller and support a more pedestrian-scale environment.



Figure 4-34. View looking north on Beverly Boulevard toward the Beverly Center

Most of the commercial buildings in the area were built in the last 50 years and convey an eclectic architectural style. The surrounding neighborhoods have small California-style bungalows with well-landscaped yards.

La Cienega Boulevard slopes up to the north leading to captivating views of the Hollywood Hills. The hills run east to west and also orient the traveler visually. The Beverly Center, with the Hollywood Hills in the background, is shown in Figure 4-35.

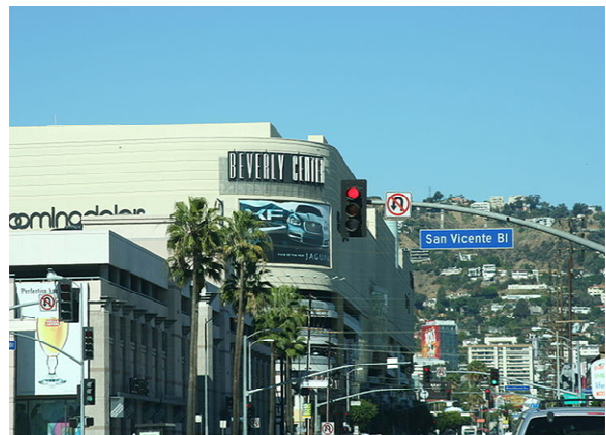


Figure 4-35. View looking north on La Cienega Boulevard toward the Beverly Center and Hollywood Hills

Large parking lots occupy some key urban spaces (e.g., the southeast and northeast corners of Beverly and La Cienega Boulevards) as part of a gas station and strip mall. Street trees are planted irregularly with little continuity in the area. Overhead street lights and commercial signage are common visual features in this area. The existing visual quality in the area surrounding the Beverly Center Area Station is moderate due to its general pleasant appearance, but lack of strong consistent architectural and urban design features.