

SUBJECT: **UPDATE ON THE FOUNTAIN AVENUE STREETScape PROJECT
– PHASE 1**

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STATEMENT ON THE SUBJECT:

The City Council will receive a project update and consider approving the 30% plans for Phase 1 of the Fountain Avenue Streetscape Project (Project), Contract Amendment No. 2 with Fehr & Peers to accelerate the delivery of Phase 1 and authorize Staff to initiate Phase 2 of the Project.

RECOMMENDATIONS:

1. Consider approval of 30% Plans for Phase 1 of the Project (Attachment A).
2. Provide direction on recommended immediate traffic calming measures that can be made in the next 1-2 months ahead of the delivery of Phase 1 of the Project.
3. Approve Amendment No. 2 to the Agreement for Services with Fehr & Peers in the amount of \$131,040 to provide Construction Administration and design contingency for Phase 1 of the Project.
4. Authorize Staff to initiate Phase 2 of the Project, including the release of a Request for Proposals for a Phase 2 consultant, and the expansion of the steering committee to guide the visioning process.
5. Find Phase 1 of the Fountain Avenue Streetscape Project statutorily and categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Public Resources Code sections §21080.25, §15301(c), and §15304(h).

Table of Contents

Executive Summary	3
Background/Analysis.....	4
Discussion	5
Overview of Conceptual Design	6
Phase 1	7
Phase 2	8
Phase 2 Schedule	8
Fountain Avenue Streetscape Steering Committee.....	8
Emergency Services Provider Review	12
Parking	13
Neighborhood Parking Analysis	13
Potential Parking Solutions	14
Traffic & Circulation.....	15
Waste Collection.....	16
Deliveries/Loading.....	17
Immediate Safety Solutions for Consideration	17
Environmental & Mobility Benefits	19
Equity	19
Fountain Avenue Community Meeting	20
Transportation & Mobility Commission (TMC)	21
Public Facilities, Recreation & Infrastructure.....	22
Phase 1 Construction Timeline.....	22
Phase 2 Timeline.....	22
Interim/Immediate Safety Measures	23
Red Light Camera History	24
Fehr & Peers Contract Amendment.....	24
Conformance with Vision 2020 & Goals of West Hollywood General Plan	25
Evaluation Processes	26
Environmental Sustainability & Health	26
Community Engagement.....	26
Office of Primary Responsibility	28
Fiscal Impact	28
California Environmental Quality Act (CEQA)	29
Next Steps.....	30

Executive Summary

The Fountain Avenue Streetscape Project – Phase 1 proposes near-term roadway safety improvements on Fountain Avenue between La Brea Avenue and La Cienega Boulevard. The project responds to community concerns about traffic safety, high vehicle speeds, and frequent crashes, while also raising concerns about congestion, parking loss, and operational impacts.

Why the Project is Being Considered

- From 2013–2024, there were 35 severe injury crashes and 5 fatalities on the West Hollywood segment—three times higher than adjacent segments in Los Angeles.
- 64% of trips are cut-through traffic with no origin or destination in West Hollywood.
- Fountain carries approximately 35,000 vehicles daily, with speeds averaging 39 mph and recorded at 60+ mph at night.

Phase 1 Proposal

- Resurfacing and re-striping Fountain Avenue.
- Converting to one travel lane in each direction with protected bike lanes.
- Adding high-visibility crosswalks, curb extensions, and traffic calming elements.
- Removing approximately 210 on-street parking spaces (out of 337).
- Implementation period: 16–18 months, using paint, planters, and extruded curbs.

Community Input

At the August 19, 2025 community meeting (Plummer Park), 41 speakers provided public comment:

- **Supporters emphasized:** safety benefits, reduced traffic speeds, improved conditions for walking and biking, and alignment with climate and equity goals.
- **Opponents emphasized:** concerns about congestion, parking loss, impacts on waste collection and deliveries, and potential delays to emergency response.
- Several speakers suggested alternative approaches such as enforcement, traffic signal changes, or use of adjacent streets (e.g., Willoughby) for bikeways.

Tradeoffs for Council Consideration

- **Safety vs. mobility:** Balancing crash reduction and lower speeds with potential for congestion and side-street diversion.
- **Parking vs. access:** Addressing the loss of ~210 spaces while maintaining business and residential access.
- **Operations:** Ensuring emergency vehicles, waste collection, and deliveries function effectively under the new configuration.

Next Steps

- Council may consider approving Phase 1, deferring action, or directing staff to modify the design.
- Should Phase 1 move forward, staff will continue refining areas of focus during design (e.g., parking management, waste collection, emergency access coordination).
- Council may consider initiating Phase 2 (sidewalk widening and civil improvements), which would kick off a community-led visioning process.
- Council may consider immediate safety actions proposed by Staff that can be taken in advance of implementing Phase 1.

The following report provides detailed background, design elements, public engagement, and fiscal/CEQA analysis for Council consideration

BACKGROUND / ANALYSIS:

The primary goal of the Fountain Avenue Streetscape Project is to transform Fountain Avenue into a safer, more balanced, and more livable street for everyone who uses it, whether they are walking, biking, driving, or taking transit.

This project's goals include:

- Improving safety and comfort for pedestrians and cyclists by adding protected bike lanes, wider sidewalks, and safer crossings.
- Calming traffic and reducing speeding by redesigning the roadway into a more local-serving street.
- Enhancing neighborhood livability with landscaping, lighting, and better access.

The project is guided by a commitment to safety and equitable mobility, with the goal of

making Fountain Avenue a place where everyone can move comfortably and confidently, no matter how they travel.

Discussions about safety improvements on Fountain Avenue date back to 2003. In 2011, a Bicycle Task Force was created to further the City's efforts to reduce vehicle traffic and congestion, and it formalized recommendations in a report. In May 2017, the City Council adopted the Pedestrian and Bicycle Mobility Plan, which included pedestrian improvements on Fountain Avenue. In 2018, a traffic safety study was conducted by Fehr & Peers, which informed the construction of priority projects in 2019. In 2021, the City Council directed staff to conduct a feasibility study of protected bike lanes on Fountain Avenue. In November 2022, staff presented two alternatives to the City Council, one with protected bike lanes and another with standard striped/painted lanes. City Council unanimously selected the protected bike lane alternative and directed staff to proceed with a pilot [Phase 1] implementation before permanent installation [Phase 2] and return to the City Council with Phase 1 [30%] construction plans, cost estimates, and implementation timeline for approval.

DISCUSSION:

Fountain Avenue is approximately 1.85 miles in West Hollywood, bound by La Cienega Boulevard to the west and La Brea Avenue to the east. It is classified in the City's General Plan as a Collector Street, which is typically a neighborhood-serving street. However, since the time of Fountain Avenue's widening by Los Angeles County in the 1960s, prior to Cityhood, the street has served regional and local traffic and has carried a high volume of vehicles, with approximately 35,000 Average Daily Trips (ADT), of which 22,000 (64%) are non-local, having origins and destinations outside of the City limits.

Fountain Avenue in West Hollywood is wider, less consistent, and experiences a higher number of severe and fatal crashes when compared to Fountain Avenue in Los Angeles and other roadways in West Hollywood. According to crash data, there have been 35 severe injuries and five (5) fatalities on Fountain Avenue between 2013 and 2024 in West Hollywood. That is 3 times more per mile than Fountain Avenue east of La Brea Avenue, where Fountain Avenue is one lane in each direction, with frequent all-way stops.* 36% of West Hollywood's overall fatal crashes have occurred on Fountain Avenue, despite it making up only 4% of the City's overall roadway network. These fatalities have impacted people travelling in all modes - walking, biking, and driving. This crash rate demonstrates a

significant safety challenge for the City Council's consideration.

Statistic	Fountain Total	Percent of Citywide Total
All Injury Crashes	459	17%
Fatal Crashes	5	36%
Severe Crashes	35	17%
KSI Crashes	40	18%
Pedestrian Crashes	45	9%
Bicycle Crashes	20	9%
Speed Involved Crashes	54	18%

**Source: Transportation Injury Mapping System (TIMS), Fountain Avenue between La Cienega and Bronson 2013-2025).*

Overview of Conceptual Design

The proposed Project would focus on well-established safety strategies—such as managing speeds, traffic calming, and enhancing intersections—to help create a safer environment for everyone.

The Project would address roadway geometry that has been associated with safety issues due to inconsistent/incomplete street widening. The plans have been reviewed by Athens Services, the Los Angeles County Sheriff's Department, and have been stamped and approved by the Los Angeles County Fire Department (LACoFD).

The proposed 30% plans (Attachment A) would do the following:

1. Convert Fountain Avenue into a two-lane street.
2. Remove parking from the north side of the street (with the exception of west of Olive Drive, where there is no bikeway and parking would remain).
3. Maintain parking on the south side of the street alongside the bikeway with limited parking removal for painted curb extensions.
4. Add protected bikeways in each direction (separated by extruded concrete curbs*).
5. Add painted curb extensions at side streets with speed wedges to slow turning vehicles while not hindering emergency access.

6. Include in-street planters to demarcate on-street parking, prevent vehicle entry into bikeways, and enhance aesthetics.
7. Add high-visibility crosswalks and conflict markings at driveways and in intersections where the bikeway is unprotected.
8. Eliminate peak-hour parking restrictions (anti-gridlock zone), allowing for parking at all times except during street sweeping.
9. Phase 1 would also include repaving Fountain Avenue to create a smoother road surface and for a higher contrast between asphalt and roadway markings.

The project has been designed as an interim phase that does not modify traffic signals or curbs, which is planned in Phase 2. As a result, there are more limited roadway configurations available given the roadway width on Fountain Avenue. The complete 30% plan set is included as Attachment A.

**Extruded concrete is a method of machine-forming concrete curbs without wooden forms or foundations, accelerating the construction process and minimizing construction impacts.*

The Fountain Avenue Streetscape Project would occur in two phases:

Phase 1

Includes near-term safety improvements to calm traffic and primarily uses materials that affix to the roadway's surface to establish a new street layout and the resurfacing of Fountain Avenue. If approved by City Council, Phase 1 could be constructed within 16-18 months, with estimated completion in spring 2027. This timeline assumes no additional significant design changes, which would prolong the design process.

Phase 1 Materials include:

- Thermoplastic roadway striping (more durable and reflective than paint)
- High-visibility crosswalks and bike crossings
- Street signage
- Self-watering planters
- Speed wedges (within painted curb extensions)
- Extruded concrete curbs
- New bicycle loop detectors at select locations (in-asphalt sensors that trigger existing traffic signals)

- Asphalt, repaving the entire street

Phase 2

The Project would likely involve burying overhead utilities to reduce sidewalk obstructions, widening where feasible, upgrading curb ramps, adding street lighting, modifying traffic signals, and may include additional streetscape amenities such as street furniture, street trees, and public art. This phase of the project includes civil improvements, which require coordination with several utility companies, and administration of grants by the Los Angeles County Metropolitan Transit Authority (Metro) and California Air Resources Board (CARB). A community-led visioning process is also anticipated, and Staff expect Phase 2 to take several years before being ready for construction, which would likely be phased.

Phase 2 Schedule

If the Project is approved by City Council, Phase 2 would begin immediately, with initial steps including an expansion of the Steering Committee to ensure broad community representation, to include residents who live on Fountain Avenue, as well as members from relevant Boards and Commissions. Future meetings would be in-person and open to the public, similar to the process the City followed for the Design District Master Plan. Initial steps would include executing a funding agreement with Metro, and releasing a Request for Proposals to select a consultant team.

Fountain Avenue Streetscape Steering Committee

The development of the Phase 1 initial plans was guided by a steering committee that met 5 times to discuss a variety of topic areas, including waste collection, neighborhood access, materials selection, and concept plan review.

The following individuals participated in the steering committee:

- | | |
|--------------------|-------------------------------|
| 1. Brandon Blau | Public Safety Commission |
| 2. Kevin Burton | Weho Bike Coalition |
| 3. Emily Gable | City of Los Angeles Planning |
| 4. Steven Greene | Transp. & Mobility Commission |
| 5. Jessica Harris* | Planning Commission |
| 6. Oliver Hou | City of Los Angeles Planner |

7. Dorian Jackson (alternate) Public Facilities, Rec. & Infrastructure Commission
8. Helen Krieger (alternate) Transp. & Mobility Commission
9. Patricia Smith, ASLA** Landscape Architect
10. Nicole Payton Public Facilities, Rec. & Infrastructure Commission
11. Wesley Schwartz*** Disabilities Advisory Board
12. Kimberly Winick* Transp. & Mobility Commission
13. Garen Yolles Architectural & Urban Designer (City staff)
14. Margaret Mann*** Disabilities Advisory Board

**Jessica Harris and Kimberly Winick represented the Transportation & Mobility Commission until their terms concluded on March 19, 2025. Steven Greene and Helen Krieger were selected as the Commission's new representatives to the Committee on May 21, 2025.*

***Patricia Smith retired during the steering committee process.*

****Disabilities Advisory Board members Wesley Schwartz and Margaret Mann were on the Steering Committee until their terms concluded on March 26, 2025.*

At the fifth and most recent Steering Committee meeting on July 10, 2025, members reviewed the 30% plans and raised the following questions and comments. These questions are discussed and answered in the following sections.

- Could additional left-turn pockets be added to minimize delay?
- Would the concrete curb make it difficult for people to drive around left-turning vehicles?
- Will litter accumulate in the roadway with waste barrels and dumpsters staged there?
- Consideration for ADA parking and accessibility on the north side of the street.
- Question about the difficulty of removing the extruded concrete curb in the future.
- Question about plans for data collection and whether a bike counter is planned for 24/7 data collection.
- Question about whether the Los Angeles County Fire Department (LACoFD) reviewed the plans.

Additional Left-turn Pockets & Concrete Curb (Bike Buffer) Design

Additional left-turn pockets could be added to the design, and this is something that has been requested frequently by community members at the Community Meeting and in written correspondence. Left-turn pockets would need to be reviewed for bike and pedestrian safety

and parking impacts, and would likely be feasible at many locations. It is anticipated that parking would be impacted by creating turn pockets at several locations, resulting in an estimated parking loss of up to 8 additional spaces per intersection, as well as the potential loss of safety features in buffer areas; this change could be included in the design process without impacting the project schedule.

Even without a left-turn pocket, in many cases, there will be sufficient space to pass a left-turning vehicle; however, at some locations and in some situations, motorists would have to wait, depending on how the turning vehicle is positioned within the street and in which section of the corridor. The concrete curb (bike buffer) is designed to provide bicyclist protection up to the intersection, therefore limiting the ability for vehicles to encroach into the bike lane to maneuver around a left-turning vehicle. In many cases, there is still enough space in the intersection for a vehicle to maneuver around the left-turning vehicle without encroaching into the bike lane.

Litter Accumulation

Staff has met with the City's Facilities & Street Services Division, and a mini-sweeper could be procured for the City to sweep protected bikeways and tight spaces around concrete curbs and in painted curb extensions. If approved, the Department of Public Works (DPW) would create a maintenance plan for Fountain Avenue that would include street sweeping of bikeway and parking areas where litter could accumulate, in addition to the maintenance of other project features, such as self-watering planters.

ADA Parking & Accessibility

On the north side of the street, the loading and unloading of passengers could no longer be done from the curb, as vehicles would impede traffic flow. Loading would have to occur on side streets, which is consistent with Public Right-of-Way Accessibility Guidelines (PROWAG) published by the United States Access Board. Although the City currently does not typically create on-street ADA parking spaces in residential neighborhoods to preserve overall parking supply, ADA spaces could be added on side streets as needed to facilitate improved access on the north side of the street. In Phase 2 of the project, sidewalk-widening would occur where feasible, as well as the planned removal of sidewalk obstructions and relocation of overhead utility lines to create a clear path of travel on sidewalks.

Removal of Extruded Curb

Removal of extruded curb is less intensive, disruptive, and time-consuming than the removal of poured concrete with foundations. Staff conferred with other cities that have reported positive feedback both in the use and ease of removal of extruded curb.

Data Collection and Bicycle Counters

Staff is currently researching bicycle counters, which could be included in Phase 1 of the project. Post-project data collection is also planned and would help inform the street design in Phase 2 of the project.

LACoFD Review of Project

LACoFD reviewed the project plans and provided input that informed the design of the proposed project, ensuring access to fire hydrants. LACoFD has stamped and approved the 30% plans on April 22, 2025. In addition, staff presented the project to Assistant Chief Drew Smith to ensure local personnel were aware of the project. Assistant Chief Smith made remarks on the project at the Public Safety Commission meeting on August 25, 2025, available for viewing on www.youtube.com/wehotv. Additional information on emergency access is available on page 12 of this report.

Turn Restrictions

The Steering Committee was divided on whether to keep or remove existing turn restrictions on Fountain Avenue for Phase 1 of the Project. Over the years, the City has made several safety improvements on an ad-hoc basis. This includes crosswalk enhancements and turn restrictions at select locations. Arguments in favor of leaving turn restrictions in place include potential safety benefits from reduced conflict points and the concern that making many changes at once could impact surrounding neighborhoods. Those in favor of removing turn restrictions noted that the roadway redesign is an entirely new layout with 40% less traffic volume forecast (during peak hours), therefore making the restrictions unnecessary. In addition, there would be fewer lanes of opposing traffic for drivers to contend with when making turns, and turn restrictions would be unnecessary with other roadway changes; allowing full-access would be in alignment with the more local-serving nature of the proposed improvements, and restoring access would allow for a cleaner assessment of the impacts of the project.

The draft 30% plans (Attachment A) maintain all existing turn restrictions. See page 21 for

Transportation & Mobility Commissioners' comments on this topic. A post-project traffic study of the corridor would be conducted to identify how traffic patterns have changed and to recommend additional measures to address any unanticipated changes to traffic patterns. Additional treatments could be considered immediately or implemented as part of Phase 2 of the Project.

Existing turn restrictions:

1. Fountain Ave & Harper Ave
2. Fountain Ave & Havenhurst Dr.
3. Fountain Ave & Hayworth Ave
4. Fountain Ave & Curson Ave
5. Fountain Ave & Formosa Ave

Emergency Services Provider Review

The Fountain Avenue Streetscape Project - Phase 1 30% plans were reviewed and approved by the Los Angeles County Central Fire Prevention Office on April 22, 2025 after several months of coordination. Their input helped inform the design, including ensuring adequate turning radii and lane widths for large hook and ladder trucks and adequate access to fire hydrants. In addition, low-profile vertical features, such as speed wedges, were selected to ensure emergency vehicles could easily traverse any portion of the street when responding to an emergency.

The Project Team also presented the plans to the Los Angeles County Fire Department (LACoFD), Assistant Chief Drew Smith, to hear comments on the project design and the team's operational needs. Assistant Chief Smith did not express concerns with the project design and expressed confidence in LACoFD's ability to serve Fountain Avenue with the new street design. It was noted that painted buffer areas would provide additional space for emergency services to stage equipment, and provide space for ladder trucks stabilizers when needed during emergencies. Additionally, parking removal would improve access to the curb, hydrants, and standpipes. LACoFD is primarily interested in the overall envelope of the street, which remains unchanged in Phase 1 of the project. LACoFD Assistant Chief Smith shared comments at the August 25, 2025, Public Safety Commission Meeting, which is available on the City's YouTube Channel, www.youtube.com/wehotv.

The Project Team presented the Project to the Los Angeles County Sheriff's Department, and they did not express concerns with the Project. They noted that they routinely serve the community on two-lane roadways throughout West Hollywood.

Parking

In order to create enough space for Phase 1 safety improvements, primarily for protected bikeways, public street parking would be removed in various locations. Fountain Avenue currently has approximately 337 total parking spaces, and the project would result in a loss of approximately 210 parking spaces. Approximately 140 of these spaces would be lost due to the removal of parking from the north side of the street, and the remaining approximately 70 parking spaces would be removed from the south side due to sightlines at intersections and driveways. Street parking would remain west of Olive Drive on the north side, as there is no westbound bikeway in that segment. Parking removal is focused on the north side because it contains fewer parking spaces due to having more driveways than the south side. Overall, there are 120 active driveways on Fountain Avenue. On-street parking would remain on the south side of the street, and peak-hour parking restrictions would be eliminated, providing parking at all times (except for during street sweeping). As stated above, the Project would result in an overall loss of approximately 210 on-street parking spaces.

Neighborhood Parking Analysis

The City contracted Chen Ryan Associates (CRA) to conduct a parking utilization study of the residential neighborhoods surrounding Fountain Avenue. The study area was from Santa Monica Boulevard to Sunset Boulevard, bound by La Cienega Boulevard and La Brea Avenue. Some community members raised concerns about the sample size of the parking study; staff notes that the study followed industry-standard methods.

The analysis shows that parking utilization rates vary considerably throughout these neighborhoods, with some areas having a higher occupancy, notably in side streets around Plummer Park. Overall, the study shows the corridor has the capacity to continue to provide public street parking and meet demand with the estimated project-related parking losses. The report also shows that parking utilization on Fountain Avenue itself is considerably lower than in neighborhoods along the corridor, except for the Eastside, which has a higher demand. This is consistent with prior feedback from residents that parking spaces on

Fountain Avenue are less sought after due to concern about property damage. Attachment D includes several graphics and tables illustrating existing parking utilization and future demand if the project is constructed. The table below summarizes the key percentages:

Time of Day	Without Project	With Project
Weekday Overnight Occupancy	74%	79%
Weekday Noon Occupancy	69%	74%
Weekday Evening Occupancy	84%	90%
Time of Day	Without Project	With Project
Weekend Overnight Occupancy	77%	82%
Weekend Noon Occupancy	75%	80%
Weekend Evening Occupancy	85%	90%

Potential Parking Solutions

As part of the study, CRA assessed whether angled parking could be added to side streets off Fountain Avenue and considered other parking options to mitigate proposed parking losses as a result of the Project.

Angled Parking

Due to narrow street widths in West Hollywood, there are limited opportunities for a net gain due to converting on-street parking to an angled or diagonal orientation. In most cases, adding angled parking would require removing spaces from the opposite side of the street, negating the potential gain in parking. More extreme measures to create parking exist, such as converting some streets into one-way streets to create additional parking or constructing additional public parking facilities; however, both would require a significant amount of analysis and are beyond the scope of this project.

Plummer Park Parking Lot

As some of the most constrained street parking in the study area surrounds Plummer Park, one potential solution would be allowing residents with parking permits to park overnight in the parking lots at Plummer Park. This would require a valid residential parking permit or guest permit, and to implement this, it would require a modification to the permit parking language in the West Hollywood Municipal Code. A separate project to re-envision Plummer Park has included conversations about potentially adding a parking structure at Plummer

Park. Parking hours available would be limited by special events such as the farmer's market and other demands on park services. Parking would likely be limited to overnight, with vehicles removed by 8 am.

Crescent Heights Parking Lot

Another suggestion has been to allow residential parking permit holders to park for free at the new 66-space lot on Santa Monica Boulevard and Crescent Heights Boulevard. Although the lot may be far for some to walk to Fountain Avenue (approximately 1,300 feet), it is immediately adjacent to permit parking district 7 and could help alleviate parking demand in neighborhoods south of Fountain Avenue, providing additional parking capacity.

Fountain Avenue Permit Holder Flexibility

The following option is contingent upon the Crescent Heights Parking lot being successful in alleviating parking demand in permit parking district 7. The City could allow residents with a Fountain Avenue address only to have the ability to park in either permit parking district 6 or 7 (this would apply to the western portion of Fountain Avenue, between Fairfax Avenue and La Cienega Boulevard). This option would require additional analysis and coordination with the Parking Division to ensure enforcement is feasible with this arrangement.

Traffic and Circulation

Proposed changes would slow traffic on Fountain Avenue and reduce overall traffic volume by an estimated 40%. The reduction in vehicular capacity would make the corridor less attractive as a cut-through route, especially as non-local trips are heavily influenced by app-based navigation platforms (Google Maps, Waze, etc.), which will likely be routed to parallel arterial streets.

In 2022, the Project Team used the City's traffic model to assess the potential traffic consequences of the Project. The City's GIS-based traffic model uses static inputs (traffic counts, land uses, etc.) and can help inform the conversation. Traffic models run on algorithms and are less effective at predicting changes in human behavior that could result from the Project; for example, if a Fountain resident elects to use newly installed bike lanes to run an errand when they might have used a car before; or if the project leads to more congestion during peak hours, some discretionary trips may not occur, or occur later in the day.

In addition to the City's traffic model, the Project Team analyzed the Fountain Ave corridor using StreetLight Data. This tool relies on data from mobile devices, vehicle navigation systems, and physical street counters to estimate traffic data. Modeling and StreetLight Data together indicate non-local trips are anticipated to redistribute to Sunset and Santa Monica Boulevards.

The Project would not result in a traffic impact, as defined by the California Environmental Quality Act (CEQA), as the Project would not generate additional Vehicle Miles Traveled (VMT), the metric used to calculate traffic impacts under CEQA. The Project could reduce VMT by providing a non-vehicular travel path in the roadway that does not currently exist.

Waste Collection

The Project design was informed by close coordination with the City's contracted waste hauler, Athens Services. Athens Services staff reviewed the waste removal needs of each of the 168 properties along Fountain Avenue to ensure that the waste hauler could continue to service each property.

As Fountain Avenue has a high residential density, including many historic properties with non-standard access points, it requires waste removal daily, in two different zones, one on east of Fairfax Avenue, and another west of Fairfax Avenue. The area with the highest service demand is between Fairfax Avenue and La Cienega Boulevard. There is a range of housing types along Fountain Avenue, and as a result, various container types are used for waste collection. Small barrels, common in single-family residences, and larger bins typical of apartment buildings/condominiums are removed and returned via Athens Services' valet service.

The Project was designed to ensure Athens Services' vehicles could safely navigate the roadway and that adequate spaces for waste staging were included in the plans. These areas are indicated in the plans with a trash can stencil, which would also appear on the roadway as a stencil over cross-hatched painted lines, with rubber wheel stops for larger bins to ensure they do not roll into the bikeway. This configuration keeps containers off the sidewalk, out of the bike lane, and outside the travel lane during waste collection. Many community members have noted that eliminating a travel lane will make waste collection more challenging, as motorists may have to wait behind a waste truck at collection times.

The elimination of a parking lane in the westbound direction (north side of Fountain Avenue) would make this condition more challenging; however, Athens Services currently serves other two-lane streets throughout the City. In the eastbound direction, parking areas alongside the bikeway could be used by waste vehicles when available. Athens trucks do not drive down Fountain continuously from end to end; trucks turn at the end of the zone.

To facilitate more efficient waste collection, the City could adjust the allowable waste collection start time of 7 am and allow collection earlier to avoid peak-hour traffic conditions. In the neighboring City of Los Angeles, waste collection begins at 6 am.

Deliveries/Loading

Today, deliveries and passenger loading typically occur in curbside parking spaces, except during peak-hour parking restrictions. By removing those restrictions and maintaining curbside parking on the south side of Fountain Avenue, the project preserves reliable space for deliveries and loading in the eastbound direction. While the Phase 1 design eliminates parking on the north side to accommodate a protected bikeway, the corridor's short block lengths, typically 300 to 400 feet, ensure that side streets remain close and convenient for passenger pick-up/drop-off and parcel deliveries. This shift is consistent with practices in other dense urban areas, where loading occurs on adjacent streets or designated curb zones to balance limited space with multimodal safety needs.

Importantly, the design reduces conflicts between parked vehicles, loading activity, and through traffic by consolidating activity to one side of the street. This improves predictability for all users, minimizes sudden stops in live travel lanes, and reduces crash risks. The project team will continue working with delivery services and rideshare providers to communicate new curb regulations and explore potential designated loading areas in nearby side streets. Phase 2 will provide an opportunity to further refine curbside management with the advantage of additional sidewalk spaces to support residents, businesses, and service providers.

Immediate Safety Solutions for Consideration

At the Transportation & Mobility Commission meeting of July 16, 2025, several commissioners asked that Staff to provide short-term interventions that could be made prior to the implementation of Phase 1 to improve safety on Fountain Avenue. The Project Team

and Engineering Staff considered many options and are providing the following three interventions for consideration. The first two could be implemented within a short time period (1-3 weeks), and a third option would take ~1-3 months due to required signage changes.

1. Leading Pedestrian Intervals (LPIs*)

LPIs give pedestrians a brief head start at crosswalks before traffic signals change for vehicles. This provides motorists with better sightlines of crossing pedestrians and reduces the likelihood that a vehicle will turn in front of a crossing pedestrian. LPIs have recently been added to nine of the 12 signals on Fountain Avenue, and the remaining signals will be added shortly.

2. Traffic Signals on Recall

This change would slow traffic by adjusting signals to operate on a set timing loop. Typically, traffic signals operate with inputs from loop detectors in the pavement, triggering lights to change, and are optimized to respond to traffic conditions. This change would create more red lights along the corridor and slow vehicle speeds, and is intended as an interim measure only, until Phase 1 is constructed, when signal timing would be adjusted throughout the corridor. This change was previously implemented during the COVID-19 pandemic, as the change also eliminates the need for pedestrians to push a physical button to trigger the walk signal.

3. Lifting Peak-hour Parking Restrictions

Currently, parking on Fountain Avenue is not permitted during peak traffic hours to facilitate vehicle throughput. This was a measure put in place when Santa Monica Boulevard was being reconstructed and remains today. To slow speeding prior to Project implementation, the City could eliminate peak-hour parking restrictions now, which would narrow the roadway for much of the corridor. Removing restrictions would also simplify parking rules, however, it could also create more erratic merging and weaving by making existing irregular lane configurations full-time. Phase 1 of the Project eliminates a lane in each direction, and lifting restrictions now would match the future street layout and may help drivers adjust to planned changes. However, choke-points could lead to cut-through traffic on side streets during peak hours. This measure would require removing or covering existing signage along the corridor and has a longer timeframe than the previous two options.

Environmental & Mobility Benefits

While safety is the primary goal of the project, the project is also intended to improve access for trips by bike/scooter, calm traffic conditions, and create a more comfortable walking environment in a corridor with the City's highest concentration of multi-family housing. Protected bike lanes along a 1.85-mile-long corridor through the heart of the City are intended to create a safe, low-stress east/west bicycle route with adjacent low-volume streets ideal for cycling, walking, and scooter use. The Project would connect to Santa Monica Boulevard via Olive Drive and Kings Road, where existing bike lanes continue west through Beverly Hills, and south on San Vicente Boulevard to Beverly Boulevard, where a separate study of protected bike lanes is underway. According to the 2021 Climate Action and Adaptation Plan, the transportation sector is responsible for 31% of the City's overall greenhouse gas emissions.

Equity

The Project spans both the Mid-City area and the Eastside of West Hollywood. The Eastside is relatively low-income, transit-dependent, and home to a higher percentage of residents with fewer private vehicles than the rest of the City. In addition, the Eastside has a significant number of Russian speakers, many of whom have low English proficiency (LEP). A portion of the Eastside is designated by Metro as an Equity Focus Community (EFC). EFCs are neighborhoods that Metro has prioritized for targeted transportation investment based on key equity indicators, specifically, where census tracts have a high concentration—over 40%—of any of the following:

- Zero-car households
- Low-income households
- Non-white populations (BIPOC*)

Bicycle and pedestrian upgrades to Fountain would improve access to existing and upcoming transit investments. Recent area transit improvements include peak-hour bus lanes on La Brea Avenue, with additional peak-hour bus lanes being studied by the Westside Cities Council of Governments on La Cienega Boulevard. Finally, future Metro rail service is under study with potential station areas at La Brea Avenue, Fairfax Avenue, and San Vicente Boulevard.

**The acronym BIPOC means Brown, Indigenous, or People of Color.*

Fountain Avenue Community Meeting

On August 19, 2025, a community meeting on the Project was held at Plummer Park, in rooms 5 and 6. The meeting was very well attended, with 261 individuals who signed the attendance sheet, with likely more in attendance that did not sign in. Staff gave a project presentation, and following, fielded questions that were submitted via Slido, a digital platform that allows users to submit questions or comments that are shown for all to see, and users can vote up or down comments in an effort to reduce redundant questions. Comments submitted with responses are available as Attachment B. Written notecards were also provided, with 35 notecards submitted, which also include responses included as Attachment C. Afterwards, public comment was received, and 41 speakers shared their thoughts on the Project during a two-minute comment period given. 22 comments were in opposition, 16 in support, and 4 neutral/mixed.

The following bullet points summarize the most frequently noted concerns heard by the public during the public comment portion of the meeting:

Common Messages of Project Supporters:

- Climate and sustainability goals require reducing auto dominance, and wide streets invite traffic through the community.
- Narrower lanes and protected facilities reduce speeds and save lives; safety must outweigh inconvenience.
- Safety is paramount: many cited recent fatalities, injuries, and personal crash experiences.
- Emphasis on equity: streets should protect children, seniors, disabled people, and those without cars.
- International examples cited (New York, Paris, Copenhagen) showing successful street transformations.

Common Messages of Project Opponents:

- Lane reduction will cause gridlock and divert traffic to neighborhood streets, Sunset and Santa Monica Boulevards.
- Loss of parking spaces will burden residents and businesses.

- Concern that waste trucks, deliveries, and emergency vehicles will be blocked in a one-lane design.
- Outreach perceived as late or predetermined; calls were made for a vote at the meeting or additional alternatives.
- Popular suggestions: speed bumps, stricter enforcement, left-turn lanes, rerouting traffic apps, and keeping four lanes with selective improvements.

Transportation & Mobility Commission (TMC)

On August 20, 2025, staff presented the Project at a special meeting of the Transportation & Mobility Commission held in the City Council Chambers, which is available for viewing on the City's YouTube Channel, www.youtube.com/wehotv.

The meeting was well attended by the public, and many public comments were made that were similar in nature to those expressed at the community meeting, in written correspondence, and via Engage Weho. TMC Commissioners were asked to provide specific input on three items:

1. Existing turn restrictions (currently included in 30% plans);
2. Interim/immediate traffic calming measures that could be made prior to the implementation of Phase 1 for immediate safety improvements.
3. Comments on the Project overall.

There was mixed feedback from commissioners on turn prohibitions, with broad support for immediate safety solutions proposed by Staff, described on page 23. There was mixed feedback on removing peak-hour parking restrictions, as roadway geometry would lead to mixed results without additional work, such as temporarily striping an edge line in the wider segments of Fountain Avenue and other potential interventions to facilitate safer merging.

Most commissioners expressed support for the project, acknowledging the concerning crash data, while also acknowledging the concerns of the public about the trade-offs the project would require.

General Project Feedback by Commissioners:

- Consider prohibiting right turns at red lights
- Consider adding left-turn pockets to balance traffic flow

- Noted parking, access for ADA, and deliveries as areas for improvement
- One commissioner suggested bringing plans back to TMC or City Council at 65% design
- Suggested refinement of crosswalk design, reducing the width of crosswalks to better demarcate space for vehicles
- Suggestion to assess Willoughby Avenue after implementation to reduce spillover traffic

Public Facilities, Recreation & Infrastructure Commission

On August 26, 2025, a special meeting of the Public Facilities Commission was held at Plummer Park in rooms 5 & 6 to hear a presentation on the Project and provide input to staff. Many community members expressed their views during the public comment portion of the meeting, with similar messages expressed in the previous two meetings. Commissioners asked about the durability of extruded curbing, whether alternatives had been considered for self-watering planters, and other questions related to the overall project.

Phase 1 Construction Timeline

If approved by City Council, project management of Phase 1 would transition to the Department of Public Works, with the design phase beginning immediately. The design phase develops plans from the current concept plans (30%) to 100%, biddable construction documents. Following an accelerated schedule, construction is anticipated to begin in fall 2026 and conclude in early spring 2027. This accelerated schedule assumes no Council-directed design changes, which could prolong the design process.

Phase 2 Timeline

Phase 2 of the Project would widen sidewalks, upgrade curb ramps, add street trees/landscaping, upgrade street furniture, add upgraded pedestrian-oriented street lighting, and other streetscape amenities. The Project would most likely involve burying overhead utilities to reduce sidewalk obstructions. These elements require utility relocation, storm-drain adjustments, and new signal foundations, with extensive civil design work. Sequencing sidewalks to Phase 2 allows the City to deploy safety improvements sooner while a vision for permanent streetscape improvements is developed via a community-led

process and funding for the costlier items is procured.

An expanded Steering Committee would guide the Phase 2 design process with open, in-person public meetings. Similar to the Design District Streetscape Project, the development of the larger Phase 2 project would involve several detailed design decisions that would require extensive community input, from high-level design tradeoffs related to roadway and bikeway configuration to specific landscaping, street furniture, public art, and paving pattern selections. If the City Council authorizes the release of a Request for Proposals (RFP), staff would release an RFP as soon as possible, and Phase 2 would begin, led by the newly formed Transportation & Mobility Division.

Interim/Immediate Safety Measures

At the July 16, 2025, Transportation & Mobility Commission meeting, Commissioners discussed potential measures that could be implemented on Fountain Avenue immediately to improve safety. Staff discussed various options and suggested the following two measures that could be implemented within a very short period (1-3 weeks), and a third, slightly longer option that requires signage changes. These measures would not impact the design schedule of the Project or require the installation of physical infrastructure that would need to be removed with the construction of the Project:

1. Adding Leading Pedestrian Intervals (LPIs*) to all 12 traffic signals on Fountain Avenue. LPIs give pedestrians a brief head start at crosswalks before traffic lights change for vehicles, so that motorists have better sightlines of pedestrians and are less likely to turn in front of or into someone crossing the street.
2. Setting traffic signals to “recall,” to intentionally slow traffic flow by timing signalized intersections along the corridor so motorists must slow down to stop at additional red lights along the corridor, even when no traffic is present on cross streets
3. Lifting peak-hour parking restrictions, which would enable parking all day on both sides of the street, reducing travel lanes and capacity of the street prior to the new roadway construction.

**The Engineering Division is in the process of hiring a consultant to implement LPIs at all West Hollywood traffic signals.*

In addition, many have asked staff about the City's ability to use red light cameras and speed

enforcement. Red light cameras are allowed under the California Vehicle Code (CVC21455.5). Currently, only seven California jurisdictions are authorized by a 2023 law to deploy automated speed enforcement under Assembly Bill (AB) 645.

Red Light Camera History

West Hollywood's Red Light Photo Enforcement Program operated from 1999 to 2020, making it one of the earliest and longest-running programs in California. It aimed to reduce broadside collisions and improve pedestrian safety. Over time, the program was scaled down from eight intersections with 24 cameras to four intersections with eight cameras, and ultimately discontinued as safety benefits diminished and more sustainable engineering solutions became available.

California law (Vehicle Code § 21455.5) continues to permit red light cameras with strict requirements for signage, officer review, and fairness. Pending legislation, SB 720, would reclassify red light violations statewide as civil infractions (no DMV points, no driver identification required) and redirect revenues to safety programs, shifting the emphasis from punishment to prevention.

West Hollywood Program — Key Locations

- **Original intersections (1999 launch):** Fountain/Crescent Heights, Fountain/Fairfax, Fountain/La Brea, Beverly/Robertson, Santa Monica/Fairfax, Santa Monica/La Brea, Melrose/La Cienega, Sunset/La Cienega.
- **Reduced focus (2015 onward):** La Brea at Fountain (north & southbound), Beverly at Robertson (east & westbound), La Brea at Santa Monica (eastbound & northbound), La Cienega at Melrose (north & southbound).
- **Program end (2020):** Cameras were removed from the last four intersections, with safety improvements transitioned to engineering solutions like countdown pedestrian signals, Leading Pedestrian Intervals, and in-roadway lights.

Fehr & Peers Contract Amendment

A proposed contract amendment is proposed to accelerate project delivery if the City Council approves Phase 1 of the project. The proposed amendment to the scope of services includes construction administration support and a 20% design contingency, the development of traffic signal timing, with bidding services to answer requests for information

(RFIs) from the contractors during the bid period, and construction support. The aforementioned items would be billed on a Time & Material basis. The 20% design contingency would cover design modifications in response to public workshop input, and any other potential modifications based on City Council input. Project management would transition from Long Range Planning to the Department of Public Works, and approval of this contract amendment would eliminate the need for the Department of Public Works to procure additional consultant support for these tasks, and the time necessary to familiarize a new consultant with the Project.

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:

This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:

- OSP-4: Transportation System Improvement.
- PSG-1: Maintain the City's Unique Urban Balance with Emphasis on Residential Neighborhood Livability.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

- M-3: Maintain and enhance a pedestrian-oriented City.
- M-5: Create an environmentally and financially sustainable transportation network that provides for the mobility and livability needs of West Hollywood residents, businesses, and visitors.

The proposed action to approve the 30% design plans for Phase 1 of the Fountain Avenue Streetscape Project, along with the associated contract amendment to accelerate implementation, is consistent with the West Hollywood General Plan 2035. This finding is based not only on alignment with specific transportation and urban design policies, but on the project's broader support for the Plan's integrated goals around mobility, livability, sustainability, equity, and good governance. The General Plan sets a vision for a livable, walkable, inclusive, and sustainable urban environment. The Fountain Avenue Streetscape Project directly advances this vision by transforming a high-traffic corridor into a safer, more multimodal, and aesthetically enhanced public space and reflects the City's commitment to a safe, sustainable, and inclusive built environment.

EVALUATION PROCESSES:

Traffic counts will be collected following the construction of Phase 1 of the Project. Staff will continue coordinating with emergency services personnel and Athens Services and will continue community engagement to ensure that any unanticipated project impacts are addressed through design changes either in Phase 1 or Phase 2, depending on which project Phase is better suited to a solution. A publicly visible, free-standing bicycle counter is under consideration by staff to monitor bicycle usage as part of Phase 1 of the project.

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

This item continues the implementation of West Hollywood's 2021 Climate Action and Adaptation Plan (WeHo Climate Action), which promotes the City's environmental and sustainability actions on the built environment and municipal operations, as well as the quality of life of residents, businesses, and visitors.

This item is consistent with all Climate Measures, including, but not limited to:

- TM-1: Increase sustainable mode share in West Hollywood (Walking, Bicycling, Transit)
- TM-2: Promote zero and near zero carbon transportation
- TM-4: Implement transportation demand management (TDM) solutions

Enhancements in pedestrian and bicycle pathways contribute to a healthier, more accessible, and environmentally friendly city. The proposed enhancements will encourage more residents and visitors to opt for walking and bicycling, reducing reliance on carbon-intensive transportation. This measure aligns with the City's goal to reduce greenhouse gas emissions from the transportation sector, a significant contributor to the City's carbon footprint. By supporting the implementation of sustainable transportation improvements, the proposed projects advance the City's commitment to environmental sustainability, reduce greenhouse gas emissions, and enhance the quality of life for its residents, businesses, and visitors.

COMMUNITY ENGAGEMENT:

The Project's Engage Weho page has had 6,379 views since the project's initiation, with a recent spike in activity from the months of July – September 2025, likely a result of a coordinated noticing campaign leading up to the Community Meeting on August 19, 2025,

and subsequent commission meetings. Notecards were mailed citywide, and a 500-foot radius mailing along Fountain Avenue was added to ensure note cards would reach Los Angeles residents immediately north of Fountain Avenue ahead of the City Council meeting on September 15, 2025. Banner ads were placed in the Beverly Press and Weho Times ahead of the community meeting. The City has leveraged its suite of communication tools for this project, including an SMS text blast and social media outreach. Staff presented the project to Council District 13 staff in Los Angeles, and a flyer was posted to their events calendar and website. Flyers were also distributed to Fountain Avenue residents and posted at community gathering places. Flyers were distributed in Russian at Plummer Park, and a Russian translator was available to assist Russian speakers at the Community Meeting on August 19, 2025.

Community Input via Email & Engage Weho

Over the last several months, staff have received 71 emails, with 24 in support of the project, 43 in opposition, and 4 neutral. Those noted as neutral were often in support of safety improvements without parking loss or in favor of another alternative. Email input was generally similar to comments received at the community meeting and subsequent commission meetings, with supportive comments emphasizing:

- Concerns about pedestrian and cyclist safety, noting recent collisions and fatalities.
- Desire for protected bike lanes, traffic calming, and safer crossings near schools, parks, and childcare centers.
- Anticipating that the project will improve walkability, livability, and neighborhood quality of life.
- Framing the project as consistent with public health, environmental goals, and equitable transportation access.

Opposing Comments raised concerns about:

- Traffic congestion and fears of worsening backups on Sunset and Santa Monica Boulevards.
- Loss of on-street parking.
- Perceptions that bike lanes are underused or not cost-effective.
- Skepticism that lane reductions will improve safety, with some arguing that speed

enforcement or additional signals would be more effective.

Nineteen messages were submitted via the Engage Weho platform, which expressed comments and questions consistent with those emailed and expressed at the community meeting. In addition, many comments were submitted to the PFC and TMC prior to each meeting. Finally, many emails have been sent to City Council members expressing sentiments on the Project.

OFFICE OF PRIMARY RESPONSIBILITY:

COMMUNITY DEVELOPMENT DEPARTMENT / LONG RANGE PLANNING – Visioning & Planning

DEPARTMENT OF PUBLIC WORKS / ENGINEERING – PS&E and Construction

FISCAL IMPACT:

Based on high-level estimates, the preliminary construction for Phase 1 is between \$2.3 million and \$3.5 million. A preliminary estimate of Phase 2 construction is between \$30 million and \$35 million. The PS&E would provide a more accurate cost estimate. The preliminary estimated total construction cost for Phase 1 and Phase 2 of the Fountain Avenue project is between \$32.3 and \$38.5 million.

	PS&E	Construction
Phase 1	\$493,502	\$2.3 – 3.5 million
Phase 2	\$2,108,862	30-35 million
Total	\$2,602,364	\$32.3-38.5 million

Funding for Phase I PS&E is budgeted in the Proposition C Fund at account 204-4-07-83-704036. The Fountain Avenue Streetscape Project received \$4,923,840 as part of a Sustainable Transportation and Equity Project (STEP) grant awarded to the City by CARB, budgeted in the Miscellaneous Grants Fund at account 202-4-07-83-704036. The grant funds clean transportation and projects that increase transportation equity by addressing community residents' transportation needs, increasing resident access to destinations, and reducing GHG emissions. Phase 1 near-term elements are consistent with the grant's scope, focused on near-term safety and equity outcomes; This Project is also slated to receive \$1.7 million through the Metro Measure M Multi-Year Subregional Program through

the Westside Cities Council of Governments. Phase 2 will leverage remaining and future funds for civil sidewalk work and streetscape.

**Refined cost estimates will occur later in the design phase when more precise materials quantities are known, and an updated figure will be brought to the City Council prior to authorization to proceed.*

California Environmental Quality Act (CEQA)

Phase 1 of the Fountain Avenue Streetscape Project is statutorily exempt from CEQA pursuant to Public Resources Code §21080.25, which exempts bicycle facilities that improve safety, access or mobility, including new facilities within the public right-of-way. Public Resources Code §21080.25 also exempts planning decisions carried out by local agencies to remove or restrict parking. Phase 1 is carried out by the City, does not induce single-vehicle occupancy trips, or add any auxiliary lanes. The physical infrastructure added in Phase 1 is minor, within the existing right-of-way, and is needed for the safe movement of bicycles. Construction of Phase 1 would not remove any affordable housing units.

Additionally, Phase 1 is exempt from CEQA under CEQA Guidelines §15301(c) (Class 1 – Existing Facilities) and §15304(h) (Class 4 – Minor Alterations to Land: creation of bicycle lanes on existing rights-of-way). Phase 1 re-stripes the existing corridor to one travel lane per direction, installs protected bikeways separated by surface-mounted, reversible elements (e.g., extruded curbs/planters), adds paint/markings, curb extensions, and high-visibility crossings, adjusts curbside parking, and repaves—all within the existing public right-of-way and without adding automobile lanes. The exceptions to categorical exemptions (Guidelines §15300.2) do not apply: the project area is urbanized; there is no work on a state scenic highway, no listed hazardous waste sites, and no substantial adverse change to historical resources; and there is no unusual circumstance creating a reasonable possibility of significant effects. Consistent with SB 743, transportation effects are evaluated in terms of vehicle miles traveled (VMT) rather than delay or parking availability; the curbside reallocation to bikeways does not constitute a CEQA impact. A Notice of Exemption (NOE) will be filed after City Council approval, as described below.

Next Steps

If the City Council approves Phase 1 of the Project, staff will immediately initiate any Council-directed design changes with the consultant team. In addition, staff will immediately initiate

any interim/immediate traffic calming measures on Fountain Avenue as determined by the City Council. The management of the Project will transition from the Long Range Planning Division to the Department of Public Works (DPW). Given the formation of the new Transportation & Mobility Division within the DPW, it is anticipated that transportation staff will remain involved in the design process, although DPW will take over management of Phase 1 implementation. If approved by City Council, Phase 2 would be initiated immediately, led by the Transportation & Mobility Division, with first steps including the release of an RFP and the formation of an expanded steering committee to guide a community-led visioning process. DPW Staff would bring the final construction documents to City Council along with a contract for the selected contractor, estimated to occur in summer 2026, with initiation of construction anticipated for fall 2026 and completion in early spring 2027.

ATTACHMENTS:

Attachment A – 30% Conceptual Plan Set

Attachment B – Community Meeting Comments & Responses (Slido)

Attachment C – Community Meeting Comments & Responses (Index cards)

Attachment D - Parking Analysis Memo

Attachment E – Amendment No. 2 to Agreement for Services, Fehr & Peers