

**4.2.5 Wilshire/Rodeo Station Area**

The Wilshire/Rodeo Station area is characterized by Rodeo Drive and high-end retail shops along Beverly Drive north and south of Wilshire Boulevard, and hotel, commercial, gallery, and mixed-use buildings along Wilshire Boulevard. The area is quite dense and built out with minimal empty parcels. Figure 4-12 shows the view west on Wilshire Boulevard toward the Beverly Wilshire Hotel. Tall palm trees present a vivid image, and multi-story buildings provide a sense of enclosure. Buildings north of Wilshire Boulevard are larger and more tightly packed, consisting of commercial, retail, residential, and mixed-uses. Buildings south of Wilshire Boulevard are single-family residences and small multifamily apartment buildings that are set back from the street. Commercial buildings are also located south of Wilshire Boulevard along S. Beverly Drive. Some of the buildings north of Wilshire Boulevard have café seating on the sidewalk and substantial landscaping.

Figure 4-10 shows the view west on Wilshire Boulevard with the variation of building scales and types.

The predominate architectural style in this area is eclectic with Modern, Neo-Traditional, International, Art Deco, and less distinguishable commercial, retail, and mixed-use buildings. The Beverly Wilshire Hotel is a prominent visual resource in the station area (Figure 4-11). The nearby neighborhood includes a variety of residential architectural styles, including bungalow, Spanish Eclectic, courtyard, Tudor, and Colonial styles, among others. The California Bank Building is an Art Deco wedding-cake-style building. The Security Pacific Plaza building at Wilshire Boulevard and Roxbury is an example of the area's modern architecture. North of Wilshire Boulevard on Rodeo Drive, the Usonian Anderton Court Shops and its steeple, designed by Frank Lloyd Wright, contribute to the unique character of this area. The prominent Saks Fifth Avenue



**Figure 4-12. View looking west on Wilshire Boulevard toward the Beverly Wilshire Hotel**



**Figure 4-10. View looking west on Wilshire Boulevard**



**Figure 4-11. View of the Beverly Wilshire Hotel**

building on Wilshire Boulevard is an example of Hollywood Regency Modern architecture, and the Home Federal Savings Building, also on Wilshire, showcases Modern architecture with its white parabolic arches and window boxes.

No open spaces of notable size are near the station area. However, views north to the Santa Monica Mountains and the slopes of Beverly Hills form a memorable contrast to the urban environment. Views east and west down Wilshire Boulevard are also notable because of the tall buildings along its length. Tall palm trees, ubiquitous in downtown Beverly Hills, are prominent visual resources, and Wilshire Boulevard has landscaped center medians with trees every few blocks. Commercial signage, overhead street lights, and traffic signals are prominent visual elements along Wilshire Boulevard. The Wilshire/Rodeo Station area's existing visual quality is high due to its strong and consistent architectural and urban design features.

#### **4.2.6 Century City Station Area**

The Century City Station area is a dense auto-oriented urban center with large, tall buildings that are interspersed among wide boulevards, multi-level plazas, and over-street pedestrian passageways. Figure 4-13 shows a view of Avenue of the Stars, depicting its width, auto-orientation, adjacent large buildings, and pedestrian overpass.

Many of Century City's high-rise buildings, some of which exceed 40 stories, were built between 1964 and 1975; several others were added in the 1980s and subsequent years. The surrounding area includes low-density residential areas immediately to the west and northwest. Santa Monica Boulevard has commercial and retail buildings up to five stories.

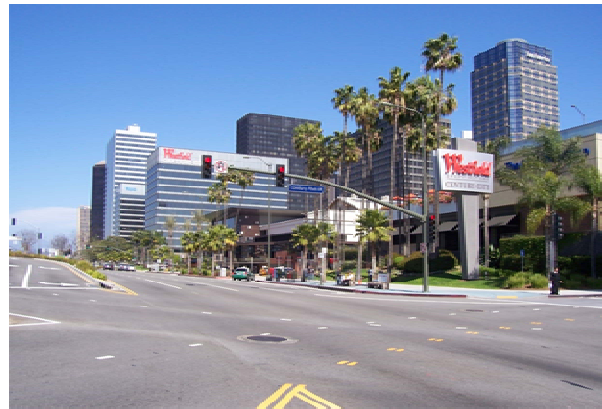
The cluster of high-rises in Century City can be seen throughout the Los Angeles area, acting as a visual landmark announcing the location of Century City on the Westside. The towers also help orient subway riders. Figure 4-14 shows the view east on Santa Monica Boulevard. The wide streets in the foreground contrast with the bulk and scale of buildings in Century City. Prominent buildings that contribute to the area's visual character include the curved Century Plaza Hotel and the Century Plaza Towers, which comprise triangular 44-story buildings. Views at the station area are limited by tall buildings and by landscaped barriers (between Century City and the Country Club, and between Century City and the residential neighborhood to the west). Distant views to the northeast include the mountains and the Hollywood Sign.



**Figure 4-13. View looking south on Avenue of the Stars**



Century City has some regularly spaced mature shade trees along Avenue of the Stars, as well as other trees that are scattered around the area. Palm trees are also common along the street edge. Most areas of Century City have few trees and narrow grassy areas that act as buffers between the streets and the buildings. Several corporate plazas and walkways provide open space throughout Century City, most of which include landscape features and sitting areas.



**Figure 4-14. View looking east on Santa Monica Boulevard**

Santa Monica Boulevard has banners and flags, and pedestrian-oriented lighting. Commercial signage, overhead street lights, and traffic signals are prominent visual elements along Santa Monica Boulevard. The Century City Station area’s existing visual quality is moderate due to its general pleasant appearance, but lack of strong consistent architectural and urban design features.

#### **4.2.7 Westwood/UCLA Station Area**

The Westwood/UCLA Station area consists of densely developed commercial areas (Westwood Village and Wilshire corridor towers) that contrast with the open character of the Veterans Cemetery, UCLA-owned parking lot, and Federal Building parking lot. Multi-family residential areas are located to the south.

Westwood Village is pedestrian-oriented, with low- to mid-rise buildings containing retail, office, and mixed-uses. Westwood Village’s urban form is pedestrian-oriented with wide sidewalks, street-facing retail, shade trees, human-scaled facades, and street benches, as shown in Figure 4-15. This village character contrasts with the many multi-story residential towers, hotels, and office buildings that lie east along Wilshire Boulevard. Southeast of Wilshire Boulevard, single-family residences and small multifamily buildings are prominent. Areas to the southwest contain larger residential buildings that are primarily multifamily.



**Figure 4-15. View of Westwood Village**

The predominant architectural style in Westwood Village is Mediterranean, with tile roofs, decorative Spanish tile, courtyards, paseos, and patios. Notable buildings in the Village include the Janss Investment Company Building with its prominent dome and portico. The Fox Theater and Ralph’s Grocery Store building with its red-tiled Spanish





Revival roof are also prominent visual resources that contribute to the area's unique character.

The architectural style along Wilshire Boulevard is predominantly International and Modern. South of Wilshire, residential areas include California bungalows, Spanish eclectic, Tudor, and Colonial styles, as well as box-stucco buildings, among others. Figure 4-16 shows the Hammer Museum at the entrance to Westwood Village. This building is a notable visual resource with large gray and white stripes that contrast with some of the other large-scaled buildings along Wilshire Boulevard.

The National Cemetery, Westwood Park, and the Westwood Memorial Park Cemetery provide open expanses and the opportunity for distant views of the Santa Monica Mountains. Palm trees are a common sight along the streets of Westwood Village. Residential areas south of Wilshire Boulevard also contain regularly spaced palm trees and other street trees. Views in Westwood Village are limited by high-rise buildings along Wilshire Boulevard. Figure 4-17 shows a view looking east from Lot 36 toward Wilshire Boulevard. The bulk and scale of commercial buildings along Wilshire Boulevard contrast with the open character of the parking lot. Overhead power lines and street lighting frame Lot 36. Tall wall-style billboards and stand-alone billboards are defining visual features of views to the east on Wilshire Boulevard. The I-405 highway is a prominent visual feature in views to the west. The Westwood/UCLA Station area's existing visual quality is high due to its distinctive and unique architectural features.



**Figure 4-16. View of Hammer Museum at the entrance to Westwood Village**



**Figure 4-17. View looking east from Lot 36 toward Wilshire Boulevard**



**4.2.8 Westwood/VA Hospital Station Area**

The Westwood/VA Hospital Station area is north of the VA Hospital and surrounded by large, open landscaped areas and several parking lots. I-405 is a prominent visual feature in views to the east. The six-story VA Hospital is separated from Wilshire Boulevard by a large surface parking lot.

Figure 4-18 shows a view looking south toward the VA Hospital and parking lot. Other buildings on the VA Affairs property include smaller commercial, medical, and residential buildings that are scattered around rolling open-space and parking areas. Most open-space areas that do not include parking are well-landscaped. Several mature trees, including palms, are located on the VA grounds.



**Figure 4-18. View looking south toward the VA Hospital and parking lot**

Figure 4-19 shows the pedestrian and vehicular underpass under Wilshire Boulevard. Views in this area are somewhat limited by the I-405 overpass over Wilshire Boulevard, which is a prominent visual feature. However, views to the north include the Santa Monica Mountains and Hollywood Hills, and views to the south include the taller buildings in Century City. Overhead utility lines, large billboards, and tall wall-type signage are prominent visual features along Federal Avenue. The Westwood/VA Hospital station area’s existing visual quality is moderate due to its general pleasant appearance, but lack of strong consistent architectural and urban design features.



**Figure 4-19. View of underpass on Wilshire Boulevard**

**4.2.9 Wilshire/Bundy Station Area**

The Wilshire/Bundy Station area is located in the Brentwood/West LA neighborhood with single-family neighborhoods to the northwest and dense multifamily residential neighborhoods to the east and south. The architectural style of the area is eclectic, with some International-style glass towers and otherwise unremarkable stucco/box, commercial, auto-oriented strip malls, shops, and multifamily apartment building complexes.