

ORDINANCE NO. 16-976

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING AMENDMENTS TO THE ZONING ORDINANCE AND SUNSET SPECIFIC PLAN RELATED TO TEMPORARY CREATIVE OFF-SITE SIGNAGE.

THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1. The City of West Hollywood initiated amendments to the Zoning Ordinance, Article 19 of the Municipal Code to add clarifying language to Section 19.34.080 and definitions in Section 19.90.020, and amendments to Section (I)(3)(b) (Requirements, Creative Billboards) of Part 8 (Billboards and Art Advertising) of Section 1 (Requirements and Guidelines for Development), Part 2 of the Sunset Specific Plan.

SECTION 2. A public hearing was duly noticed for the City Council meeting of December 21, 2015 by publication in the Beverly Press newspaper, the West Hollywood Independent Newspaper, required state and local agencies, and the City website and by announcement on City Channel 6 by December 10, 2015. A notice for cancellation and continuance of public hearing was posted on November 5, 2015 for the Planning Commission meeting on November 19, 2015. On November 19, 2015, the Planning Commission unanimously voted to adopt Resolution PC 15-1162, and recommend approval of the zone text and specific plan changes discussed herein.

SECTION 3. The proposed text changes to the City's Municipal Code and Sunset Specific Plan are subject to analysis under the California Environmental Quality Act (CEQA) pursuant to Section 15070 of the CEQA Guidelines. A Negative Declaration was prepared and circulated as required by State law. The Negative Declaration concluded that the proposed project would not induce any significant environmental impacts, and that no additional mitigation measures were required for the proposed project.

SECTION 4. The West Hollywood City Council hereby finds that Zone Text Amendment ZTA015-0010 and Sunset Specific Plan Amendment SPA15-0001 are consistent with the Goals and Policies of the General Plan:

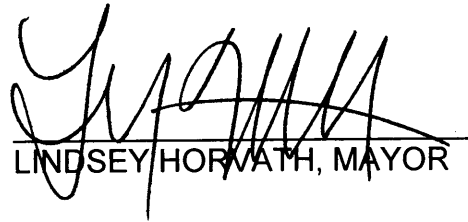
- LU-15, Maintain Sunset Boulevard as a regional, national, and international destination for entertainment, and the primary economic engine of the City; and
- LU-16, Maximize the iconic urban design value and visual creativity of signage in West Hollywood.

SECTION 5. Based on the foregoing, the City Council of the City of West Hollywood hereby amends the West Hollywood Municipal Code and Sunset Specific Plan pursuant to Zoning Text Amendment 015-0010 and Sunset Specific Plan Amendment 015-0001 which are attached hereto as Attachment A and Attachment B,

respectively.

PASSED, APPROVED AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 1st day of February, 2016 by the following vote:

AYES:	Councilmember:	D'Amico, Duran, Heilman, Mayor Pro Tempore Meister, and Mayor Horvath
NOES:	Councilmember:	None.
ABSENT:	Councilmember:	None.
ABSTAIN:	Councilmember:	None.



LINDSEY HORVATH, MAYOR

ATTEST:



YVONNE QUARKER, CITY CLERK

STATE OF CALIFORNIA)
 COUNTY OF LOS ANGELES)
 CITY OF WEST HOLLYWOOD)

I, YVONNE QUARKER, City Clerk of the City of West Hollywood, do hereby certify that the foregoing Ordinance No. 16-976 was duly passed, approved and adopted by the City Council of the City of West Hollywood at a regular meeting held on the 1st day of February 2016, after having its first reading at the regular meeting of said City Council on the 19th day of January, 2016.

I further certify that this ordinance was posted in three public places as provided for in Resolution No. 5, adopted the 29th day of November, 1984.

WITNESS MY HAND AND OFFICIAL SEAL THIS 2nd DAY OF FEBRUARY 2016



YVONNE QUARKER, CITY CLERK

Attachment A

**ZONE TEXT AMENDMENT 015-010
WEST HOLLYWOOD MUNICIPAL CODE
SECTIONS TO BE MODIFIED**

Section 1. Section 19.34.080(D) in Chapter 19.34 of Title 19 of the West Hollywood Municipal Code is amended to read as follows:

D. *Approval Authority.* The Commission shall have the authority to approve district identification signs, large-screen video signs, conditional use permits for tall wall signs, second sides for existing billboards, and new billboards integrated into new construction. The Director may approve all other off-site signs.

Section 2. Section 19.34.080(E) in Chapter 19.34 of Title 19 of the West Hollywood Municipal Code is amended to read as follows:

E. *Billboards - Creative.* A creative billboard may be approved as a temporary modification to an existing billboard, in compliance with this section. The following regulations are intended to encourage creatively designed billboards that make a positive visual contribution to Sunset Boulevard and to the overall image of the city.

1. *Limitation on Location.* Creative billboards may be approved only within the SSP (Sunset Specific Plan) zoning district and only in conjunction with an existing billboard.

2. *Approval Authority.* A creative billboard is subject to approval by the Director.

3. *Time Limit.* The Director may approve the placement of a creative billboard for a maximum period of twelve months. One six-month time extension may be approved or denied by the Director and the creative billboard shall be removed immediately upon expiration. Certain types of physical extensions may be installed for a longer period, as allowed by state law.

4. *Standards.* A creative billboard shall be designed and located in compliance with all of the following standards.

a. The creative billboard shall alter an existing billboard without changing its location. Any enlargement of the billboard shall be designed as an integral part of the billboard image and contribute to the overall creativity of its design.

b. The creative billboard shall be properly sited and well integrated within the context of its surroundings.

c. Creative billboards shall be an inventive and original representation of the product or business being advertised. The creative billboard shall exhibit one or more of the following elements:

- (1) Three-dimensional props and extensions
- (2) Extensions with cut-out shapes or voids
- (3) Integrated thematic lighting such as neon, LED, images which change from day to night through lighting effects, projected light, video projections, or other emerging technologies.
- (4) Moving or animated mechanical elements.
- (5) Different day-time and night-time images.
- (6) Hand-painted graphics or graphics crafted on-site
- (7) Alternative textures and materials, such as plants and vegetation.
- (8) Live action.
- (9) Innovative technologies such as passive participatory attributes or three-dimensional anamorphic illusions over multiple surfaces.
- (10) Other features as approved by the Director of Community Development.

d. The following elements do not qualify as creative for the purposes of a creative billboard: use of color, and/or use of stretched vinyl material.

e. Creative billboards that incorporate three-dimensional elements and extensions shall also meet the following criteria:

- (1) The area of any prop or extension shall not be more than 25% of the overall area of the existing billboard sign face, or the maximum area allowed by state law for customary maintenance, whichever is greater.
- (2) No extension shall exceed 100' above the adjacent sidewalk on Sunset Boulevard as taken from the curb at the nearest point to the sign support.
- (3) Extensions shall not project more than 25' from any billboard edge.
- (4) Extensions shall have a distinct shape and shall not be used to uniformly expand the area of the billboard.

f. Moving or changing visuals shall be timed to not cause driver distraction or interfere with the flow of traffic, or otherwise adversely impact public health, safety, or welfare. Moving or changing visuals shall be designed to minimize the impact on neighboring residential uses.

g. The creative billboard shall not result in removal or alteration of trees or landscaping in nearby public parks or in the public right-of-way.

h. No three-dimensional element or extension to a billboard shall extend or project beyond the property line of the subject site without approval of the Director of Community Development and express written permission of the adjacent affected property owner(s).

i. Lighting of the creative billboard shall be designed to minimize glare onto other properties and uses. Creative billboards that incorporate thematic lighting shall also meet the following criteria:

- (1) The creative billboard shall be located and designed not to cause light and glare impacts on neighboring uses. The light emitted from the subject property at any adjacent residential property line shall not exceed three footcandles above existing light levels. Glare shall not exceed a 30:1 contrast ratio, or latest IESNA standards.
- (2) Light shall not have stroboscopic or flashing effects.
- (3) Lighting shall not transition suddenly and/or repetitively between light and dark.
- (4) Moving light shall flow smoothly across the surface(s) of the billboard and not oscillate, rapidly pulse, or suddenly change direction.
- (5) Projected light shall not spill beyond the surface(s) of the billboard and onto adjacent parcels and/or surfaces.
- (6) Animated or moving light shall not be in operation from 2:00 AM through 45 minutes before sunrise.
- (7) Digital signs are not permitted.

Section 3. The title of Section 19.34.080(I) in Chapter 19.34 of Title 19 of the West Hollywood Municipal Code is amended to read:

I. *Tall Wall Signs - Standard*

Section 4. Section 19.34.080(J) in Chapter 19.34 of Title 19 of the West Hollywood Municipal Code is amended to read as follows:

J. *Tall Wall Signs - Creative.* A creative tall wall sign may be approved as a temporary modification to an existing, permitted tall wall, in compliance with this section. The following regulations are intended to encourage creatively designed tall walls that make a positive visual contribution to Sunset Boulevard and to the overall image of the city.

1. **Limitation on Location.** Creative tall walls may be approved only within the SSP (Sunset Specific Plan) zoning district and only in conjunction with an existing, permitted tall wall.

2. **Approval Authority.** A creative tall wall is subject to approval by the Director.

3. **Time Limit.** The Director may approve the placement of a creative tall wall for a maximum period of twelve months. One six-month extension may be permitted by the Director and the creative tall wall shall be removed immediately upon expiration.

4. Standards. A creative tall wall shall be designed and located in compliance with all of the following standards.

a. The creative tall wall shall alter an existing tall wall without changing its location. Any enlargement of the tall wall shall be designed as an integral part of the tall wall image and contribute to the overall creativity of its design.

b. The creative tall wall shall be properly sited and well integrated within the context of its surroundings.

c. Creative tall walls shall be an inventive and original representation of the product or business being advertised. The creative tall wall shall exhibit one or more of the following elements:

- (1) Three-dimensional props and extensions
- (2) Extensions with cut-out shapes or voids
- (3) Integrated thematic lighting such as neon, LED, images which change from day to night through lighting effects, projected light, video projections, or other emerging technologies.
- (4) Moving or animated mechanical elements.
- (5) Different day-time and night-time images.
- (6) Hand-painted graphics or graphics crafted on-site
- (7) Alternative textures and materials, such as plants and vegetation.
- (8) Live action.
- (9) Innovative technologies such as passive participatory attributes or three-dimensional anamorphic illusions over multiple surfaces.
- (10) Text covering the tall wall surface, when such text is an artistic component of the sign.
- (11) Other features as approved by the Director of Community Development.

d. The following elements do not qualify as creative for the purposes of a creative tall wall: use of color and/or use of stretched vinyl material.

e. The area of an approved creative tall wall containing text shall not exceed 15 percent of the total sign area as measured in compliance with Section 19.34.040(C) (Measurement of Sign Area), except as described in 19.34.080(J)(4)(c)(10), above.

f. Creative tall walls that incorporate three-dimensional elements and extensions shall also meet the following criteria:

- (1) The area of any prop or extension shall not be more than 10% of the overall area of the existing tall wall or 1,000 square feet, whichever is smaller, measured as the total area of material.

- (2) No extension shall extend more than 25' from any edge of the existing tall wall.
- (3) Extensions may wrap or project beyond a building corner, with the following limitations:
 - a. The area of the extension wrapping a corner may not exceed 500 square feet, and must be an integrated and continuous part of the main advertising image on the existing tall wall sign.
 - b. The area of the extension may not contain text.
 - c. The extension shall have a distinct shape and shall not be used to uniformly expand the area of the tall wall sign.
- (4) Three-dimensional props fully integrated into the artistic theme of the tall wall may be placed on the rooftop of the building above the tall wall in a location that is clearly visible from the same viewing angle as the primary plane of the tall wall, subject to a limit of 25' above the existing rooftop.
 - g. Moving or changing visuals shall be timed to not cause driver distraction or interfere with the flow of traffic, or otherwise adversely impact public health, safety, or welfare. Moving or changing visuals shall be designed to minimize the impact on neighboring residential uses.
 - h. The creative tall wall shall not result in removal or alteration of trees or landscaping in nearby public parks or in the public right-of-way.
 - i. No three-dimensional element or extension to a tall wall shall extend or project beyond the property line of the subject site without approval of the Director of Community Development and express written permission of the adjacent affected property owner(s).
 - j. Lighting of the creative tall wall shall be designed to minimize glare onto other properties and uses. Creative tall walls that incorporate thematic lighting or projections shall also meet all of the following criteria:
 - (1) The creative tall wall shall be located and designed not to cause light and glare impacts on neighboring uses. The light emitted from the subject property at any adjacent residential property line shall not exceed three footcandles above existing light levels. Glare shall not exceed a 30:1 contrast ratio, or latest IESNA standards.
 - (2) Light shall not have stroboscopic or flash effects.
 - (3) Lighting shall not transition suddenly and/or repetitively between light and dark.
 - (4) Moving light shall flow smoothly across the surface(s) of the tall wall and not oscillate, rapidly pulse, or suddenly change direction.
 - (5) Projected light shall not spill beyond the surface(s) of the tall wall and onto adjacent parcels or surfaces.

- (6) Light shall not be projected onto surfaces which are highly reflective or composed primarily of reflective surfaces.
- (7) Animated or moving light shall not be in operation from 2:00 AM through 45 minutes before sunrise.
- (8) Digital signs are not permitted.

Section 5. The definitions for "Sign" in Section 19.90.020, Chapter 19.90 of Title 19 of the West Hollywood Municipal Code are amended to read as follows:

Sign. An object, device, display, or structure, or any part thereof, situated outdoors or indoors, which is used to identify, display, or direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words, letters, figures, design symbols, fixtures, colors, illumination, or projected image. The following are definitions related to signs.

1. **Abandoned Sign.** Any sign which advertises a business, lessor, owner, product, service or activity no longer on the premises where the sign is placed.
2. **Alteration.** Any change of copy, sign face, color, size, shape, illumination, position, location, construction, or supporting structure of any sign.
3. **Animated or Moving Sign.** A sign that uses movement, lighting, or special materials to depict action or create a special effect to imitate movement.
4. **Area of a Sign.** See "Sign area."
5. **Awnings and Canopies.** Awnings and canopies are roof-like covers that project from the wall of a building for the purpose of shielding a doorway or window from the elements.
6. **Awning Sign.** Any sign copy or logo attached to or painted to the valance or flap of an awning.
7. **Banner, Flag, or Pennant.** Any cloth, bunting, plastic, paper, or similar nonrigid material used for advertising purposes attached to any structure, staff, pole, line, framing, or vehicle, not including official flags of the United States, the State of California, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations.
8. **Bench Sign.** Copy painted on any portion of a bench.
9. **Billboard.** An off-site sign with minimum dimensions of twelve feet by twenty feet, a typical dimension of fourteen by forty-eight feet, and maximum dimensions of twenty feet by sixty feet.
10. **Blade or Bracket Sign.** A wall-mounted sign that projects perpendicular to the wall face.
11. **Building Frontage.** The building elevation which fronts on a public street, or pedestrian walk where customer access to a structure is available.
12. **Business Frontage.** That portion of a building frontage occupied by a single business tenant having a public entrance within the building frontage. A primary

business frontage is that which fronts on a public street; a secondary frontage provides access to the building from a facing courtyard, pedestrian corridor or other walkway, parking lot, or alley.

13. Business Identification Sign. A sign that serves to identify only the name, address, and lawful use of the premises upon which it is located and provides no other advertisements or product identification.

14. Cabinet Sign (Can Sign). A sign that contains all the text and/or logo symbols within a single enclosed cabinet and may or may not be illuminated.

15. Canopies. See "Awnings and canopies."

16. Changeable Copy Sign. A sign designed to allow the changing of copy through manual, or mechanical means. Includes reader boards where letters are changed manually. See also "Digital Sign."

17. Channel Letters. Three-dimensional individually cut letters or figures, illuminated or unilluminated, affixed to a structure.

18. Civic Event Sign. A temporary sign, other than a commercial sign, posted to advertise a civic event sponsored by a public agency, school, church, civic-fraternal organization, or similar noncommercial organization.

19. Contractor or Construction Sign. A sign which states the name of the developer and contractor(s) working on the site and any related engineering, architectural or financial firms involved with the project.

20. Convenience Sign. A sign that conveys information (e.g., restrooms, no parking, entrance) or minor business identification for directional purposes, and is designed to be viewed on-site by pedestrians and/or motorists.

21. Copy. Words, letters, numbers, figures, designs, or other symbolic representations incorporated into a sign.

22. Creative Billboard. A billboard which may incorporate elements including enlarged size, irregular shape, thematic lighting, moving parts, inflated additions, passive participatory attributes, three dimensional or structural projections, alternative or unique materials, and/or other unusual characteristics that would substantially differ from a traditional flat surface billboard of standard size or aspect ratio.

23. Creative Signs. A sign with a higher quality of design that meets the creative sign requirements of Section 19.34.060 (Creative Signs) and has a creative sign permit.

24. Creative Tall Wall. A tall wall which may incorporate elements including enlarged size, irregular shape, thematic lighting, moving parts, inflated additions, passive participatory attributes, three dimensional or structural projections or extensions, alternative or unique materials, and/or other unusual characteristics that would substantially differ from a traditional flat surface tall wall of standard size.

25. Digital Sign. A Digital Sign is an electronic image display that presents changeable content on a regularly rotating basis, and typically uses remote content management to control images and messaging. Digital Signs include, without limitation, (i) electronic images that are displayed on building exteriors or freestanding structural

supports and (ii) electronic image displays that are either static, scrolling, moving, flashing or include video and/or animation. A sign shall be deemed a Digital Sign if any portion of the Sign Area includes changeable, electronic content in which multiple images are rotated, or video or multimedia content is displayed for informational or advertising purposes. Notwithstanding the foregoing, a sign shall not be deemed a Digital Sign solely based on its use of Thematic Lighting.

26. Directional Sign. An on-site sign which is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic within a project.

27. Directory Sign. A sign for listing the tenants of a multiple tenant structure or center, which may include suite numbers.

28. Double-Faced Sign. A sign constructed to display its message on the outer surfaces of two identical and opposite parallel planes.

29. Extensions. A three-dimensional or structural projection beyond the standard existing face of a billboard or tall wall, either projecting outwardly from the primary plane or projecting laterally from the primary plane of the billboard or tall wall.

30. Flashing Sign. A sign that contains an intermittent or sequential flashing light source.

31. Future Tenant Identification Sign. A temporary sign that identifies the names of future businesses that will occupy a site or structure.

32. Grand Opening. A promotional activity not exceeding thirty calendar days used by newly established businesses, within two months after initial occupancy, to inform the public of their location and services available to the community. "Grand Opening" does not mean an annual or occasional promotion of retail sales or services by a business.

33. Height of Sign. The vertical distance from the uppermost point used in measuring the area of a sign to the average grade immediately below and adjoining the sign or the top of the nearest curb of the public street on which the sign fronts, whichever measurement is the greatest.

34. Holiday Decoration Sign. Temporary signs, in the nature of decorations, clearly incidental to and customarily associated with recognized holidays and which contain no advertising message.

35. Illegal Sign. Any of the following:

a. A sign erected without first complying with all regulations in effect at the time of its construction or use;

b. A sign that was legally erected, but because of changes in the occupancy of the structure or site, no longer identifies a business or activity on the site;

c. A sign that was subject to an amortization period for the correction of nonconformities or removal, where the amortization period has expired;

d. A sign that was legally erected which later became nonconforming and then was damaged to the extent of 50 percent or more of its current replacement value;

e. A sign that is a danger to the public or is unsafe;

f. A sign that pertains to a specific event, which was not removed after the event.

36. Internally Illuminated Sign. A sign whose light source is located in the interior of the sign so that the rays go through the face of the sign, or light source which is attached to the face of the sign and is perceived as a design element of the sign.

37. Large Screen Video Sign. A sign comprised of a large video screen displaying advertising content in animated or motion picture form.

38. Marquee (Canopy) Sign. A sign which is attached to or otherwise made a part of a permanent roof-like structure which projects beyond the building wall in the form of a large canopy to provide protection from the weather.

39. Mobile Billboard. Mobile billboard advertising includes any vehicle, or wheeled conveyance which carries, conveys, pulls, or transports any sign or billboard for the primary purpose of advertising.

40. Monument Sign. Permanent signs where the bottom edge of the sign face is no more than twelve inches above the ground, which are not attached to a building.

41. Multiple Tenant Structure. A development consisting of two or more separate uses or tenancies that share either the same parcel or structure and use common access and parking facilities.

42. Neon Sign. Glass tube lighting in which a gas and phosphors are used in combination to create a colored light.

43. Nonconforming Sign. An advertising structure or sign which was lawfully erected and maintained prior to the adoption of this Zoning Ordinance, and which has subsequently come under the requirements of this Zoning Ordinance, but does not now completely comply.

44. Off-site Directional Sign. A sign identifying a publicly owned facility, emergency facility, or a temporary subdivision sign, but excluding real estate signs.

45. Off-site Sign. A sign identifying a use, facility, service, or product that is not located, sold, or manufactured on the same premises as the sign or which identifies a use, service, or product by a brand name which, although sold or manufactured on the premises, does not constitute the principal item for sale or manufactured on the premises.

46. Off-site Subdivision Sign. A temporary off-site, free-standing sign designed, erected, and maintained to serve the public by providing directions and information as to new residential project developments and/or community facilities.

47. Pedestrian-oriented Sign. A sign that is intended to attract the attention of pedestrians only, located at the ground floor, and is easily legible from the sidewalk in front of the business.

48. Permanent Sign. A sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.

49. Pole Sign. A sign mounted on a freestanding pole or other support so that the bottom edge of the sign is six or more feet above finished grade.

50. Political Sign. A sign designed for the purpose of advertising support of or opposition to a candidate or proposition for a public election, or conveying another political, religious, or ideological message, not advertising any product or service.

51. Portable Sign. A sign that is not permanently affixed to a structure or the ground.

52. Projecting Sign. A sign other than a wall sign suspending from, or supported by, a structure and projecting outward.

53. Promotional Sign. A sign erected on a temporary basis to promote the sale of new products, new management, new hours of operation, a new service, or to promote a special sale.

54. Property Frontage. The side of a parcel or development site abutting on a public street.

55. Real Estate Sign. A sign indicating that a property or any portion thereof is available for inspection, sale, lease, rent, or directing people to a property, but not including temporary subdivision signs.

56. Roof Sign. A sign that is mounted on the roof of a building, or which is dependent upon a building for support, and which projects above the highest point of a building with a flat roof, the eave line of a building with a gambrel, gable, or hip roof, or the deck line of a building with a mansard roof.

57. Sign Area. The entire area within a perimeter defined by a continuous line composed of right angles which enclose the extreme limits of lettering, logo, trademark, or other graphic representation, together with any frame or structural trim forming an integral part of the display used to differentiate the sign from the background against which it is placed, not including any approved projections or extensions.

58. Special Event Sign/Banner. A temporary sign or banner that is intended to inform the public of a unique happening, action, purpose, or occasion (i.e., grand opening or community event).

59. Tall Wall Sign. An off-site sign with minimum area of 5,000 square feet, attached to an existing building wall visible from, but not facing, Sunset Boulevard.

60. Temporary Sign. Any sign intended to be displayed for a limited period of time and capable of being viewed from any public right-of-way, parking area or neighboring property.

61. Thematic Lighting. Thematic lighting uses lighting to enhance and reinforce the static content of an off-site sign,. Thematic lighting is controlled either on-site or from a remote location.

62. Vehicle-oriented Sign. A sign that is primarily intended to attract the attention of motorists, and is easily legible by motorists but can only be seen with difficulty by pedestrians on the sidewalk.

63. Vehicle Sign. A sign that is attached to or painted on a vehicle that is parked on or adjacent to any property, the principal purpose of which is to attract attention to a product sold or business located on the property.

64. **Wall Sign.** A sign that is attached to or painted on the exterior wall of a structure with the display surface of the sign approximately parallel to the building wall.

65. **Window Area.** Window area shall be computed by calculating each window pane or panel. The area shall be separate for each building face, and for each window. A group of window panes or panels may be considered one window if they are adjoining on the building face and are less than six inches apart.

66. **Window Sign.** A sign posted, painted, placed, or affixed in or on a window exposed to public view. An interior sign that faces a window exposed to public view and is located within three feet of the window is also a window sign.

Attachment B

AMENDMENT SPA15-0001 TO SUNSET SPECIFIC PLAN, PART 8, BILLBOARDS AND ART ADVERTISING

Section (I)(3) (Requirements, Creative Billboards) of Part 8 (Billboards and Art Advertising) of Section 1 (Requirements and Guidelines for Development), Part 2 of the Sunset Specific Plan (Page 135 of the original document) to be revised as follows:

3. Creative Billboards

Creative Billboard shall mean a billboard or tall wall (off-site sign) which may incorporate elements such as enlarged size, irregular shape, moving parts, inflated additions, electronic media, participatory attributes, three dimensional or structural projections, and or other unusual characteristics that would substantially differ from a traditional flat surface billboard of standard size.

Through the Creative Billboard Application process, the City encourages temporary creative “non-standard” billboards or tall walls which may incorporate elements such as larger-than-standard and irregular shapes, moving parts, inflated additions, electronic media, and/or participatory attributes, such as tuning into radio stations.

- a. The City will also encourage the creation of temporary, long-term, nonstandard billboards which may become symbols of West Hollywood and the Sunset Strip, such as the Marlboro Man. All creative billboards shall be approved through the Creative Billboard Process.
- b. [A creative billboard or tall wall shall not be included in the total permitted sign area.] The Director of Community Development may approve or renew a Creative Off-Site Sign Permit for a period of twelve months with one six-month extension if all of the following findings of fact can be made in a positive manner:
 - i. The creative off-site sign is located on Sunset Boulevard;
 - ii. The creative off-site sign must be related to existing billboard or tall wall, and may enlarge it.
 - iii. The off-site sign is properly sited and well-integrated into the context.
 - iv. The billboard or tall wall exhibits one of the following elements:
 - Architectural – The proposed off-site sign structure is compatible with and enhances the architectural elements of the building(s) or site.
 - Media – The proposed billboard or tall wall incorporates neon, unusual lighting techniques, electronics, graphics, moving parts, or other creative concepts deemed appropriate by the Director of Community Development.
 - v. The creative off-site sign application includes a scale drawing of the intended design with specific measurements and statistics for any non-standard parts, extensions or protrusions and lighting.
 - vi. Moving or changing visuals are timed in a way that does not cause confusion or interfere with the flow of traffic.

Part Three, Development Information, Section 1, Glossary, amend definition for Creative Billboard (Page 262 of the original document) as follows:

Creative Billboard A billboard which may incorporate elements including enlarged size, irregular shape, thematic lighting, moving parts, inflated additions, passive participatory attributes, three dimensional or structural projections, alternative or unique materials, and/or other unusual characteristics that would substantially differ from a traditional flat surface billboard of standard size or aspect ratio.

Part Three, Development Information, Section 1, Glossary, add definition for Creative Tall Wall (Page 262 of the original document) as follows:

Creative Tall Wall A tall wall which may incorporate elements including enlarged size, irregular shape, thematic lighting, moving parts, inflated additions, passive participatory attributes, three dimensional or structural projections or extensions, alternative or unique materials, and/or other unusual characteristics that would substantially differ from a traditional flat surface tall wall of standard size.