DRAFT SUNSET BOULEVARD BILLBOARD POLICY

This document replaces Part Two: Section 1, Subsection 8 of the 1996 Strike-Through Draft Sunset Boulevard Specific Plan, Billboards and Art Advertising.

All other signage not addressed in this section is regulated by the West Hollywood Municipal Code.

1. BACKGROUND & VISION

The Sunset Strip is globally recognized for its vibrant combination of signs, entertainment, and nightlife. The Strip has the densest concentration of off-site signage (billboards and tall walls) on the West Coast. A unique destination, vibrant during both day and night, the Strip is a major economic engine for West Hollywood, with a long tradition of innovative and memorable signage. This policy update realizes the City's long-standing vision to enhance the unique traditions of Sunset Boulevard to integrate off-site signs, entertainment, and public art into the existing iconic and historic setting, resulting in a one-of-a kind built environment that celebrates the City's creative identity. The creative legacy of billboards on the Sunset Strip provides cultural value to both the City and the greater region.

Off-site advertising signs are integral to the character of the Sunset Strip and interface with the larger West Hollywood community. Determining the appropriate number, placement and quality of the signs is an important factor to ensure that these signs are good neighbors. This chapter sets forth goals, policies, and procedures for off-site signage on Sunset that encourages creativity, allows for updated technology, and describes appropriate operations requirements.

The off-site advertising industry on the Sunset Strip is a key driver of the West Hollywood economy. The City's vision addresses the needs and goals of the Strip, as well as those of the billboard operators and property owners.

This chapter builds on the original principles of the Sunset Specific Plan, providing a vision and framework for design excellence, new opportunities for signage, public art, economic development and preservation of cultural resources.

The following statements express the City's multi-faceted vision for the role of off-site advertising signage on the Sunset Strip:

- The 21st century Sunset Strip will continue to be iconic, attractive, and welcoming to visitors.
- Off-site advertising signage enhances the historic synergy of entertainment, advertising, arts, and music with cutting-edge technology.
- Excellent design thoughtfully integrates billboards and architecture to provide an urban experience like no other.
- Modifications to existing signage and new signage benefit from improved quality and high design standards that protect and enhance value.
- Public art programming integrates with signage to bring new visitors to the Strip.
- Billboards are good neighbors, contributing positively to the excitement of the Strip without negative impacts to nearby residential neighborhoods.

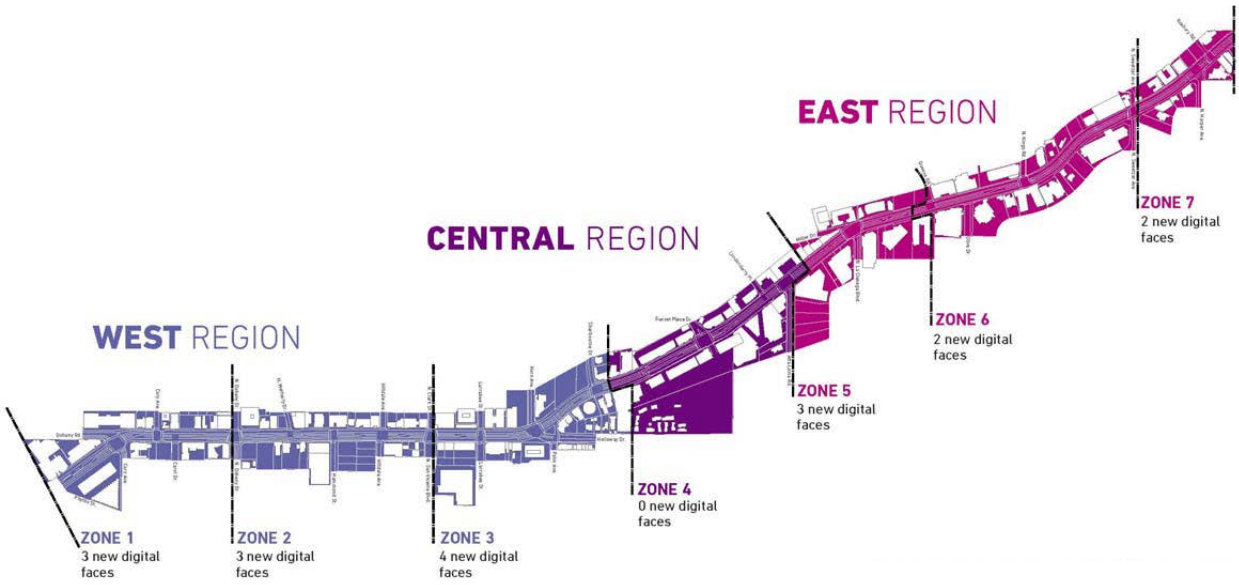
This policy implements the vision components that:

- Identify preferred sign types and locations,
- Recommend distribution and number of off-site advertising signs,

- Allow enhancements to existing signs,
- Permit digital technology with appropriate operations features, and
- Support a unique cultural setting that synthesizes off-site signage and public art.

Recommended Digital Billboard Distribution

Digital off-site adverting signs are intended to be distributed along the Sunset Strip to complement the linear experience of the street. The suggested distribution is allotted to the individual regions and zones as shown in the Digital Billboard Distribution map below in order to support the specific character of each Zone. While the guidance of distribution is suggested at these zones, it does not suggest that signs be distributed evenly within each.



ATTACHMENT D

2. **DESIGN PRINCIPLES:** The design principles build on the existing creative energy of the Sunset Strip to provide for new and modified off-site signage that synthesizes advertising, urban design, architecture, public art, entertainment, and 21st century technology. Off-site advertising projects that meet or exceed the following principles are encouraged, and each will be reviewed for design features that demonstrate the intent of the following principles.

DESIGN QUALITY

a. Design Excellence
    i. Off-site advertising signage that focuses on innovative media formatting thoughtfully integrated with excellent building design.
    ii. Signage projects that create a timeless design that contributes to the iconic nature of Sunset Boulevard.
    iii. Off-site advertising signage that is part of a cohesive design approach, bringing together signage with building architecture and high-quality pedestrian spaces or enhancements with the following design elements:
        1. Complementary and integrated design, style, and materials of signage and architecture.
        2. Signage that complements existing signage where applicable, showing a seamless approach to all signage on site.
        3. Off-site advertising signage must not hide or obscure the underlying uses, entrances, or open spaces of the building.
        4. Usage of high-quality and durable materials.

b. Innovative Design
    i. Integrates with other building features such as architectural lighting elements, green walls, or other innovative design features
    ii. Utilizes innovative billboard formats including vertical orientation, curved or multi-planar surfaces, and/or non-standard proportions.
    iii. Creatively uses the latest in technology to ensure digital image quality
    iv. Uses innovative architectural features and materials.

c. Context & Compatibility Design
    i. Enhances adjacent public spaces and the overall experience of pedestrians.
    ii. Is compatible with surrounding buildings and natural features.
    iii. Responds to topography and curves of the street.
    iv. Provides innovative opportunities for integrated public art.
    v. Builds on and respects the historical and cultural identity and energy of the Strip.
    vi. Acts as a good neighbor to surrounding area by limiting light spill-over and visual intrusion.
    vii. Avoids and reduces the appearance of visual clutter.
    viii. Does not contribute to an over-concentration of digital signs compared to the distribution allocation in the Digital Billboard Distribution map.

ADAPTABLE & SUSTAINABLE STRATEGIES

d. Adaptability
    i. Creates signs with lasting economic value through use of quality materials.
    ii. Envisions future technology and provides opportunity for upgrades.

iii. Designed to evolve with future cultural and lifestyle trends.

e. Sustainable Practice
   i. Uses 100% clean energy and/or generates energy on-site.
   ii. Incorporates innovative sustainability features.
   iii. Addresses and furthers the City's intent for a sustainable development.
   iv. Uses durable, natural, and other sustainable materials.

LASTING VALUE

f. Economic Development
   i. Increases value and visibility of off-site signage that attracts new viewers and resonates with the City's creative identity.
   ii. Represents the potential for an iconic sign, based on the combination of design and location that is responsive to the creative identity of West Hollywood and the Sunset Strip.
   iii. Is part of a project that maximizes land use development potential, especially at the high-value locations on Sunset Boulevard.
   iv. Results in signage that is secondary to the land uses on the lot, unless certain limitations preclude other uses.

g. Community Benefits
   i. Provides public benefits, uses, or other features that address identified City priorities and community needs as part of development agreements and that meet the vision and intent of the policy.
   ii. Incentivizes the preservation of significant Cultural Resources through off-site signage revenue.
   iii. Complements and protects the character-defining features of cultural resources.
   iv. Furthers the City's vision for enhancing public art on the Sunset Strip.

3. **ADMINISTRATIVE PROCEDURES**

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(including additional area from Reallocation)</td><td>New Development at 75% Development Capacity
4.c.i</td><td rowspan="2">Development Agreement (5a.i) + Screening for Design Excellence (5a.ii)</td></tr>
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<tr><td>Relocation or Reorientation</td><td>4.c.v.4</td></tr>
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<tr><td rowspan="2">Tall Wall Signs</td><td colspan="3">Modification</td><td>4.d.3</td><td>Development Agreement</td></tr>
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a. **Project Requirements**

i. **Development Agreements**. New billboard projects, modification of tall wall signs, and alternative projects are subject to the review and approval procedures and requirements of Chapter 19.66 of the Zoning Code. In addition:
   1. Each approved project is required to provide public art programming as outlined in Section 5.e.
   2. In addition to the Required Findings of Zoning Code Section 19.66.030, the approval of the Development Agreement shall also require a finding that the project includes public benefits, which include: Physical site improvements or monetary contribution intended for streetscape amenities or publicly accessible open space that enhances the quality and comfort of the pedestrian experience.

ii. **Screening For Design Excellence.**
   1. Applications for new off-site signs shall be screened for design excellence in accordance with a process and procedures established by the City Manager, or designee.
   2. Design excellence shall be evaluated based on the specific design principles in Section 2.
   3. Qualifying submissions are granted a concept award, valid for a period of 2 years, and making the applicant eligible to apply for a development agreement.
   4. The City may choose to limit the number of concept awards/applications for digital billboards under review at one time.

b. **Alternative Projects.**
   i. All Off-Site Sign projects are subject to the applicable design and development requirements, guidelines and standards listed in this Chapter. However, the City retains discretion to approve an alternative proposal if the project is shown to further the vision, goals and polices stated by the Sunset Specific Plan and is consistent with the intent of the urban design vision, design and development requirements, guidelines, and standards that would otherwise apply to the project as demonstrated by making the required findings below.
   ii. In addition to the Required Findings of Zoning Code Section 19.66.030, the approval of the Development Agreement for an alternative project shall also require findings that the project:
      1. Meets the overall intent of the Design Principles of Section 2 above;
      2. Represents an exceptional design that furthers the vision of both the Specific Plan and of Part 2, Section 1, Subsection 8; and
      3. Creates or includes an extraordinary benefit to the City.

c. **Alternative Sign Area Measurement**
   i. In lieu of the provisions of WHMC Section 19.34.040, the surface area of an irregularly shaped sign may by calculated by measuring those portions used for off-site advertising content on a 1’ x 1’ grid. Area may be non-contiguous; however, portions located within 5 feet in any dimension shall constitute a contiguous measurement.

d. **Viewshed Analysis**

i. Modification to existing signs that change height or relocation on site as described in Section 6.c.v shall complete an analysis of views as described below.

ii. The Viewshed Analysis shall illustrate the relationship between the proposed modifications to the billboard and:

1. Designated local, state, and national Cultural Resources.
2. Public viewsheds identified for view protection and enhancement in the Sunset Specific Plan.
3. Existing outdoor advertising facilities on adjacent parcels.

iii. The following shall be included in the submission:

1. Photo simulation of proposed off-site signage as seen from vantage points located on Sunset Boulevard approximately 1250 feet to the east and west of the project.
2. Context plan view of proposed modified billboard depicting a 1250 feet radius area, which identifies the primary sight lines and their relationship to adjacent parcels (including residential uses to the north and south of the Strip).
3. 3D massing studies depicting proposed modified billboard. The studies should include massing of proposed development, if any, on applicant's parcel as well as existing buildings and advertising signs within 1250 feet radius.

e. **Public and Arts Programming**

i. Digital billboards shall contribute a minimum of 17.5% of programing time for art or civic announcements.

ii. New and modified off-site signs (non-digital) shall contribute a minimum of 96 hours per year for art/public programing or provide a financial equivalent.

iii. The West Hollywood Arts and Cultural Affairs Commission Art On The Outside (AOTO) Subcommittee shall be responsible for the approval of all public arts programming, in accordance with the ACAC's established guidelines for public arts programming.

iv. The City shall establish the scheduling and operations of arts programing for digital billboards on an annual basis and may alter programming schedules depending on factors such as the number of participating signs, cultural events, technological updates, City priorities, or sign operator input.

v. Programming time for digital billboards shall include artwork displayed at the top of each hour and once a month during an five-hour event, with precise scheduling to be determined by the City's AOTO Subcommittee on an annual basis.

vi. Each new sign shall include a revenue sharing public benefit monetary contribution that will include funding for City's art programming, such as curator and artist fees, on the Strip.

f. **Ground Disturbance**. Modifications to existing signage that requires ground-disturbing activities must adhere to the following standards:

i. Projects proposing new ground disturbance (e.g., excavation of new post holes) should be reviewed by an archaeologist who meets the Secretary of the Interior's Professional Qualification Standards prior to any ground-disturbance taking place. The archaeologist shall provide an assessment of archaeological sensitivity and the potential to impact subsurface deposits, and may provide recommendations for archaeological and/or Native American monitoring, additional study, or testing, if warranted.

ii. In the event that archaeological resources (sites, features, or artifacts) are exposed during construction activities, all construction work occurring within 100 feet of the find shall immediately stop until a qualified archaeologist, meeting the Secretary of the Interior's Professional Qualification Standards, can evaluate the significance of the find and determine whether or not additional study is warranted. Depending upon the significance of the find under CEQA (14 CCR 15064.5(f); PRC Section 21082), the archaeologist may simply record the find and allow work to continue. If the discovery proves significant under CEQA, additional work, such as preparation of an archaeological treatment plan, additional testing, or data recovery may be warranted. Construction in the vicinity of the find(s) shall not resume until deemed appropriate by the archeologist.

iii. If paleontological resources are encountered during excavation, all work within 100 feet of the find must stop and the City of West Hollywood Planning & Development Services Department shall be immediately notified. A qualified paleontologist shall be retained to evaluate the finds and recommend appropriate handling and recovery methods. Construction in the vicinity of the find(s) shall not resume until deemed appropriate by the qualified paleontologist.

g. **Vegetation**.

i. Existing vegetation on public property shall not be removed or trimmed in order to improve views for any sign.

ii. Construction activities that involve vegetation trimming or removal and occur between February 1 and August 31 require that a qualified biologist must survey the immediate area for the presence of an active bird nest. If an active bird nest is located within the disturbance area, avoidance measures shall be developed by the biologist to ensure compliance with the Migratory Bird Treaty Act.

h. **Nonconforming Signs**

i. Nonconforming off-site advertising signs within the area of the Specific Plan shall be subject to the provisions of Zoning Code Section 19.72.040.

ii. Existing large video screens shall not change sign area or location but may upgrade technology in compliance with this chapter's Lighting and Operational Standards through an Administrative Permit process.

4. Sign Types and Standards

a. **General Standards**

i. Location

1. All off-site signs shall be located no less than 10' above the adjacent sidewalk level unless designed to be part of a pedestrian enhancement.
2. The height of each sign shall not exceed the maximum allowable height for each site.
3. Signs shall not obscure public sightlines to building entrances or publically accessible open space and view terraces.
4. Space between billboard face and building should be minimized and shall not exceed six feet.

b. **Design and Operation**

i. Backlighting is encouraged for new and existing traditional billboards through a sign permit process.

ii. Windows that are partially obscured by signs and architectural lighting shall allow for the transmission of 50% of visible daylight.

iii. Designs may integrate digital advertising displays with the creative use of architectural lighting.

c. **Billboards**

i. **New Development Projects.** A new billboard may be approved as part of a new development project.

1. Development projects that include a billboard application must be developed to at least 75% of the allowed permitted floor area (base density) on the subject property allowed under the Sunset Specific Plan.
2. Development project applications deemed complete between June 1, 2012 and [insert effective date of this SSP Amendment] may be eligible for consideration to include an off-site signage component.

ii. **Significant Upgrade Projects.** A new billboard may be approved as part of a significant upgrade or façade remodel project on an existing building.

1. A significant upgrade or façade remodel shall constitute either:
    a. A substantial change in the exterior fenestration and overall appearance of at least 50% of the area of the façade(s) facing Sunset Boulevard.
    b. An interior remodel improvement project with a valuation of at least 25% of the assessed value of the building according to the County Assessor's records if the property had been sold within the past 24 months or a current appraisal from an MAI Designated Appraiser.
    c. Completion of Phase 1 Seismic Upgrade at the time of application and full completion of Phase 2 as described in Section 13.28.040 of the West Hollywood Municipal Code prior to obtaining sign permits.
2. The building shall utilize at least 75% of the permitted floor area (base density) on the property.

3. Additional building façade height unsupported by occupied floor area, such as, but not limited to, wall extensions, framing elements, and other similar features shall not be added for the purposes of creating area for an off-site sign.

iii. **Sign Area**

1. **New Billboards**.
    a. The total combined sign area of new billboards on any site shall not exceed 1,500 square feet.
    b. The total sign area of digital billboards on a site shall not exceed 1,000 square feet.
2. **Existing Billboards**.
    a. Cultural Resources.
        i. The cumulative digital sign area among all eligible cultural resource sites shall be limited to 4,000 square feet.
        ii. Digital billboards on a site with a designated cultural resource shall be limited to 1 sign face per site.
        iii. The sign area of digital billboards allowed on any cultural resource site shall be the lesser of:
            1. The existing sign area of an existing billboard as recorded in the 2019 Inventory of Outdoor Advertising Signs on Sunset Blvd. (2019 Inventory); or
            2. 1,000 square feet.
3. **Reallocation of Sign Area for Existing Billboards.**
    a. The sign area of any existing billboard(s) may be reallocated or combined to new off-site signs subject to the requirements of Section C.4.v below.

iv. **Modification to Existing Billboards on Designated Cultural Resources Sites.** Designated cultural resources with existing off-site advertising signs may modify or improve their off-site advertising assets to encourage preservation of historic structures, including opportunities to convert existing billboards to digital technology subject to the following:

1. All projects involving a designated cultural resource shall submit a Certificate of Appropriateness application to be reviewed by the City of West Hollywood Historic Preservation Commission in accordance with WHMC Chapter 19.58.
2. All new or modified signs located on or directly adjacent to a property containing cultural resources shall conform with Secretary of the Interior's Standards for Rehabilitation to ensure projects do not adversely impact the integrity of the resource or its setting, obscure character-defining features of any adjacent historical resources, and are compatible with the scale, size, and proportion of the historic resource.

v. **Modification of Existing Signs.** Existing non-digital signs, as identified in the 2019 Inventory, may be modified subject to the Administrative Permit requirements and procedures.

1. **28-Day Notification**. Notwithstanding the notice requirements of Section 19.44.050 of the WHMC, an Administrative Permit for a modification of an existing off-site sign shall be posted on-site for 28 days and shall meet the posting size and location requirements of W.H.M.C. Section 19.74.020.c.
2. **Height**. Existing billboards with sightlines that are obstructed by City street trees or existing buildings may apply for a one-time exception for additional height of up to 14 feet above the allowable height limit of the parcel if can be demonstrated that such a modification is necessary to improve visibility.
3. **Area**. An existing billboard may add sign area up to a maximum area of 1,200 square feet per face.
4. **Relocation on Site**. An existing billboard may change its location or orientation with the submittal of a Viewshed Analysis. Additionally, the relocation shall be no closer than three feet from an adjoining property line.
5. **Addition of Second Face**. A second billboard face to be added to an existing traditional billboard to cover the supporting back structure is permitted in accordance with the provisions of this section:
    a. The new billboard face shall be no larger than the existing billboard face and no part of the new billboard face shall exceed the dimensions of the existing face, and to the extent feasible should match the dimensions of the existing sign. The new billboard face shall serve to effectively screen the back supporting structure of the existing billboard.
    b. The height of the second face shall not be greater than the height of the existing face.
    c. The new billboard face shall be visible from Sunset Boulevard.
    d. One-sided billboard faces that are part of an existing “v-shaped” billboard shall not be converted into a two-sided billboard.
    e. The addition of a second face shall not create a “v-shaped” billboard.
    f. If the existing billboard height exceeds the height limitation of the zoning district of the parcel, the height of the existing billboard and the new second face shall be reduced to comply with the height limitation. Notwithstanding, a second side may be allowed above the height limit on a billboard mounted directly on a rooftop if the existing billboard is kept in the exact location with no change of angle and provided that both the existing face and the proposed second face otherwise meet all requirements of this section.
    g. Maximum distance between billboard faces shall be six feet, and the new billboard face shall be mounted on the same support structure as the existing billboard.

d. **Tall Wall Sign**
    i. **Sign Area**. The sign area for a single tall wall sign shall be no less than 5,000 square feet.
    ii. **Design Standards**

1. Each sign shall be attached to the face of a building.
2. The image area may include the use of windows, provided that windows comprise no more than 15 percent of the image area and provided further that any material used to cover windows allows visibility through the windows from the building's interior.
3. The sign shall be designed and oriented to provide an unobstructed view of the minimum image area of the sign from at least one pedestrian vantage point at ground level on Sunset Boulevard.
4. The area of the sign containing text shall not exceed 15 percent of the total sign area as measured in compliance with West Hollywood Municipal Code *Section 19.34.040(C)*
5. The wall occupied by the sign may have separate planes, provided that the sign is perceived as a continuous image from at least one point on Sunset Boulevard
6. The primary wall (whichever wall contains the most sign area) shall contain no other signs, except for street address, building identification sign, or the logo of the primary tenant.
7. The use of the proposed wall for a tall wall sign shall not substantially impair the aesthetic appeal of the building's architecture.

iii. **Modification of Tall Wall Signs.**

1. Existing tall wall signs may be modified to reallocate existing sign area to change the proportions, orientation, and location of the sign with the approval of a Development Agreement.
2. Addition of building wall area, use of backlighting technology, or the addition of new sign area are not considered a modification and are not permitted.
3. The image displayed on tall wall signs may change subject to a Zone Clearance process.
    a. The Zone Clearance shall have a term grant of 6 months, after which the image must be removed. The Director may approve a one-time extension for an additional six month period.

5. **Lighting and Operational Standards.** All new or modified off-site advertising signs, architectural lighting, and temporary displays shall comply with the following luminance and operational standards.
    a. Hours of Operation: All digital billboards shall meet the following limits for time of day and ambient lighting conditions:
        i. Sign luminance shall change during each day on the following schedule:
            1. Daytime: From sunrise until 20 minutes prior to sunset, luminance shall not exceed 6,000 candelas per meter squared. Any portions of signs that are less than 10' above adjacent side shall not exceed 2,400 candelas.
            2. Evening: From sunset until 20 minutes prior to sunrise Luminance shall not exceed 300 candelas per meter squared.
            3. After Hours: From 2:00 am until sunrise, no animated content or moving patterns shall be permitted.
    b. Illuminance
        i. Illuminance from signs or architectural lights shall not exceed 1.4 foot candles at any adjacent residential zoned property line.
    c. Digital Sign Control and Transitions.
        i. Sign luminance shall transition smoothly between the hours of operation limits above over a time period of no less than 20 minutes. All transitions shall be completed so that the maximum allowable luminance is achieved by the stated time listed above.
        ii. When ambient sunlight illuminance during daytime is less than 100 foot candles for more than one (1) hour, the digital billboard should transition at a smooth rate of change from the daytime luminance level permitted above to the evening luminance level permitted at a suggested rate of no less than 20 minutes.
        iii. Each image displayed on a digital billboard shall not be refreshed more often than once every 8 seconds.
        iv. Each image displayed on a digital billboard (i.e., each individual advertisement or artwork) shall fade in from the previous image over no less than one (1) second, and shall fade out over no less than one (1) second to the image of the immediately succeeding content.
    d. Visual Comfort and Contrast Control
        i. Digital billboards shall not incorporate driver interaction features.
        ii. No signs shall use colors or images that replicate or could be confused with traffic safety signage.
        iii. No signs shall use scrolling text.
        iv. Signs shall not use stroboscopic of flashing images which rapidly change direction, oscillate, flash or reverse in contrast.
        v. Animated content and moving images shall be designed specifically for the size and format of the digital billboard
        vi. Animated content shall <u>not</u> exhibit
            1. Rapidly changing images shall use dissolves for transitions between static images, and between static and animated content;
            2. Sequences that result in visible brightness change over more than ten percent (10%) of the total display area at a greater rate than three (3) changes per second; or
            3. Edits at a rate of more than one (1) edit every three (3) seconds
    e. Renewable Energy Use.

i. All new billboard operations shall utilize the highest available clean energy tier from the City's energy provider.

ii. Digital signs as part of new development or a significant upgrade, as defined in 4.c.i, may offset the new energy usage through demonstrated energy savings as part of new building systems or improvements to existing building systems

f. Audio. On site sound shall be allowed only during special events..

g. Monitoring

i. All digital billboard operators shall submit a Lighting Monitoring Report to the Director upon installation, and at three year intervals thereafter to confirm conformance with the lighting requirements above. The report shall include:

1. Digital billboard luminance measured in nits (candelas per square meter). Measurements shall be conducted at the property line of the digital billboard site, or in the nearest adjacent public right of way, perpendicular to the digital billboard sign face.
2. Digital billboard sign illuminance measured in foot candles. Measurements shall be conducted perpendicular to the digital billboard sign face, at the property line containing the digital billboard, and at adjoining residential use property or properties. The illuminance meter shall be aimed toward the sign face from the measurement location.
3. All measurements shall include both luminance and illuminance for three conditions:
    a. The sign off
    b. The sign illuminated with an image
    c. The sign illuminated using an all-white display

ii. Complaints about lighting will be investigated by the City, and if determined necessary by the Director, the digital billboard operator shall provide an updated Lighting Monitoring Report within 72 hours of the notice from the City. The City shall reserve the right to conduct digital billboard lighting measurements. If the measured luminance and or illuminance exceed the data presented in operator's Lighting Monitoring Report, the findings of the City report shall prevail.

6. **Architectural Lighting.** Architectural lighting may be integrated into a building façade to enhance the architectural design of the building if the following requirements are met:

    a. Integral large scale architectural lighting, digital or otherwise, shall contain no commercial logos, images, or messages that may be interpreted as advertising.
    b. Architectural lighting shall not be counted towards permitted signage area, either on or off-site, and shall not be considered a billboard.
    c. Architectural lighting is subject to maximum allowable lighting levels of Section 5.
    d. Architectural lighting shall be designed and operated to minimize impact on adjacent buildings.

7. **Temporary Creative Billboards or Tall Walls**. Temporary modification to existing billboards or tall wall signs may be permitted in compliance with this section. The following regulations are intended to encourage creatively designed short-term installations that make a positive visual contribution to Sunset Boulevard and to the overall image of the city.

    a. **Approval Authority**. Temporary creative billboards and tall walls are subject to approval by the Director.
    b. **Time Limit.** The Director may approve the placement of a temporary creative billboard or tall wall for a maximum period of 12 months. One six-month time extension may be approved or denied by the Director and the temporary creative billboard or tall wall shall be removed immediately upon expiration. Certain types of physical extensions may be installed for a longer period, as allowed by state law.
    c. **Standards:** A temporary creative billboard or tall wall sign shall be designed and located in compliance with all of the following standards:

        i. The temporary creative billboard or tall wall sign shall alter an existing sign without changing its location. Any enlargement of the sign shall be designed as an integral part of the image and contribute to the overall creativity of its design.
        ii. The temporary creative billboard or tall wall sign shall be properly sited and well-integrated within the context of its surroundings.
        iii. Temporary creative billboard or tall wall shall be an inventive and original representation of the product or business being advertised.
        iv. The temporary creative billboard or tall wall sign 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 sign surface, when such text is an artistic component of the sign.
11. Other features as approved by the Director.

v. The following elements do not qualify as creative for the purposes of a temporary creative billboard or tall wall sign: use of color alone, and/or use of stretched vinyl or similar material.

vi. Temporary creative billboards or tall wall signs 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 15 percent of the existing permitted area for tall wall signs or 25 percent 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 on any billboard shall exceed 100 feet 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 feet from any edge.
4. Extensions shall have a distinct shape and shall not be used to uniformly expand the area of the billboard.
5. 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 sign 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 feet above the existing rooftop.

vii. 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.

viii. 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 and express written permission of the adjacent affected property owner(s).

ix. Temporary creative billboards or tall wall signs using digital lighting components, arrays and video animation are not permitted.

x. Lighting of the creative tall wall signs shall be designed to minimize glare onto other properties and uses. Creative tall wall signs that incorporate thematic lighting or projections shall meet the Lighting & Operational standards above.

8. **Temporary Advertising Installations:** Three-dimensional advertising installations, scenarios, vignettes, or associated ground level displays on outdoor private property shall be permitted per the following criteria

a. Installations shall be subject to the Special Event Permits section of the WHMC. Approval is subject to review of all pertinent City departments as determined by the Director.

b. Notwithstanding any requirements in the WHMC, the following shall supersede the requirements related to Special Event Permits:
    i. The installation is allowed to occupy private and/or public outdoor space.
    ii. The installation shall last for no longer than 30 days.
    iii. The installation shall be located within an open space area of no less than 800 square feet, provided the appropriate City review is conducted the 800 square feet may include the public right of way.
    iv. Installations shall be permitted no more than three times per year, per site.

9. Definitions

2019 Off-Site Sign Survey. The 2019 document that records all existing off-site signage as of the date of approval of SSP Amendment. Incorporated herein as *Attachment A.*

Alternative Sign Area. Any sign area intended for display of off-site advising content as measured by a continuous 1' x 1' grid.

Architectural Lighting. Lighting features using any technology that may be integrated into a building façade that enhances the architectural design of the building.

Animated Content. Illuminated content on a sign that moves or otherwise changes via the use of motion picture or video technology, digital or otherwise.

Billboard. A large solid panel designed to carry outdoor off-site advertising content.

Commercial Content. Text, images, graphics, or objects in an off-site advertising display intended to promote a use, facility, service or product.

Cultural Resource. Please refer to West Hollywood Municipal Code, Chapter 19.90.

Development Agreement. Please refer to West Hollywood Municipal Code, Chapter 19.90.

Development Project. A stand-alone building that may or may not be part of a multi-phase development.

Digital Billboard. A billboard utilizing digital sign technology on an off-site advertising sign face to broadcast a message containing static or animated Content. For the definitions of a digital sign please refer to West Hollywood Municipal Code, Section 19.90.020.

Director. The Director of Planning and Development Services or successor department, or designee.

Existing Billboard/Sign/Tall Wall. Any billboard or tall wall included in the 2019 Inventory of Outdoor Advertising Signs on Sunset Blvd..

Luminance. Calculation (candelas) of amount of light emitted from a light source.

Luminance Transition. The process of smoothly adjusting intensity of luminance between designated levels.

Moving Patterns. Motion oriented Lighting effects that do not convey Commercial Content.

New Billboards. Billboards constructed or erected after [insert date of approval for the 2019 Sunset Boulevard Off-Site Signage policy].

Off-Site Sign. Please refer to West Hollywood Municipal Code, Chapter 19.90.

Sign Face: The portion of an off-site sign designed to display advertising content. A billboard structure or "Development Project" may have multiple faces.

Standard Billboard Format. A Billboard face with a horizontally oriented rectangle of 14 x 48 feet, 20 x 60 feet or dimensions of the same proportions.

Temporary Advertising Installations. A temporary advertisement or promotional campaign that involves a series of related three-dimensional objects or structures.

Traditional Billboard. A billboard utilizing print technology to convey the advertising message and requiring physical installation, removal and maintenance of the messaging surface (such as, but not limited to stretched vinyl) on a recurring basis.