

# SUNSET BOULEVARD

## off-site advertising signage program



DESIGN EXCELLENCE SCREENING APPLICATION  
SUBMISSION GUIDE v3

DATE ISSUED: AUGUST 21, 2019  
PROPOSALS DUE: NOVEMBER 4, 2019





## SUNSET BOULEVARD OFF-SITE ADVERTISING SIGNAGE DESIGN EXCELLENCE SCREENING INFORMATION PACKET

On April 1, 2019 the West Hollywood City Council adopted an update to off-site advertising signage policy for Sunset Boulevard to ensure high-quality signage projects that are highly creative, contextual for Sunset Boulevard, and sensitive to adjacent land uses. The update created new opportunities for digital off-site advertising signage and billboards along Sunset Boulevard. The City of West Hollywood has elected to limit the initial number of new signage applications under review across several project categories. This marks the first opportunity to evaluate and permit new sign projects as part of the recent policy adoption. Subsequent application periods will be available at later dates as determined by the City of West Hollywood.

### APPLICATION PROCESS OVERVIEW

As part of the policy, the City of West Hollywood will screen applications for new off-site advertising signs on Sunset Boulevard. A limited number of new sign opportunities will be granted through a selection process to screen for design excellence. Each screening application will be reviewed and scored by an independent Design Excellence Screening Committee comprised of members selected by the City Manager. Each committee member will independently score submitted projects for design excellence based on specific criteria and weighting (points) that were formulated based on the policy's design principles adopted by the City Council. The Design Excellence Screening Committee members' scores will be totaled and averaged for each application. The weighting criteria are included as Exhibit A.

After the Design Excellence Screening Committee has reviewed and scored all the screening applications, the top scoring projects for each of the categories will be granted a concept award valid for a period of 24 months. Top-scoring applicants will then have 24 months to submit a complete application to the Department of Planning and Development Services.

Future rounds of submissions and screening will be conducted as determined by the City.



## FEES

Applicants are required to pay a fee of \$10,050 prior to the submittal of their screening application. Screening application fees will not be refunded if an applicant does not secure a concept award. Fees will not be refunded because they are used to cover the costs of City expenses (staff time and material costs) to prepare and implement the screening application process, as well as expenses of the Design Excellence Screening Committee.

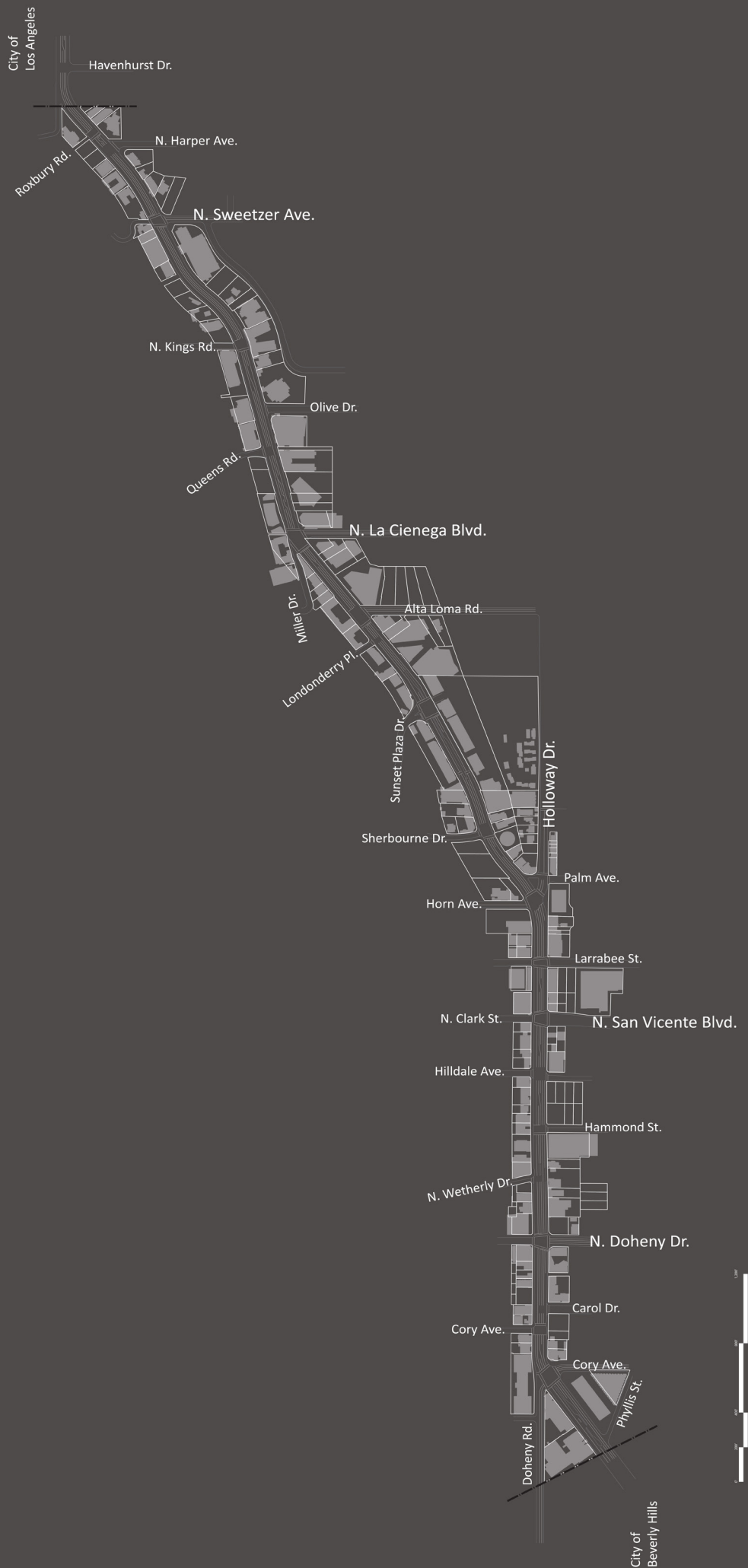
Proof of payment must be included with the screening application submittal. The only proof of payment that will be accepted is a City of West Hollywood cashier receipt. The City will not accept online payments. Payments must be made in person at the Cashier's Window on the first floor of City Hall during normal operating hours (Monday – Thursday 8am – 6pm and Friday 8am – 5pm).

If an applicant is not able to travel to City Hall they may submit a mailed check to the City's Revenue Management Division for payment processing. The mailed check shall include a cover letter with an email address where a copy of the payment receipt can be emailed. A copy of the emailed receipt shall be included with the screening application submittal as proof of payment. If applicants choose to mail their payment, they should do so well in advance of the screening application submittal deadline; the City of West Hollywood will not take responsibility for checks not received on time.

Checks mailed to the City should be sent to the following address:

City of West Hollywood  
Attn: Revenue Management Division  
8300 Santa Monica Blvd.  
West Hollywood, CA 90069

# MAP OF THE SUNSET SPECIFIC PLAN AREA



## SUBMISSION CATEGORIES

### **Cultural Resource Project (approximately 4 – 6 projects)**

Designated or eligible West Hollywood Cultural Resource sites (<https://www.wehopreservation.org/database-search/>) with existing off-site advertising signs may create, modify, or improve a sign that is no larger than the existing sign area found in the 2019 Sign Inventory.

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### **New Development/Significant Upgrade Project (4 projects)**

New development projects, façade improvement projects, interior remodel projects, and/or seismic upgrade projects (as defined in Sunset Specific Plan Section 8 Subsection 4.c.i) that also are developed to at least 75% of the base FAR allowed for the parcel as prescribed by the Sunset Specific Plan may add new sign(s) up to the maximum area allowed (1,500 square feet of total advertising sign area and no greater than 1,000 of digital).

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### **Alternative Project**

Projects of exceptional design that further the vision, goals, and policies of the Sunset Specific Plan that do not qualify as either a Cultural Resources or New Development/Significant Upgrade project type. Submissions may be submitted for the following subcategories:

#### **Digital (4 projects)**

Projects that incorporate digital sign technology including large-format LED, LCD, and similar projection systems to display programmable advertising content.

#### **Creative New (Non-Digital) (4 projects) / Reallocation (Non-Digital) (2 projects)**

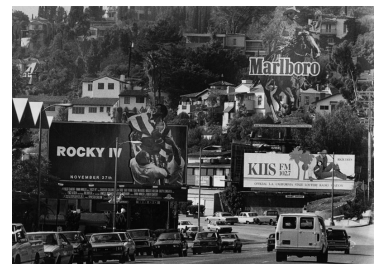
Creative New - Projects that include static off-site advertising signage in a creative format with non-programmable content (lighting and kinetic elements may be programmable)

Reallocation - Creation of a creative new non-digital sign through reallocation and removal of existing non-billboard or non-tall wall sign off-site advertising signage area as found in the 2019 Off-Site Sign Survey, expanded by up to 33% of the reallocated sign area.

#### **Advertising Conversion (Non-Digital) (2 projects)**

Projects for existing large format free-standing signs (with dimensions of at least 15' x 15') that are approved for on-site advertising to convert existing signs and expand by up to 33% to off-site, non-digital advertising content.

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Historical Images of Billboard on Sunset Boulevard

## SCREENING APPLICATION REQUIREMENTS

### Required Items

- Application/Owner Information Form
- Proof of Payment
- Cover Letter and Project Narrative – Concise Overview of the applicant’s proposal, including the type of project submittal, the design concept, and how the submission meets the overall intent of the policy. (max 5000 words)
- Design Excellence Criteria Description – Detailed narrative for each major category or individual criterion of how the submission meets the objectives.
- Site Plan
- Table indicating the site zoning designation, FAR limitation, existing or proposed square footage (\*not required for Cultural Resource Projects)
- Building/Sign Elevation Drawings
- Project renderings (including all proposed on- and off-site signage) that demonstrate the proposed project in relation to adjacent parcels
- Site lines studies from at least four viewing angles (east, west, north and south)
- Design and Project Team Bios/Relevant Project Experience

### Cultural Resource Project Requirements

- Historic Assessment
- Narrative describing how work complies with Secretary of Interior standards for rehabilitation

### Optional Items

- Financial Feasibility Analysis
- Video/Animations
- Project Fly-Through
- Signage Technology Schematics
- Virtual/Immersive Experience

### Items That Will Not Be Accepted

- Physical Models

## **SUBMITTAL PERIOD**

Design Excellence Screening Applications may be submitted in person at West Hollywood City Hall - 2nd Floor Planning Counter at 8300 Santa Monica Boulevard West Hollywood, CA 90069 during normal business hours between October 14, 2019 and November 4, 2019. Notification of complete and on-time applications will be provided within 3 business days of submission. Staff will review submissions in the order received. Incomplete or inoperable submissions will be issued a notice to cure those identified submission portions. Once submitted a project applicant will have 1 week to resubmit final materials.

## **DOCUMENT SUBMITTAL**

Each submission shall be and include eight (8) bound copies and eight (8) working USB flash drives in a small, protective re-sealable container with a built-in fastener - e.g., Velcro, zipper, Ziploc, string or metal clasp containing the materials to be reviewed.

## **NUMBER OF APPLICATIONS & PROJECT ALTERNATIVES**

Only one application for any project type may be submitted for each property, with the exception of Creative Reallocation or Advertising Conversion projects which may be submitted as a separate proposal for a property that also includes another type of application. Each proposal may only contain one single, consistent design concept.

## **PROJECT APPROVALS**

A concept award does not constitute a project approval for any sign proposal or associated development project, building renovation, cultural resource designation, or any other permit type. Top-scoring applications will be required to acquire all necessary entitlements and permits to construct the proposed project.

## **ADDITIONAL CEQA ANALYSIS**

Successful project submissions that do not totally conform to the provisions of the Sunset Boulevard Off-Site Advertising Policy provisions may require additional analysis and review per the California Environmental Quality Act.

## **APPEALS**

Scores from each of the Design Excellence Screening Committee members will be averaged and will be final. The composition of the committee represents perspectives from multiple design, architecture, and signage experts and non-experts alike and the committee's collective decision making shall be the final decision and function as an appeal.

## **SUBSTANTIAL CONFORMANCE**

It is understood that changes need to be accommodated in design due to various factors; however, successful applicants will be expected to bring forward a sign proposal as part of a complete permit application that is in substantial conformance with the materials reviewed and scored by the evaluation committee.

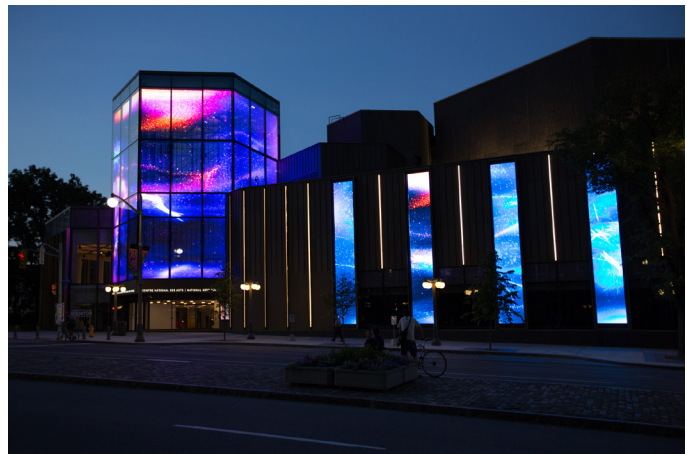
# PUBLIC RECORDS REQUESTS AND PROPRIETARY DATA

All screening applications will become the property of the City when received. Information contained in the screening applications may be subject to disclosure under the California Public Records Act.

## TIES

After scoring is complete, if a tie exists that impacts which applicants are in a top-scoring position, the project that has a higher averaged score in the Design Quality shall be deemed the higher scoring application.

Precedent Images of Creative Integrated Digital Advertising



## **DISCLOSURE REGARDING CHANGES TO PUBLISHED INFORMATION**

While it is not anticipated that any changes to published information will occur, the City of West Hollywood does reserve the right to update any information on the project webpage as necessary to resolve any unanticipated issues that may arise prior to, during, or after the screening period. Any updated information will be noted as updated. All applicants are encouraged to check the City's webpage before submitting their final application materials.

## **CONTACT WITH DESIGN EXCELLENCE REVIEWER PANEL MEMBERS**

Contact with any member of the Design Excellence Screening Committee is strictly prohibited. Any violation will result in the dismissal of the applicant's screening application. Additionally, applicants should be aware that all Design Excellence Screening Committee members are required to immediately report any attempted contact (email, phone, in-person, by mail, etc.) by an applicant to the City Manager.

Applicants are allowed to contact City Councilmembers, but they should be aware that the City Council will not be reviewing or scoring the screening applications. In addition, City Councilmembers, members of the Planning Commission, and members of the Historic Preservation Commission are not allowed to contact any members of the Design Excellence Screening Committee. Staff strongly encourages applicants to carefully review the weighting criteria, and focus their efforts on submitting a detailed and comprehensive screening application that aligns with the criteria.

## **QUESTIONS**

Questions regarding the screening application and weighting criteria should be emailed to City staff at [beck@weho.org](mailto:beck@weho.org) until November 1, 2019. The City will endeavor to answer all questions in a timely manner and publish a list of common questions on the City's project website.

### **CONTACT INFORMATION**

Project Manager: Bryan Eck, Senior Planner  
City of West Hollywood  
[beck@weho.org](mailto:beck@weho.org)  
323.848.6858





City of West Hollywood  
California 1984



City of West Hollywood  
**SUNSET BOULEVARD OFF-SITE ADVERTISING SIGNAGE PROGRAM  
 DESIGN EXCELLENCE SCREENING APPLICATION**

**SECTION A – APPLICANT INFORMATION** Please provide the below business information for your sign project.  
 \*\*\*THE APPLICANT MUST BE SITE OWNER\*\*\*

1. Project Type: (only check one)

- New Development/Substantial Remodel     
  Alternative Project     
  Advertising Conversion  
 Cultural Resource     
  Creative Non-Digital/Reallocation

2. Project Location Address

3. Applicant/Site Owner Name

4. Mailing Address	5. City	6. State	7. Zip Code
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**SECTION C - PRIMARY CONTACT INFORMATION** (This will be the contact person for any questions regarding the screening application)

4. Name	5. Title/Company	6. Phone Number	7. Email Address
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**Contact with Design Excellence Committee Members**

Contact with any member of the Application Evaluation Committee is strictly prohibited. Any violation will result in the dismissal of the applicant’s screening application. Additionally, applicants should be aware that all Application Evaluation Committee members are required to immediately report any attempted contact (email, phone, in-person, by mail, etc.) by an applicant to the City Manager.

I hereby declare that I understand that any contact by anyone associated with the Design Excellence Screening Application with Committee Members directly related to the project submission shall result in the automatic dismissal of the this application.

Signature	Printed Name	Date Signed
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**AFFIRMATION & CONSENT**

Under penalty of perjury, I hereby declare that the information contained within and submitted with the screening application is complete, true, and correct. I understand that a misrepresentation of fact is cause for rejection of this application, denial of a license, or revocation of a license issued. By signing below, I also hereby declare that I have read the application information packet and will adhere to the guidelines and requirements included in it:

Signature	Printed Name	Date Signed
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