
Attachment E2

Alternative 4 Off-Site Signage Application

8850 SUNSET BOULEVARD BILLBOARD

STANDARD BILLBOARD & PLANNING DIVISION PERMIT APPLICATION

JANUARY 19, 2024

SUBMITTED BY OFFICEUNTITLED, SIGNAGE DESIGN ARCHITECT
OWNER SILVER CREEK DEVELOPMENT

TEAM	BIG OUTDOOR	OUTDOOR ADVERTISING
	ARQUITECTONICA	BUILDING DESIGN
	OFFICEUNTITLED	SIGNAGE DESIGN
	RELM	LANDSCAPE DESIGN
	LATHAM & WATKINS	LAND-USE ATTORNEY
	SEYMOUR CONSULTING GROUP	GOVERNMENT RELATIONS
	MGMT PARTNERS	



OFFICEUNTITLED



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ADDRESS & LEGAL DESCRIPTION OF SUBJECT PROPERTY

8850-8878 W Sunset Boulevard, 1025-1029 Larrabee Street
West Hollywood, CA 90069

APN: 4439-017-001 (7,825 SF / 0.1800 Acres)
4439-017-006 (7,227.3 SF / 0.1659 Acres)
4439-017-007 (7,227 SF / 0.1659 Acres)
4439-017-007 (7,227 SF / 0.1659 Acres)
4439-017-002 (3,194.34 SF / 0.07 Acres)
4439-017-003 (2,765.56 SF / 0.06 Acres)
4439-017-004 (2,758.76 SF / 0.06 Acres)
4439-017-005 (2,998.75 SF / 0.07 Acres)
4439-017-008 (5,984.39 SF / 0.14 Acres)

AREA 39,981.10 SF (0.9178 Acres)

NAME, ADDRESS, PHONE NUMBER, AND EMAIL ADDRESS OF THE APPLICANT, OWNER, AND ARCHITECT

APPLICANT Big Outdoor
8747 Sunset Boulevard
West Hollywood, CA 90069

Ryan Levine
(818) 857-7334
ryan@bigoutdoor.com

OWNER 8850 Sunset, LLC

Charles Essig
Silver Creek Commercial Development, LLC
1160 Wilshire Boulevard, Suite 2480
Los Angeles CA 90025

(323) 538-6690
ce@silvercreekdevco.com

DESIGNER OfficeUntitled
4200 Sepulveda Boulevard, Suite 104
Culver City, CA 90230

Benjamin Anderson
(310) 730-6698
benjamin@officeuntitled.com

DESCRIPTION OF PROJECT/SCOPE OF WORK

The project consists of two new billboards, one digital and one static, integrated into a new proposed development of the 8850-8878 Sunset block. The static billboard totals 1,000 SF of sign area, and the digital billboard totals 2,000 SF. They are positioned to maximize visibility from Sunset Blvd at the corner of each intersection of the project while limiting exposure/light intrusion into surrounding areas.

Additional proposed lighting features include a canopy lighting feature with programmable, LED edge-lit glass waveforms which provide sculptural visual interest for pedestrians along Sunset Blvd and can feature key tenants such as the new proposed Viper Room, main lobby/view terrace entrance, and others via varying architectural lighting coloration and activations.

Additional site improvements to the exterior include landscaping and an interactive media installation wrapping the Sunset Boulevard adjacent column supporting the overall structure.

EXISTING AND PROPOSED LAND USE, NUMBER OF STORIES, MAXIMUM HEIGHT FROM GRADE, AND ZONING SUMMARY

EXISTING: LAND USE Commercial (Retail)
NUMBER OF STORIES 2
HEIGHT FROM GRADE 26'-0" & 37'-0" to top of existing building parapets
ZONING SUMMARY Sunset Specific Plan Commercial

EXISTING SIGNS:
HEIGHT FROM GRADE 67'-10" to top of static sign face

PROPOSED SIGNS:
HEIGHT FROM GRADE 66'-1" to top of East static sign face
89'-11" to top of West digital sign face

BUILDING SQUARE FOOTAGE

EXISTING: 21,000 SF
PROPOSED: 228,026 SF

SIZE AND NUMBER OF DWELLING UNITS

78 Residential Units & 90 Hotel Rooms (Refer to Base Building Submittal for detailed sizes)

CALCULATIONS OF COMMON AREA AND PRIVATE OPEN SPACE

7,579 SF Common Open Space & 15,591 SF Private Open Space (Refer to Base Building Submittal)

CALCULATIONS OF PERMEABLE SURFACE/LANDSCAPE AREAS

4,013 sf Permeable Area / 1,978 SF Private Landscape / 12,867 SF Public Landscape (Refer to Base Building Submittal)

SUBJECT PROPERTY ZONING DESIGNATION AND CALCULATIONS FOR DENSITY, FLOOR AREA (FAR)

ZONING Sunset Specific Plan, Commercial
AREA 39,981 SF (EXISTING)

AREA 228,026 SF (PROPOSED)
FAR 5.7:1 TBD (PROPOSED)





SCALE: NTS





AERIAL VIEW SHOWING EXISTING SITE FROM THE NORTHWEST



AERIAL VIEW SHOWING EXISTING SITE FROM THE NORTHEAST



STREET LEVEL VIEW SHOWING EXISTING SITE FROM THE NORTHWEST



STREET LEVEL VIEW SHOWING EXISTING SITE FROM THE NORTHEAST





VIEW LOOKING EAST ON SUNSET BLVD TOWARDS N SAN VICENTE BLVD





VIEW LOOKING WEST ON SUNSET BLVD TOWARDS LARRABEE ST





VIEW OF DIGITAL SIGN & CANOPY LIGHTING FEATURE LOOKING SOUTHEAST ACROSS SUNSET AT INTERSECTION OF N SAN VICENTE BLVD





VIEWS OF STATIC SIGN LOOKING WEST ON SUNSET ACROSS LARARBEE ST



VIEWS OF STATIC SIGN LOOKING WEST ACROSS LARARBEE ST





VIEWS OF DIGITAL SIGN LOOKING EAST ON SUNSET ACROSS N SAN VICENTE BLVD



VIEWS OF DIGITAL SIGN LOOKING EAST ACROSS N SAN VICENTE BLVD

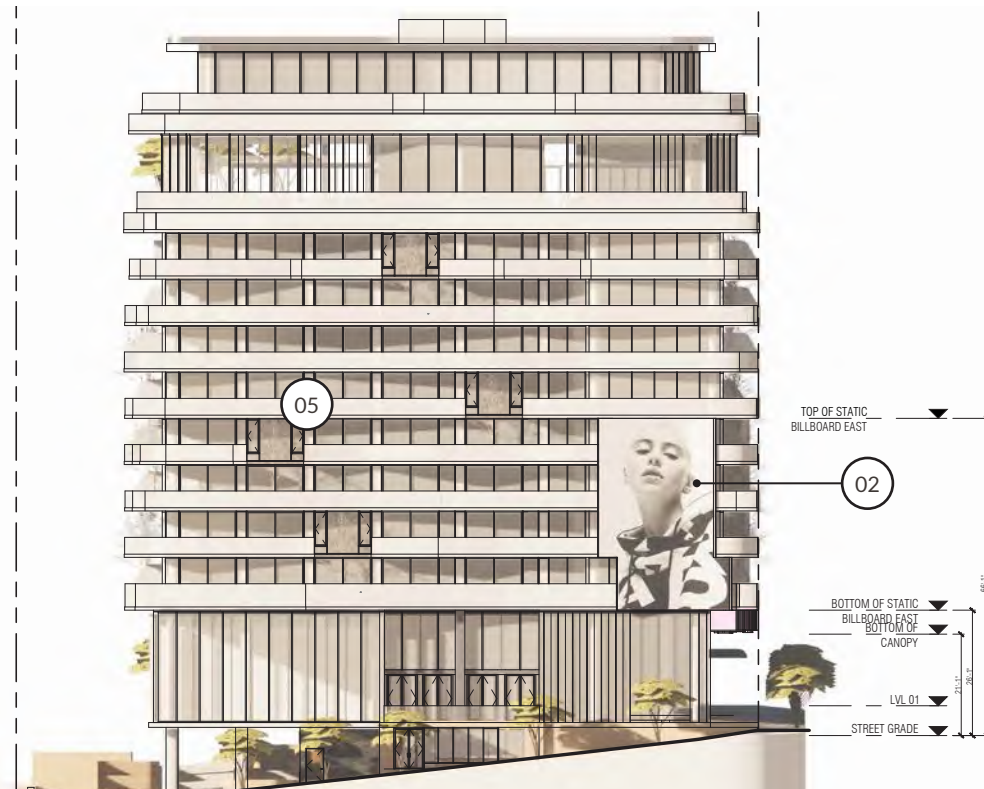




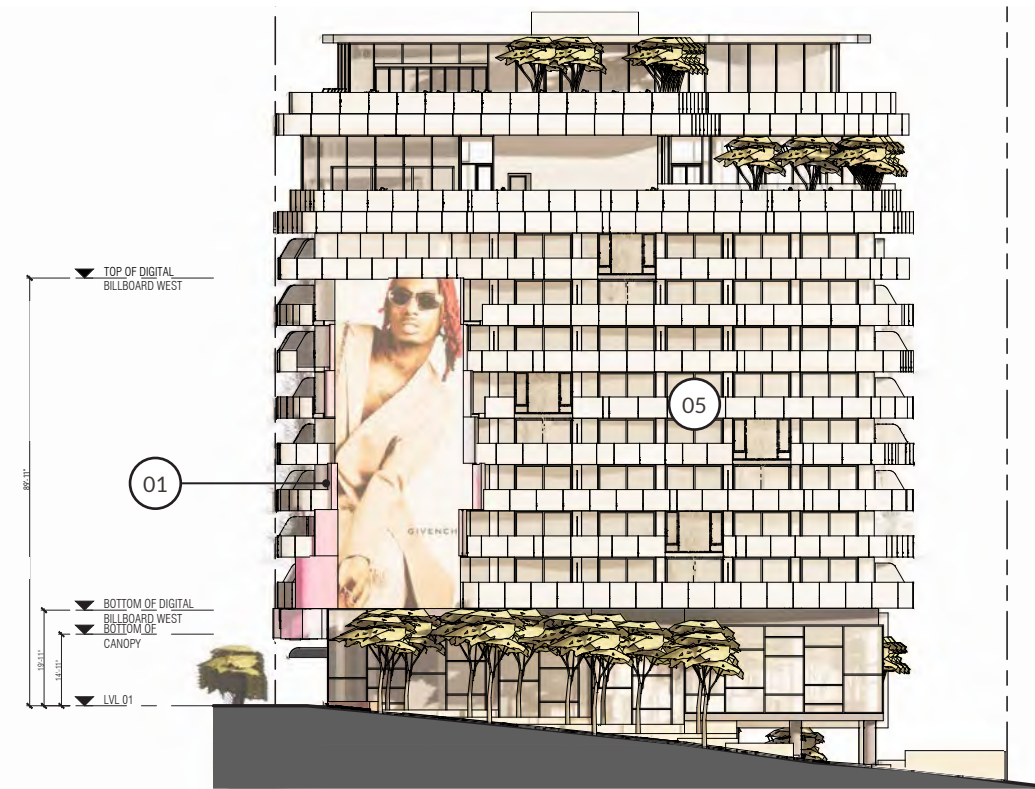
VIEW OF CANOPY LIGHTING FEATURE ALONG SUNSET AT BUILDING LOBBY / VIEW TERRACE ENTRANCE



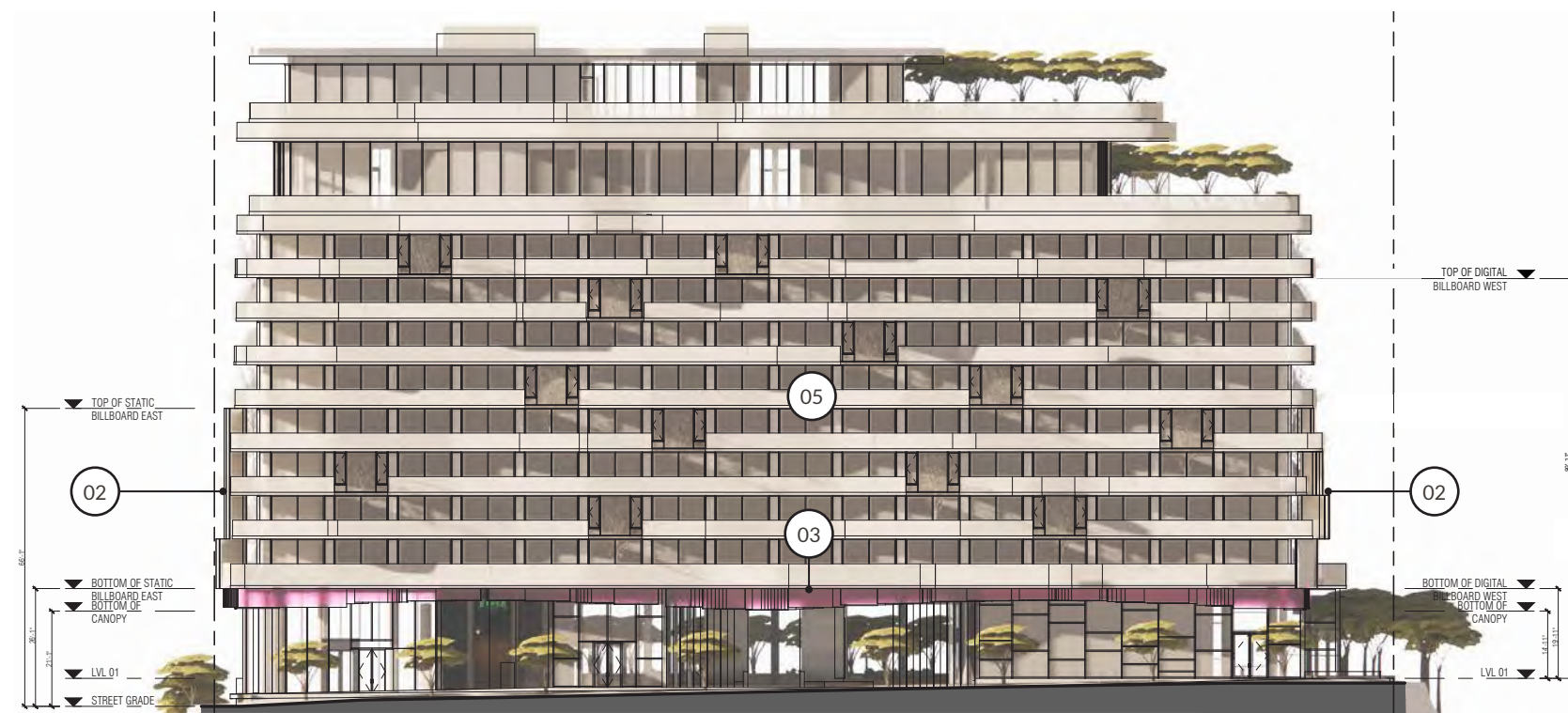
VIEW OF CANOPY LIGHTING FEATURE ALONG SUNSET IN FRONT OF VIPER ROOM



EAST ELEVATION (LARRABEE ST FRONTAGE)



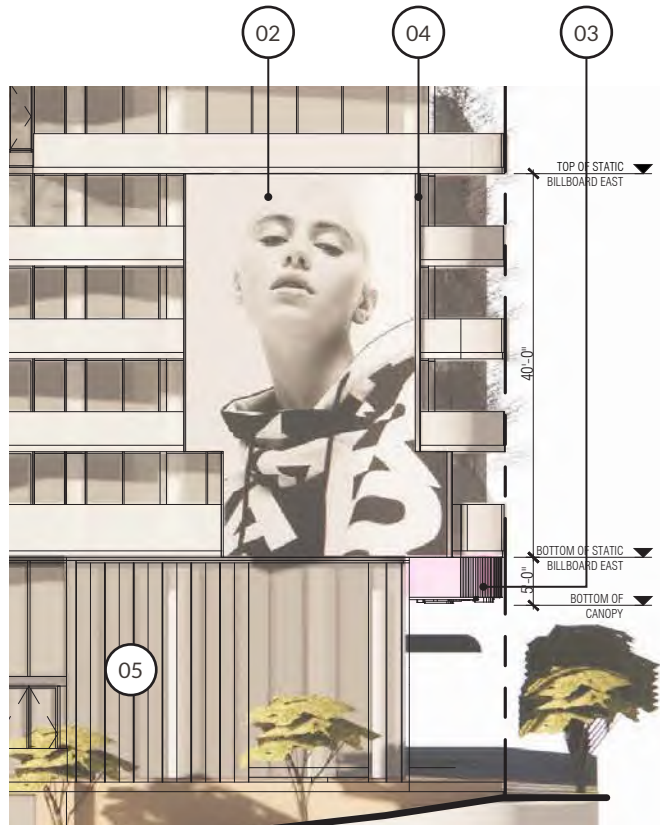
WEST ELEVATION (N SAN VICENTE BLVD FRONTAGE)



NORTH ELEVATION (SUNSET BLVD FRONTAGE)

- 01 70'-0"H x 28'-6 3/4"W DIGITAL SIGN FACE (2,000 SF)
- 02 40'-0"H x 25'-0"W STATIC SIGN FACE (1,000 SF)
- 03 LED EDGE-LIT GLASS CANOPY LIGHTING FEATURE
- 04 REAR SIGN FACE PAINTED METAL CLADDING
- 05 PROPOSED NEW BUILDING, (NOT A PART)

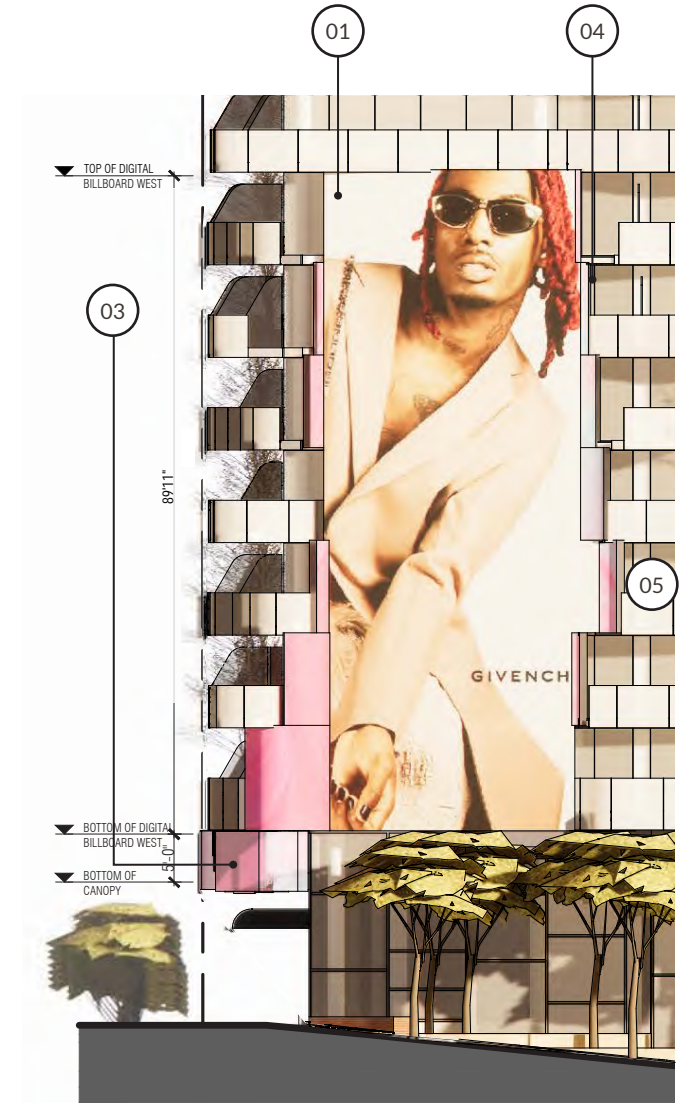




ENLARGED EAST ELEVATION (LARRABEE ST FRONTAGE)



ENLARGED NORTH ELEVATIONS (SUNSET BLVD FRONTAGE)



ENLARGED WEST ELEVATION (N SAN VICENTE BLVD FRONTAGE)

SIGN 01

40'-0"H x 25'-0"W (1,000 SF)
STATIC SIGN FACE

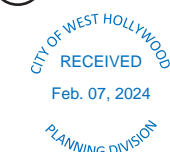
CANOPY LIGHTING FEATURE

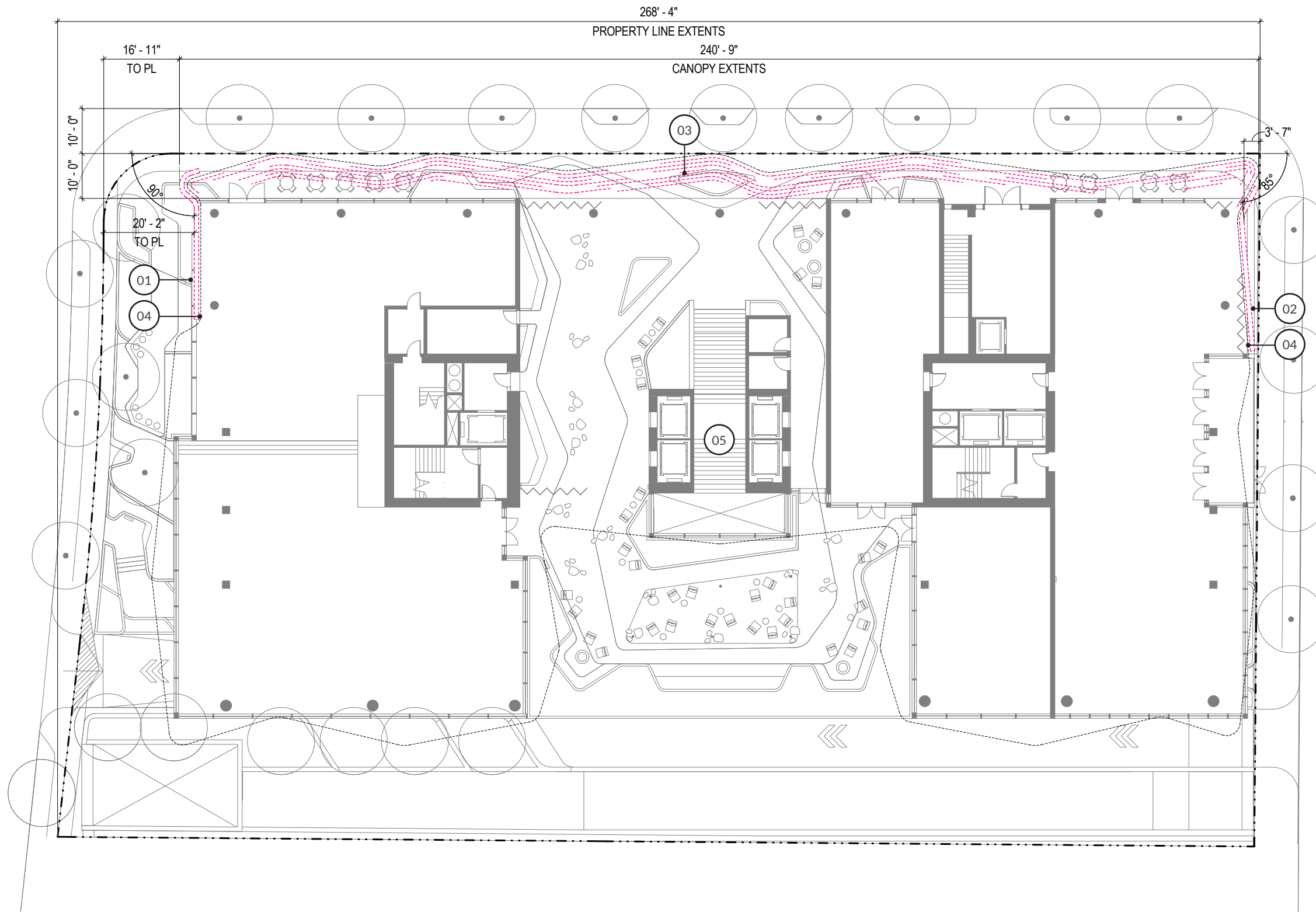
APPROXIMATE SURFACE AREA (2,975 SF)
APPROXIMATE PLAN AREA (2,523 SF)
PROGRAMMABLE LED EDGE-LIT GLASS ARRAY

SIGN 2

70'-0"H x 28'-6 3/4"W (2,000 SF)
DIGITAL LED SIGN FACE

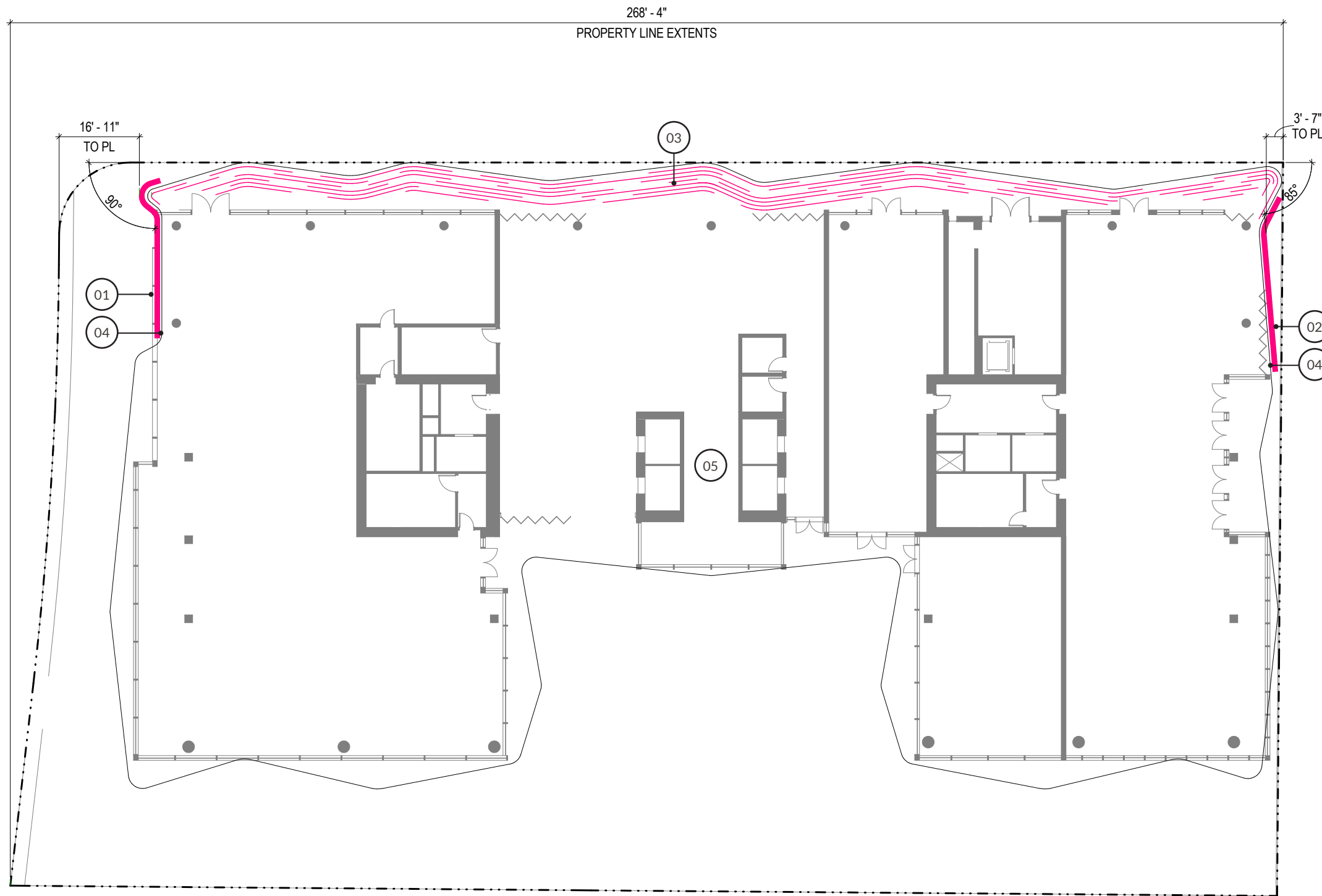
- 01 70'-0"H x 28'-6 3/4"W DIGITAL SIGN FACE (2,000 SF)
- 02 40'-0"H x 25'-0"W STATIC SIGN FACE (1,000 SF)
- 03 LED EDGE-LIT GLASS CANOPY LIGHTING FEATURE
- 04 REAR SIGN FACE PAINTED METAL CLADDING
- 05 PROPOSED NEW BUILDING, (NOT A PART)





- 01 70'-0"H x 28'-6 3/4"W DIGITAL SIGN FACE (2,000 SF) (ABOVE)
- 02 40'-0"H x 25'-0"W STATIC SIGN FACE (1,000 SF) (ABOVE)
- 03 LED EDGE-LIT GLASS CANOPY LIGHTING FEATURE (2,523 SF)(ABOVE)
- 04 REAR SIGN FACE PAINTED METAL CLADDING (ABOVE)
- 05 PROPOSED NEW BUILDING, (NOT A PART)

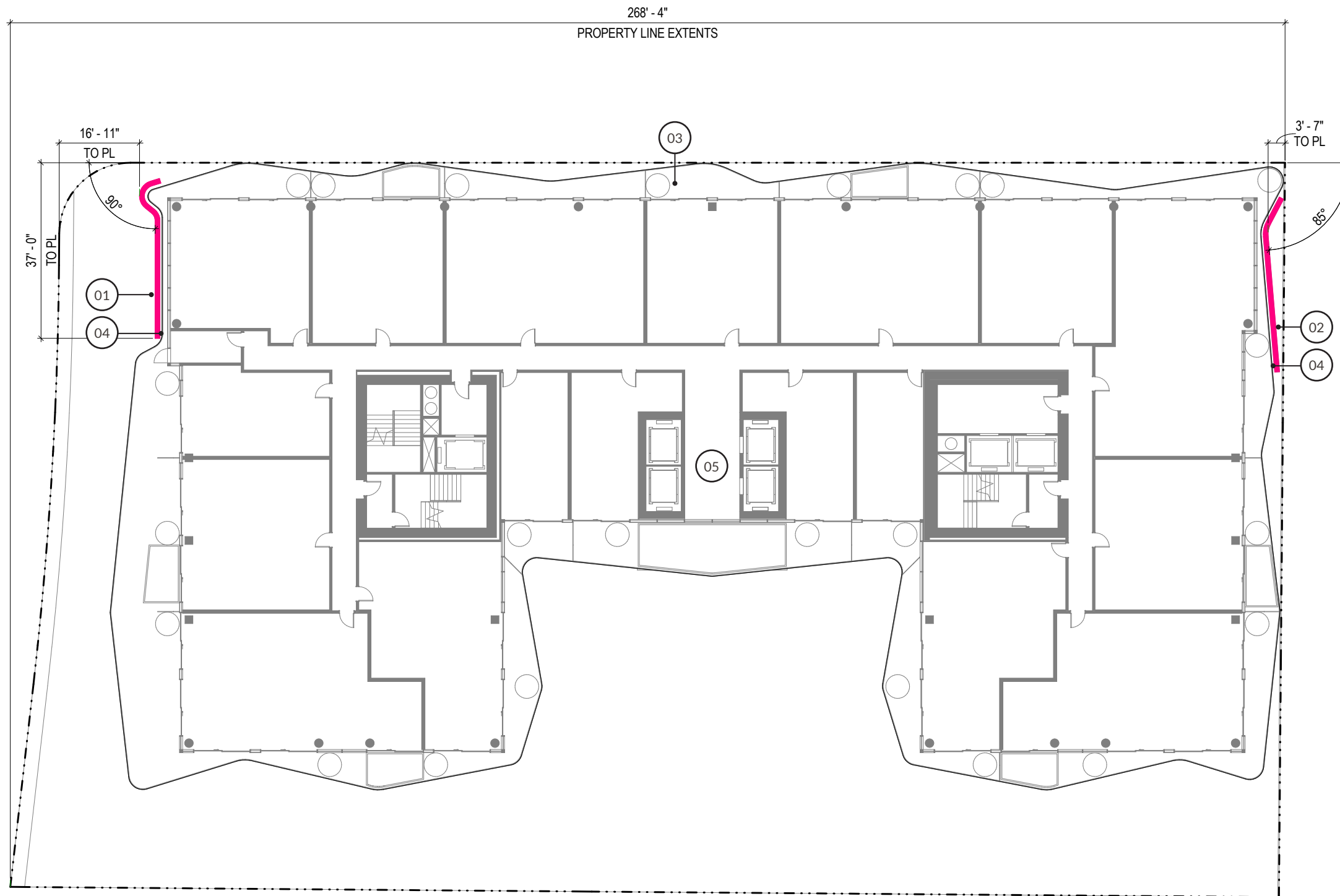
LEVEL 01 SITE PLAN



- 01 70'-0"H x 28'-6 3/4"W DIGITAL SIGN FACE (2,000 SF) (ABOVE)
- 02 40'-0"H x 25'-0"W STATIC SIGN FACE (1,000 SF) (ABOVE)
- 03 LED EDGE-LIT GLASS CANOPY LIGHTING FEATURE (2,523 SF)
- 04 REAR SIGN FACE PAINTED METAL CLADDING (ABOVE)
- 05 PROPOSED NEW BUILDING, (NOT A PART)

LEVEL 01 REFLECTED CEILING PLAN

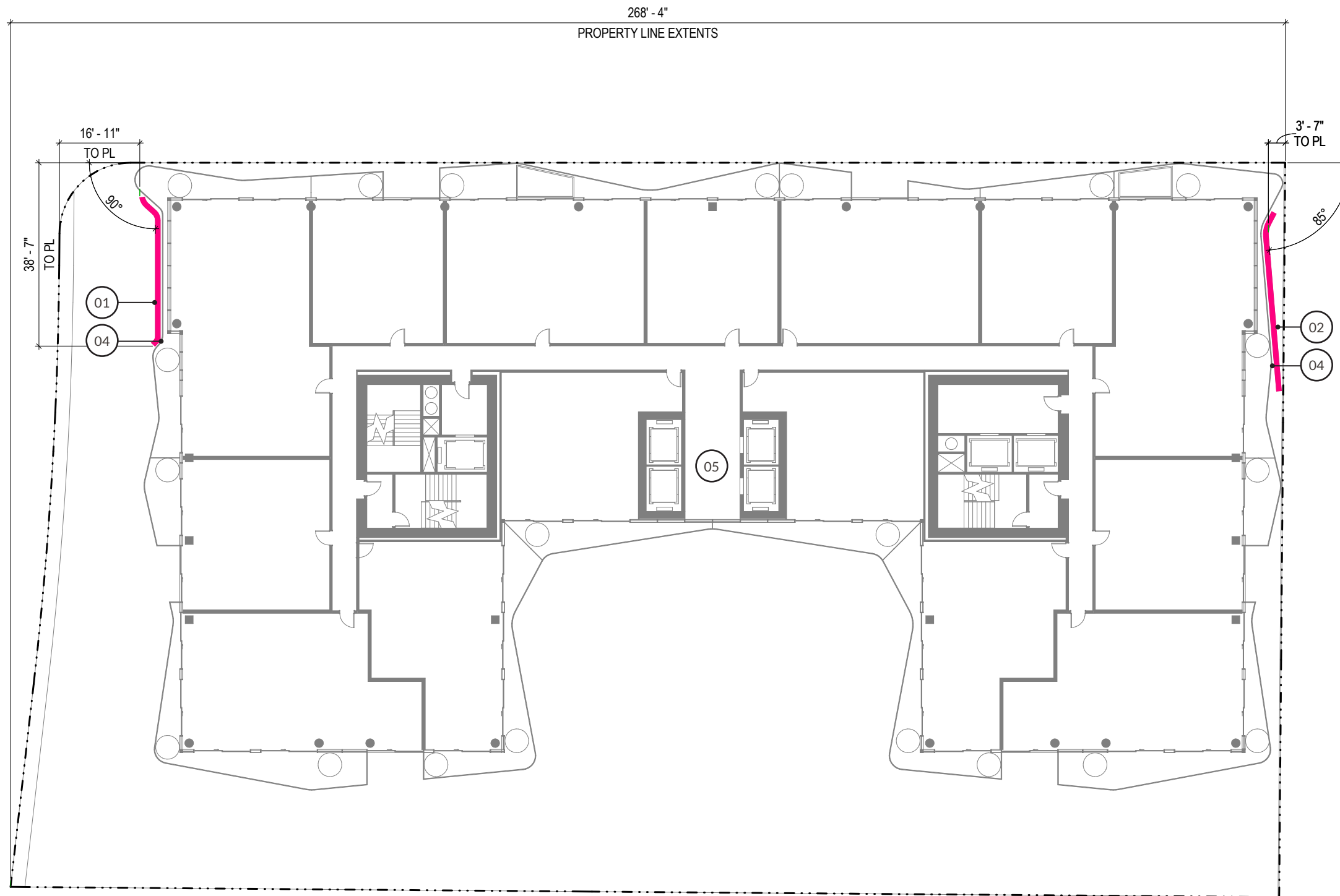




- 01 70'-0"H x 28'-6 3/4"W DIGITAL SIGN FACE (2,000 SF)
- 02 40'-0"H x 25'-0"W STATIC SIGN FACE (1,000 SF)
- 03 LED EDGE-LIT GLASS CANOPY LIGHTING FEATURE (2,523 SF)(BEYOND)
- 04 REAR SIGN FACE PAINTED METAL CLADDING
- 05 PROPOSED NEW BUILDING, (NOT A PART)

LEVLE02 PLAN

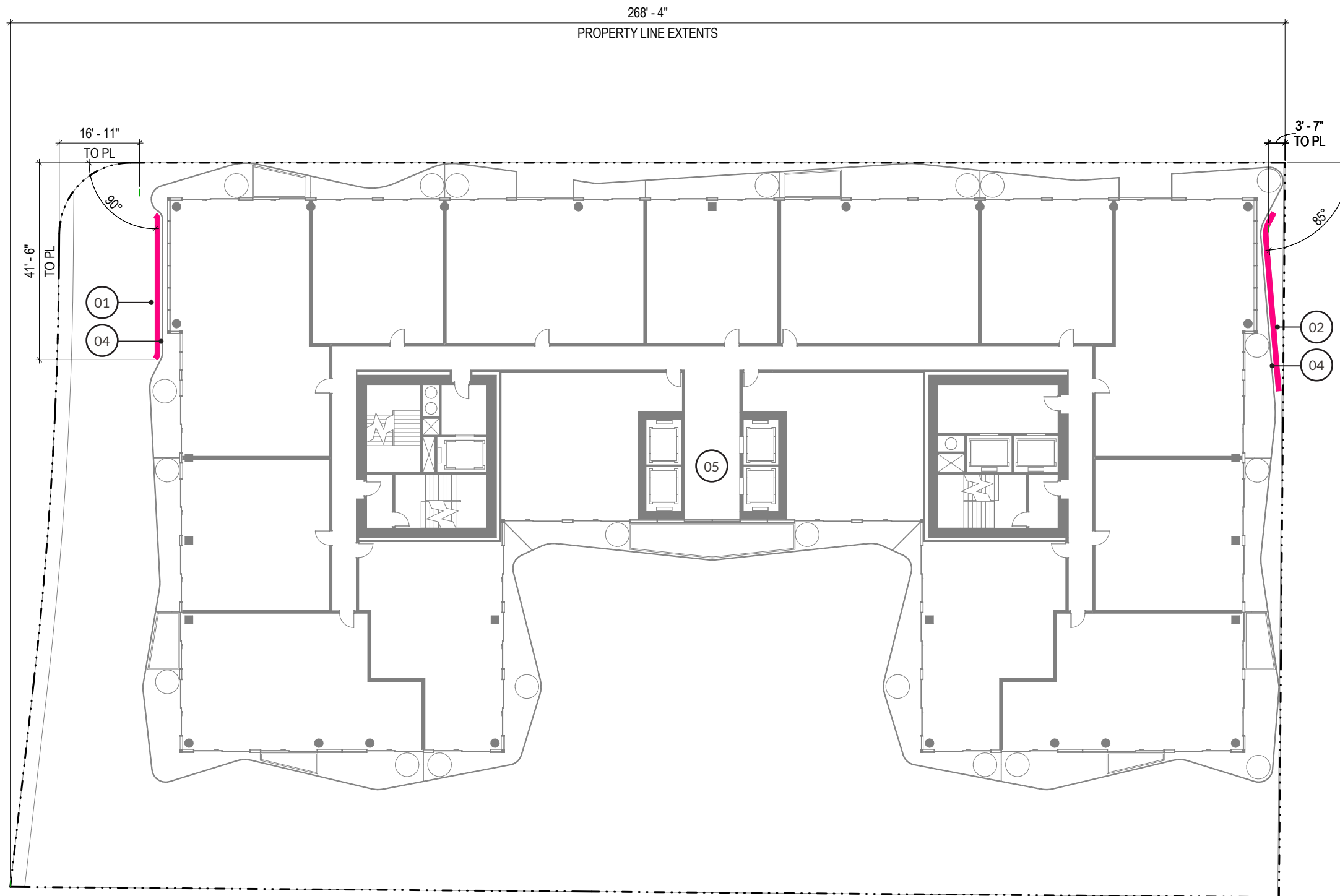




- 01 70'-0"H x 28'-6 3/4"W DIGITAL SIGN FACE (2,000 SF)
- 02 40'-0"H x 25'-0"W STATIC SIGN FACE (1,000 SF)
- 03 LED EDGE-LIT GLASS CANOPY LIGHTING FEATURE (2,523 SF)
- 04 REAR SIGN FACE PAINTED METAL CLADDING
- 05 PROPOSED NEW BUILDING, (NOT A PART)

LEVEL 03 PLAN

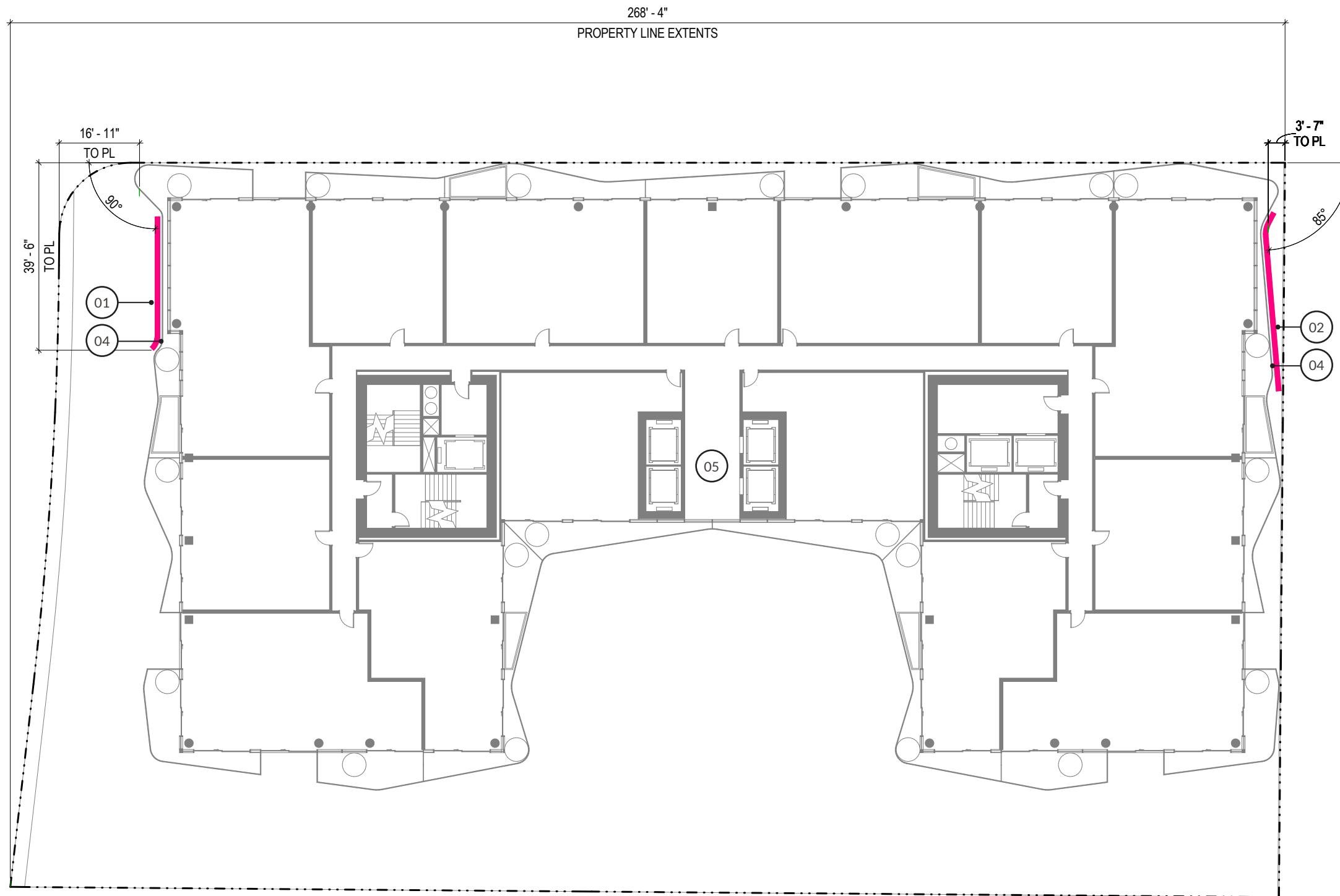




- 01 70'-0"H x 28'-6 3/4"W DIGITAL SIGN FACE (2,000 SF)
- 02 40'-0"H x 25'-0"W STATIC SIGN FACE (1,000 SF)
- 03 LED EDGE-LIT GLASS CANOPY LIGHTING FEATURE (2,523 SF)
- 04 REAR SIGN FACE PAINTED METAL CLADDING
- 05 PROPOSED NEW BUILDING, (NOT A PART)

LEVEL 04 PLAN

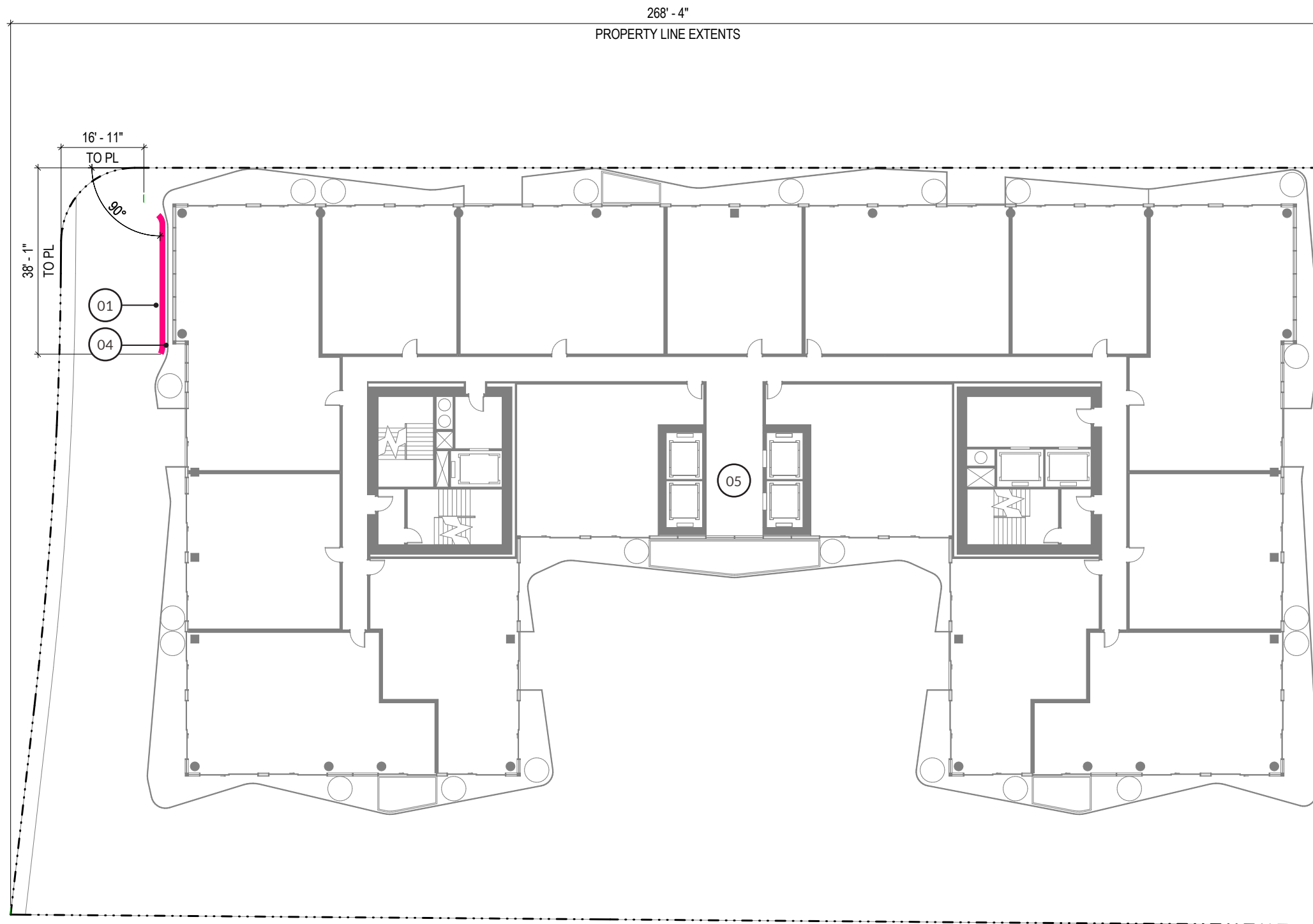




- 01 70'-0"H x 28'-6 3/4"W DIGITAL SIGN FACE (2,000 SF)
- 02 40'-0"H x 25'-0"W STATIC SIGN FACE (1,000 SF)
- 03 LED EDGE-LIT GLASS CANOPY LIGHTING FEATURE (2,523 SF)
- 04 REAR SIGN FACE PAINTED METAL CLADDING
- 05 PROPOSED NEW BUILDING, (NOT A PART)

LEVEL 05 PLAN

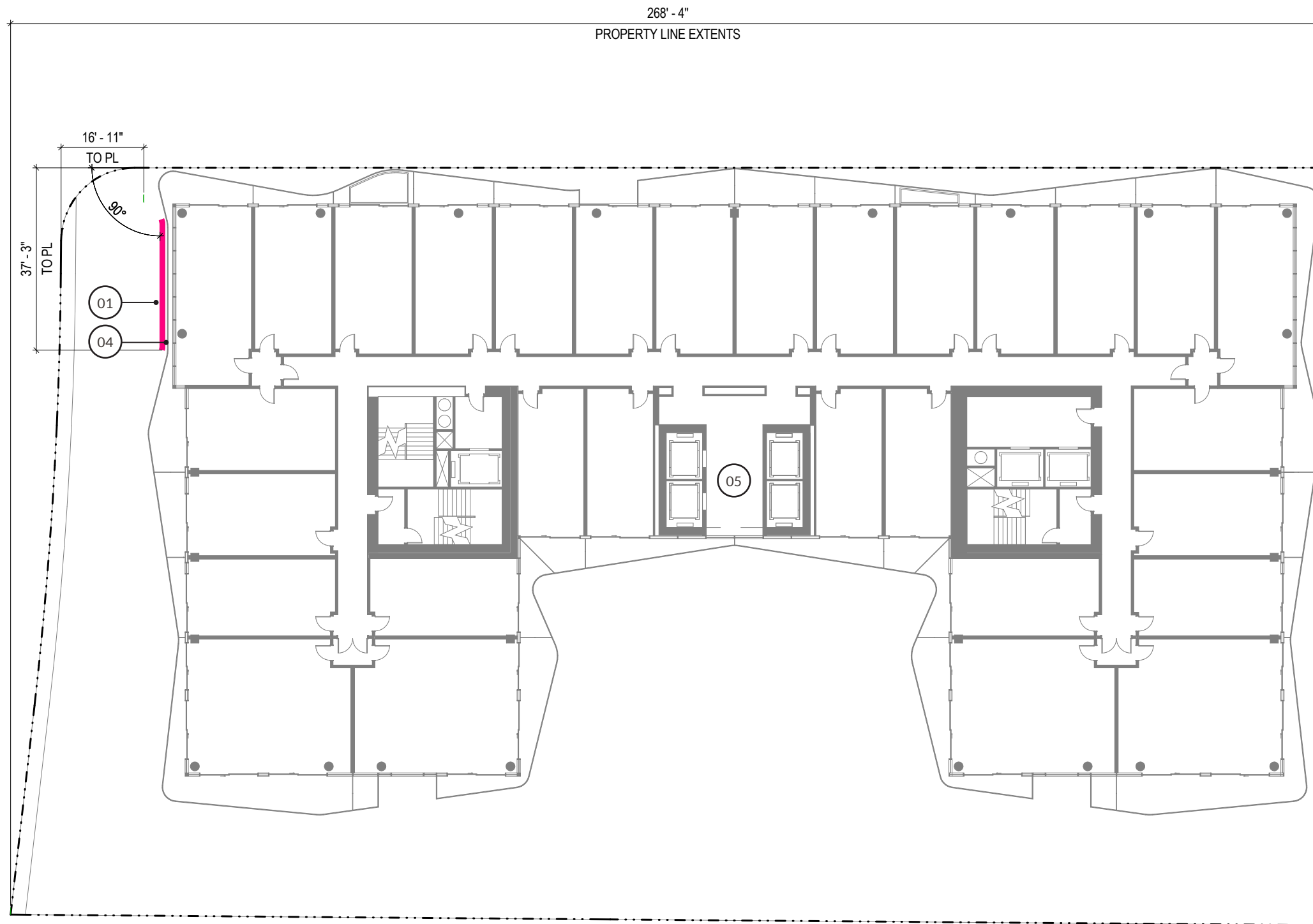




- 01 70'-0"H x 28'-6 3/4"W DIGITAL SIGN FACE (2,000 SF)
- 02 40'-0"H x 25'-0"W STATIC SIGN FACE (1,000 SF)
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- 04 REAR SIGN FACE PAINTED METAL CLADDING
- 05 PROPOSED NEW BUILDING, (NOT A PART)

LEVEL 06 PLAN

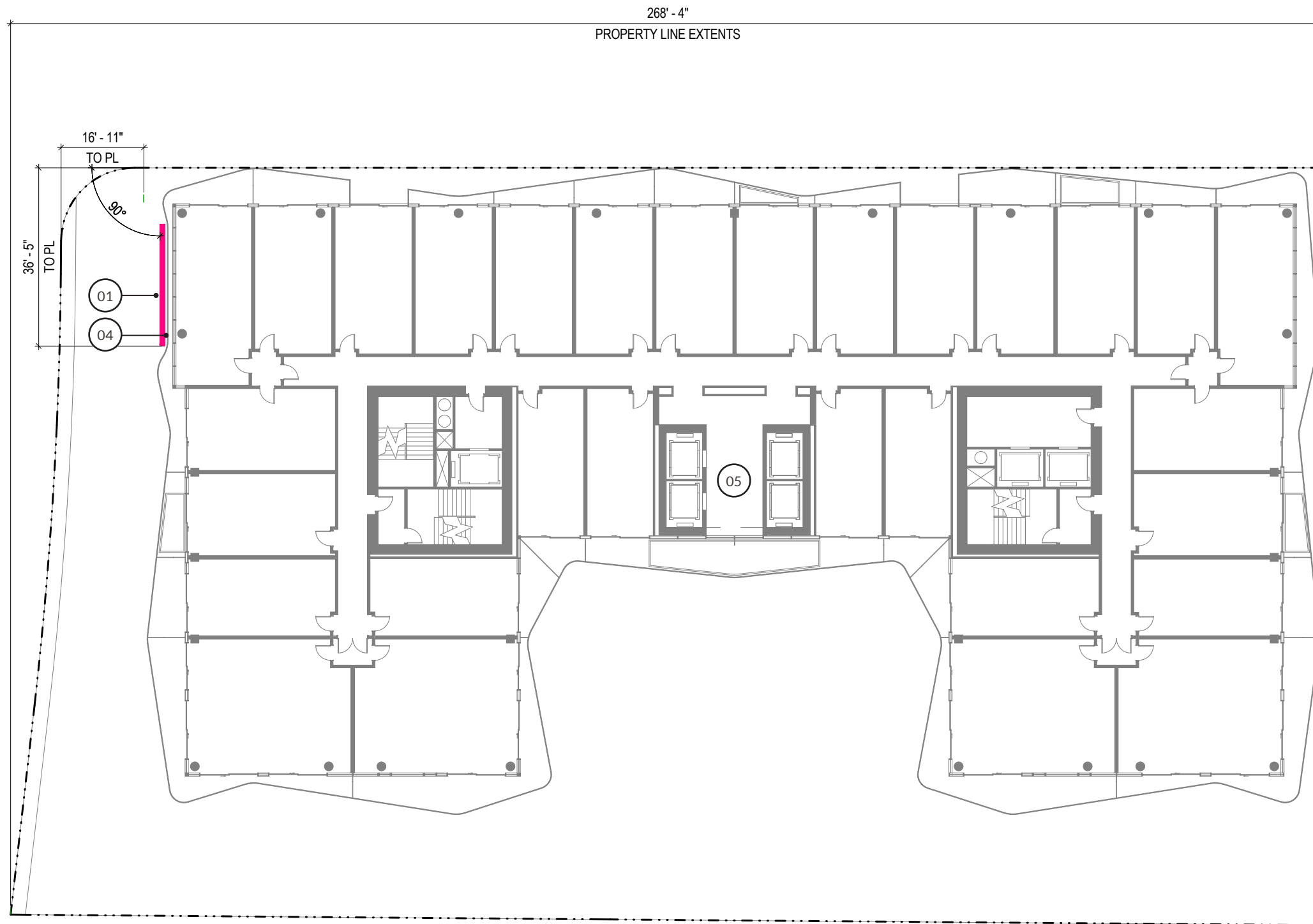




- 01 70'-0"H x 28'-6 3/4"W DIGITAL SIGN FACE (2,000 SF)
- 02 40'-0"H x 25'-0"W STATIC SIGN FACE (1,000 SF)
- 03 LED EDGE-LIT GLASS CANOPY LIGHTING FEATURE (2,523 SF)
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- 05 PROPOSED NEW BUILDING, (NOT A PART)

LEVEL 07 PLAN

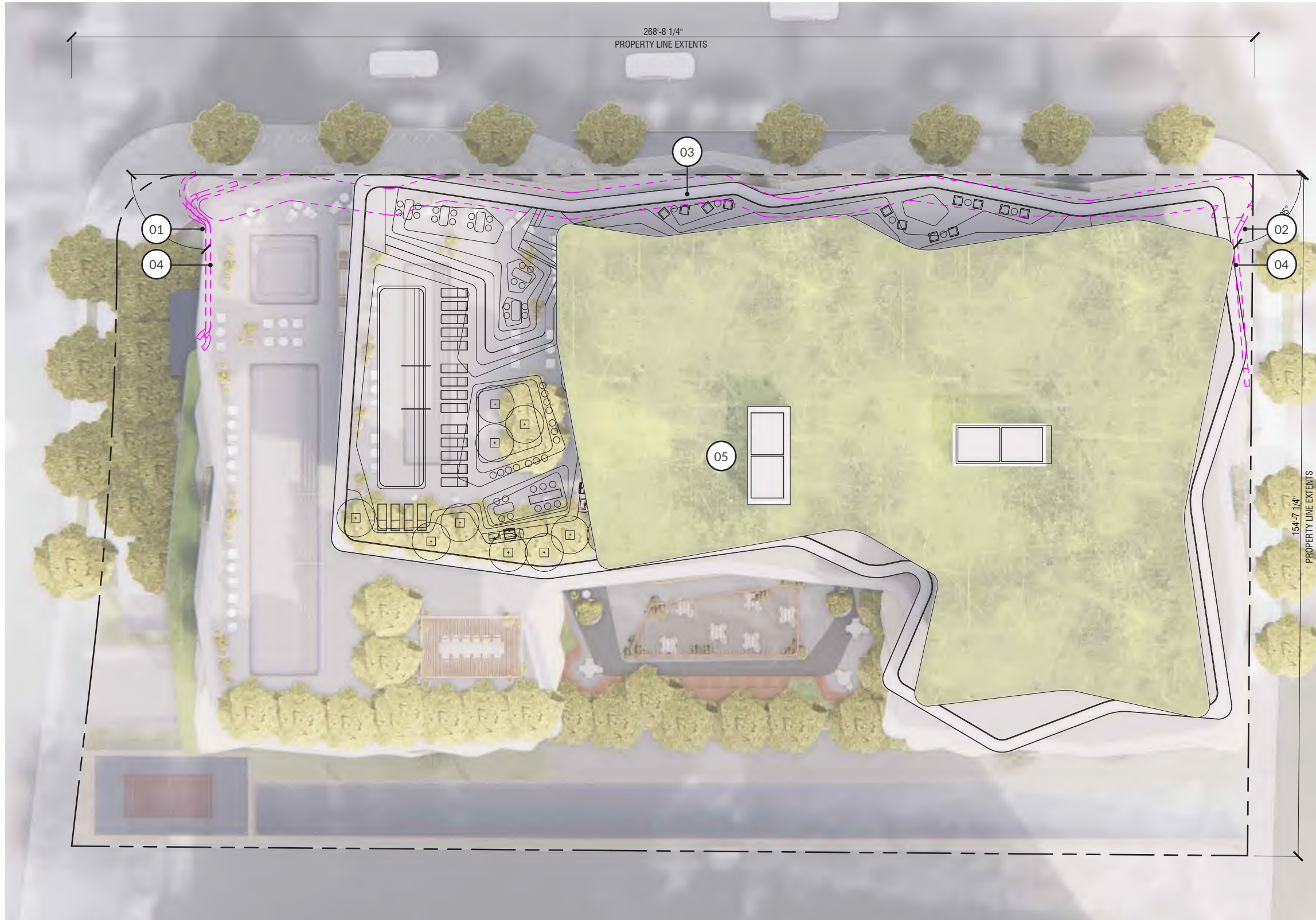




- 01 70'-0"H x 28'-6 3/4"W DIGITAL SIGN FACE (2,000 SF)
- 02 40'-0"H x 25'-0"W STATIC SIGN FACE (1,000 SF)
- 03 LED EDGE-LIT GLASS CANOPY LIGHTING FEATURE (2,523 SF)
- 04 REAR SIGN FACE PAINTED METAL CLADDING
- 05 PROPOSED NEW BUILDING, (NOT A PART)

LEVEL 08 PLAN

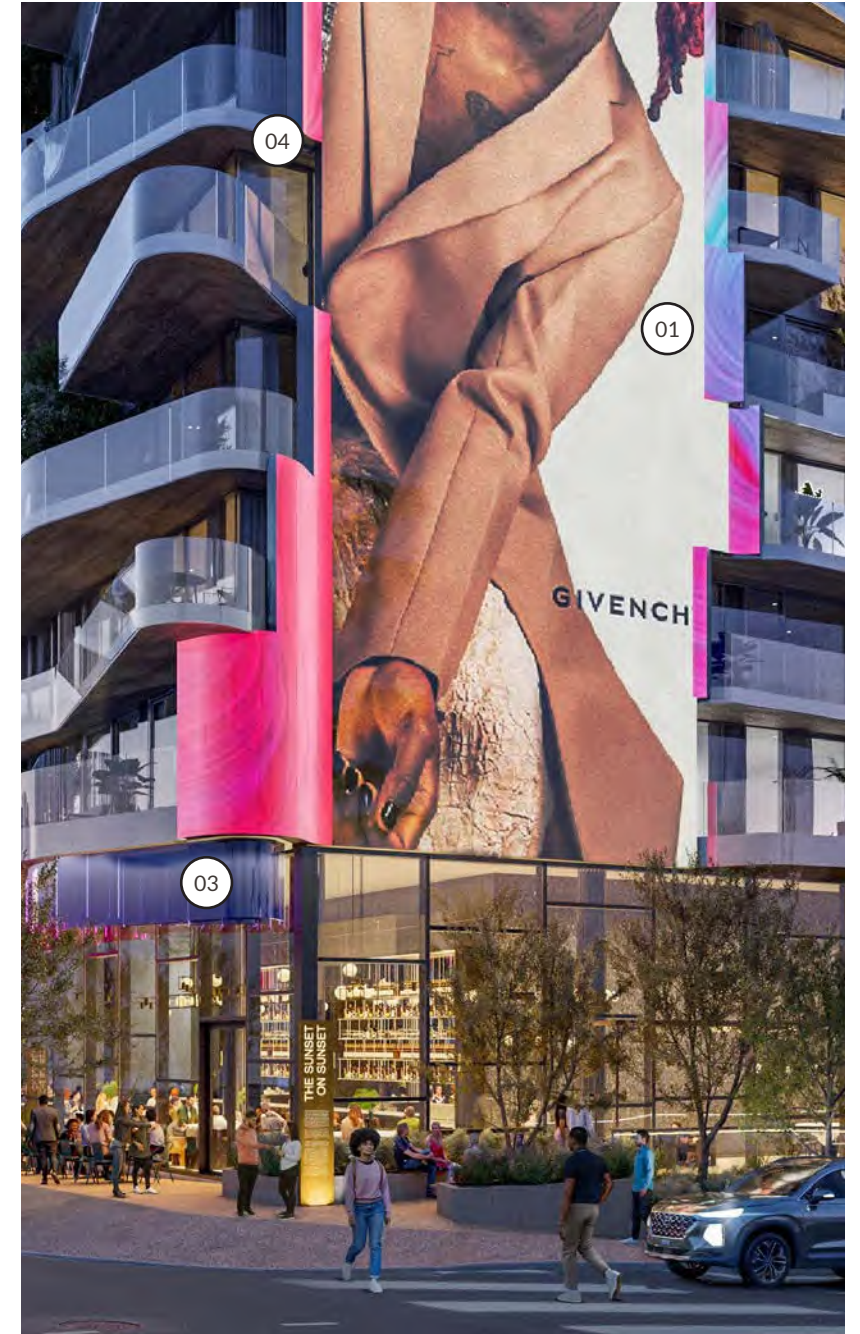
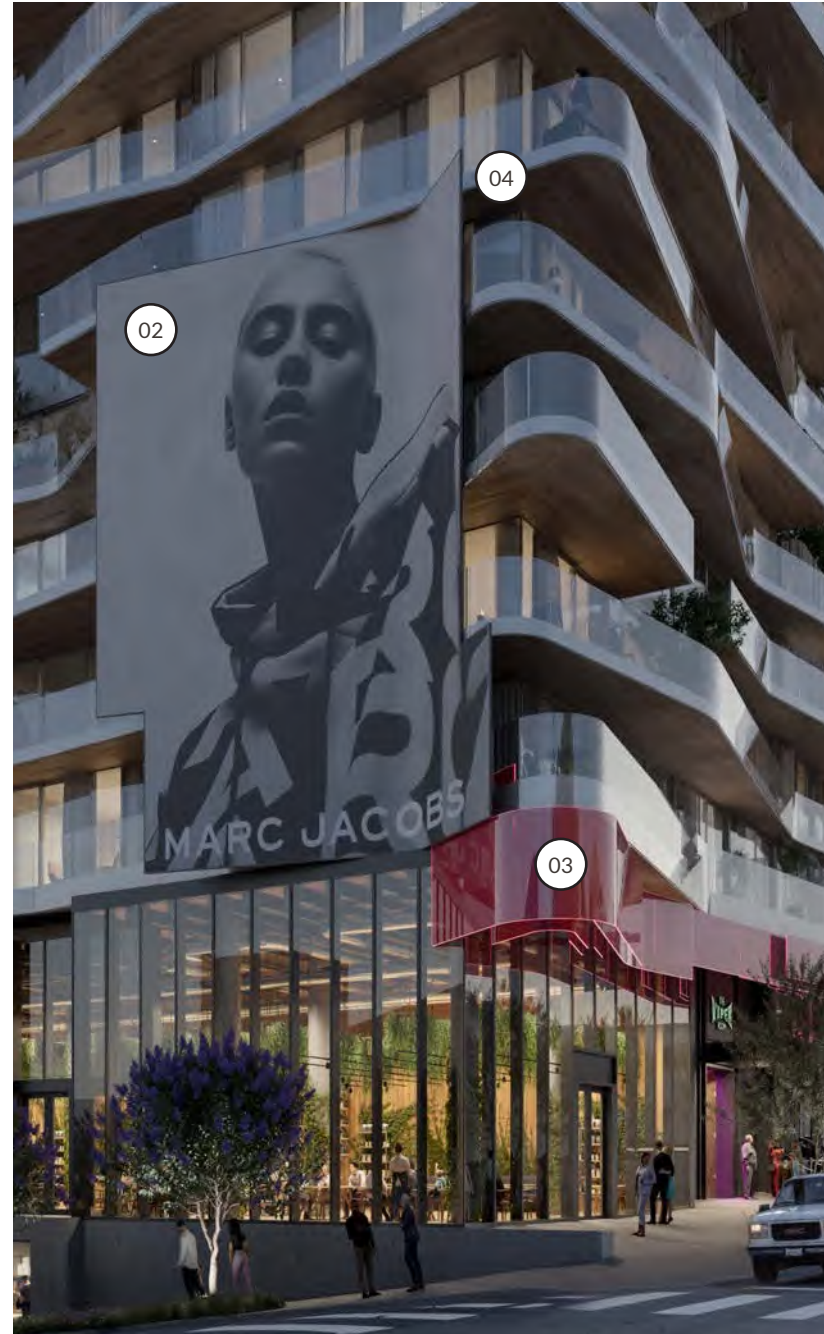
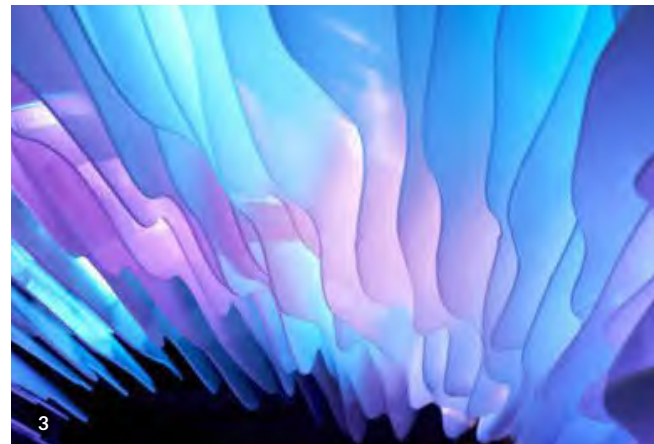
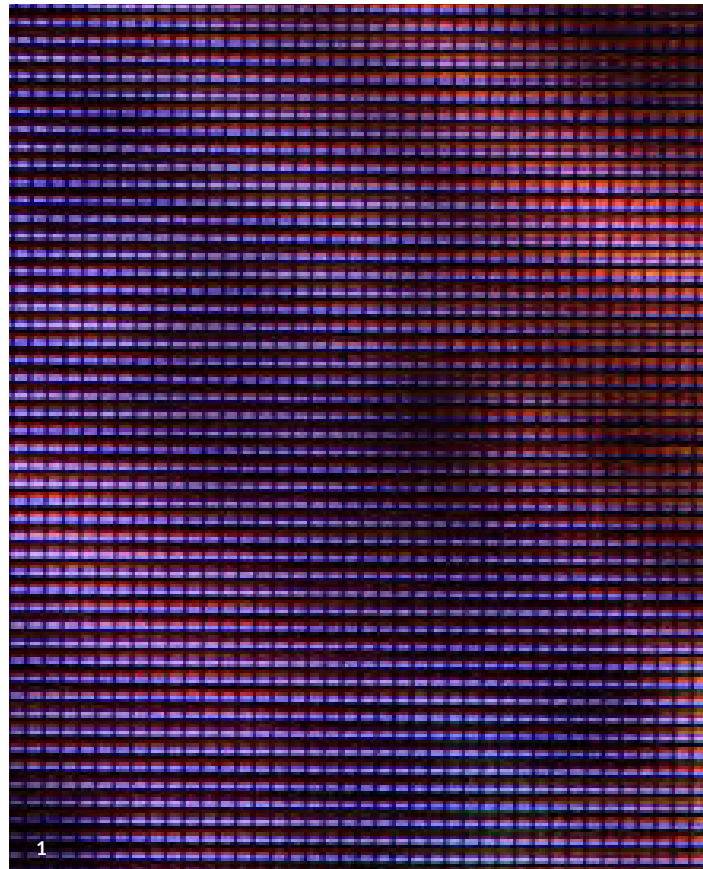
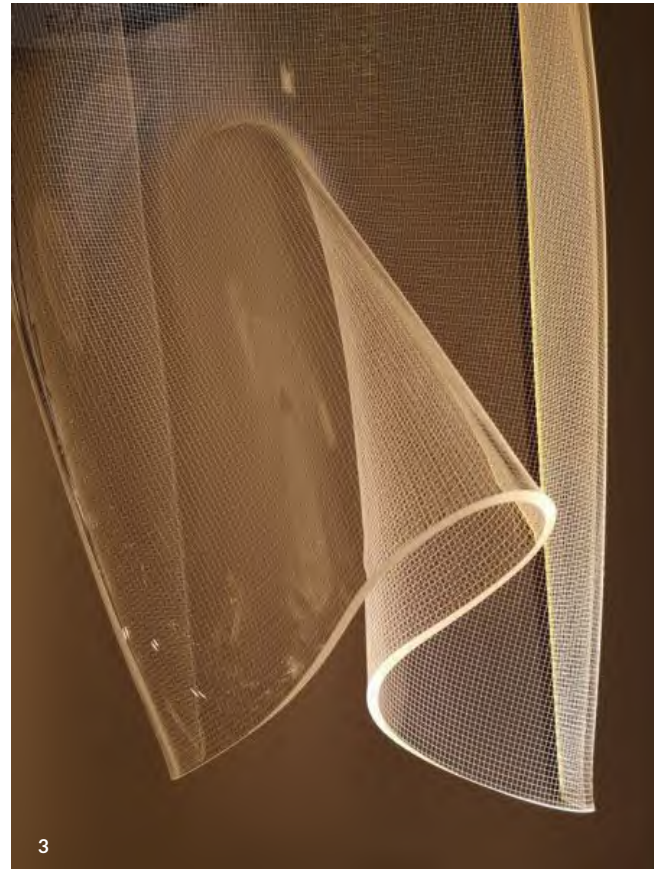
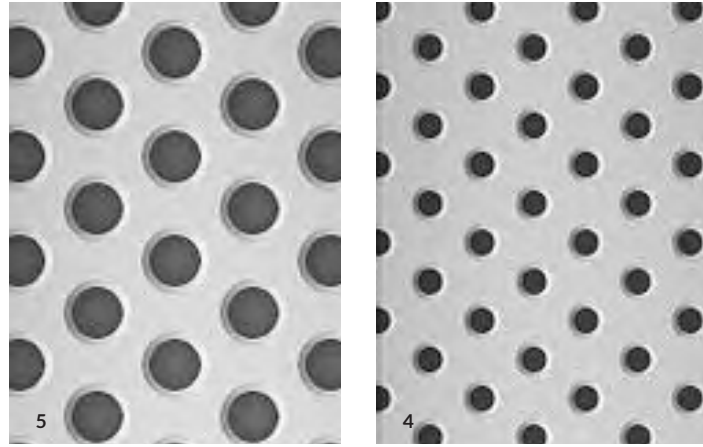




- 01 70'-0"H x 28'-6 3/4"W DIGITAL SIGN FACE (2,000 SF) (BEYOND)
- 02 40'-0"H x 25'-0"W STATIC SIGN FACE (1,000 SF) (BEYOND)
- 03 LED EDGE-LIT GLASS CANOPY LIGHTING FEATURE (2,523 SF)(BEYOND)
- 04 REAR SIGN FACE PAINTED METAL CLADDING (BEYOND)
- 05 PROPOSED NEW BUILDING, (NOT A PART)

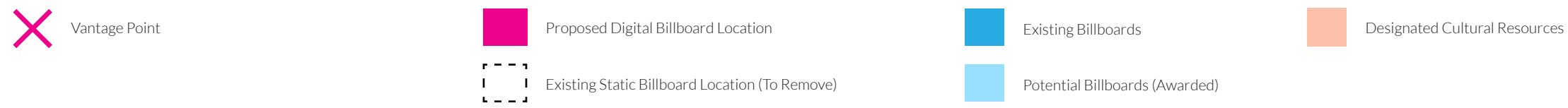
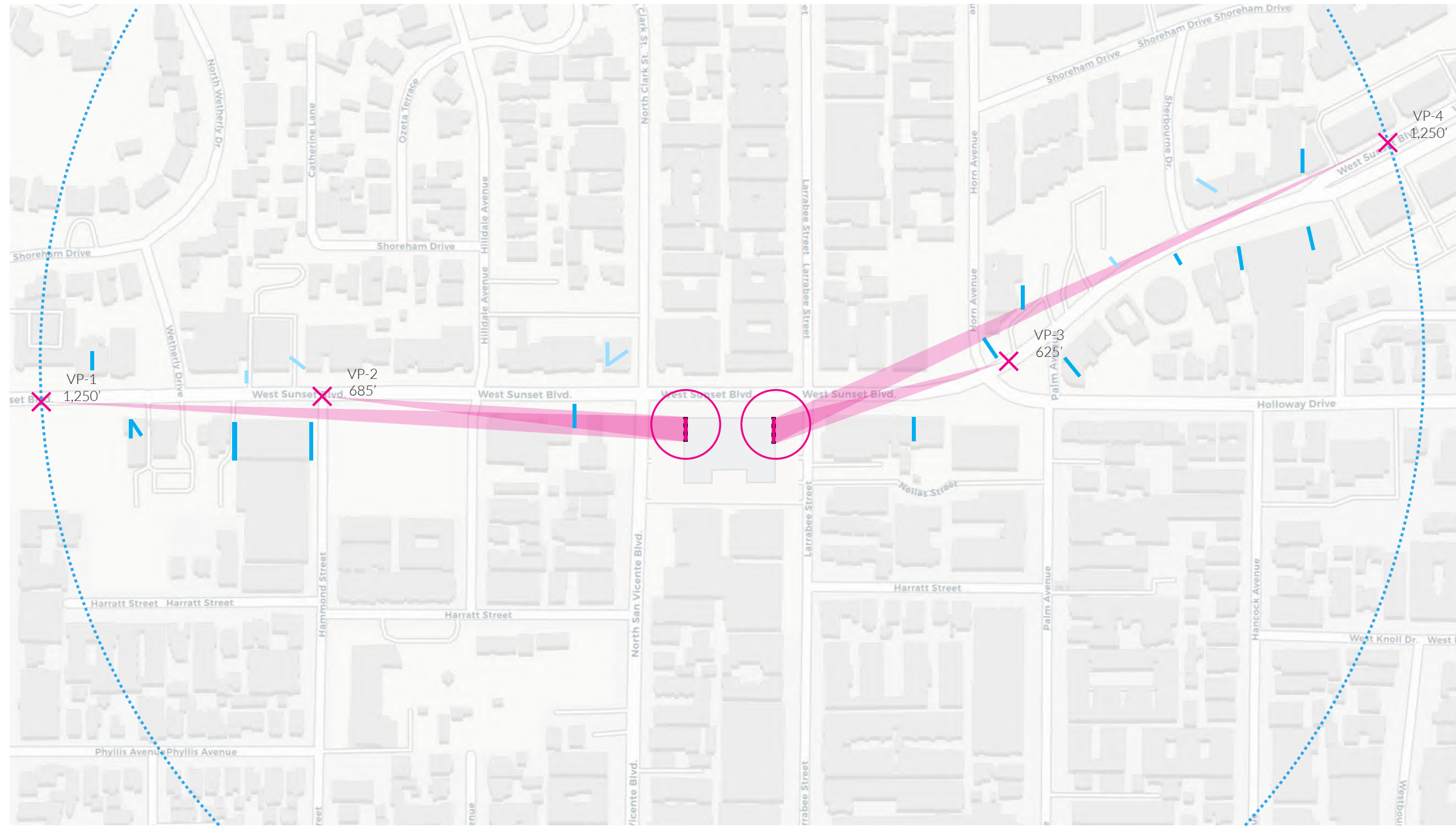
ROOF PLAN

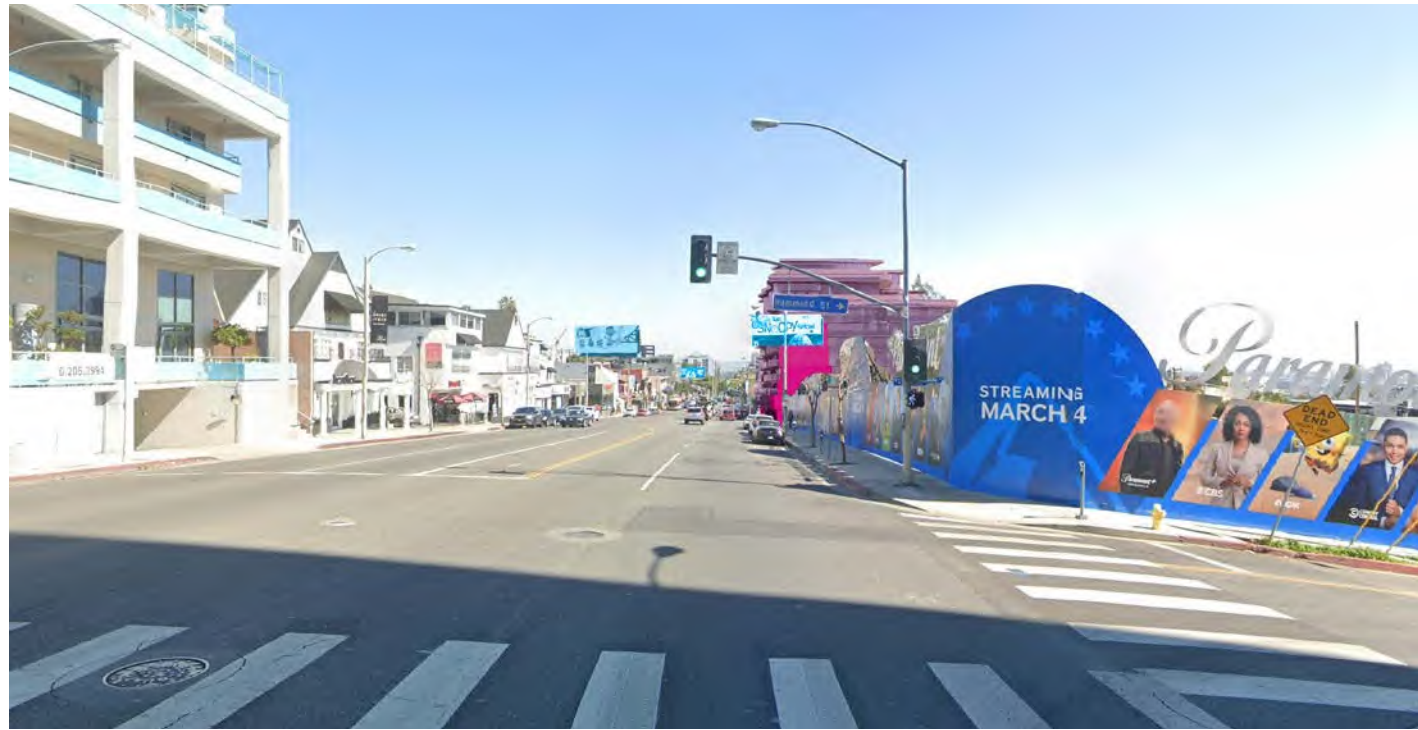
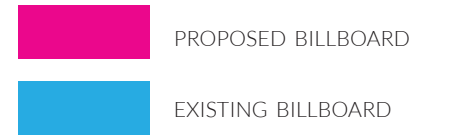




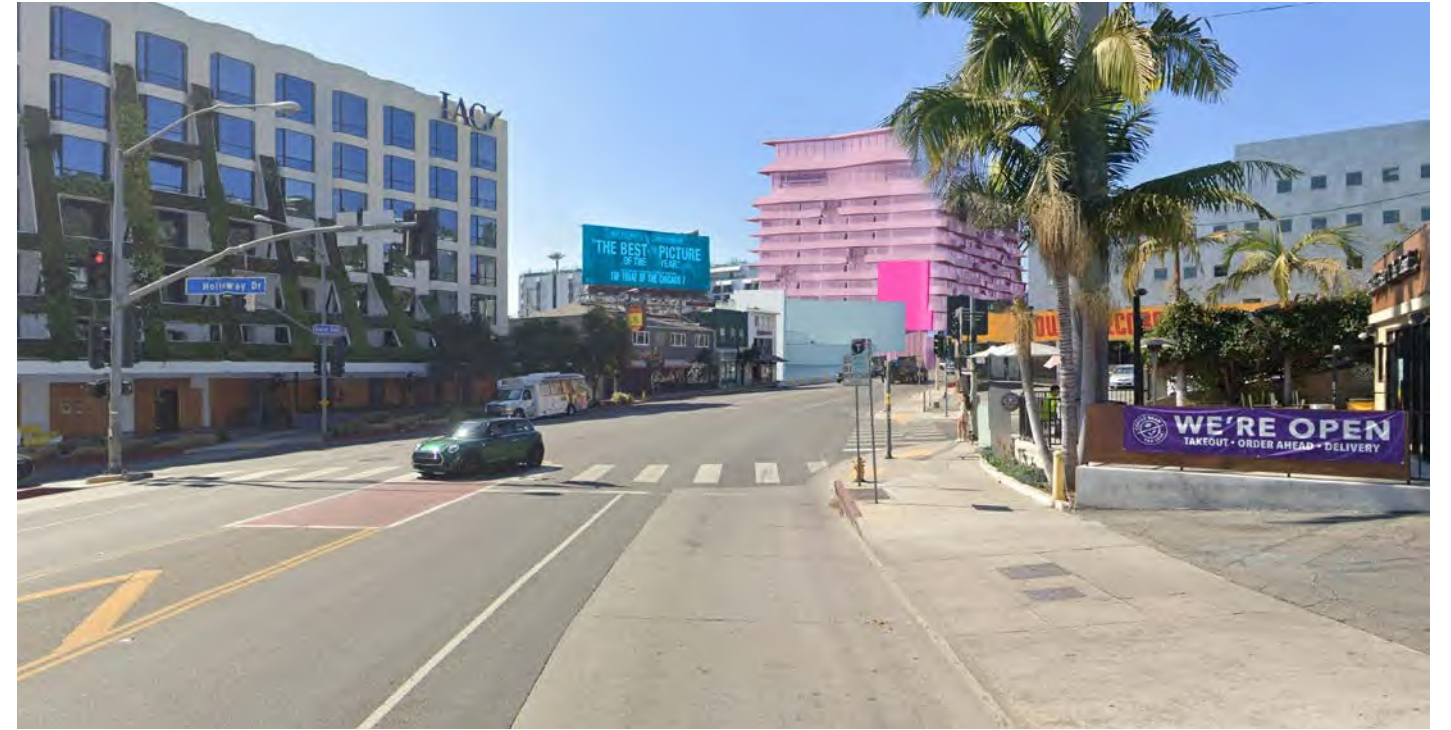
- 1 70'-0"H x 28'-6 3/4"W DIGITAL LED SIGNAGE
- 2 40'-0"H x 25'-0"W STATIC BACKLIT VINYL SIGNAGE (NOT PICTURED)
- 3 LED EDGE-LIT GLASS W/ PROGRAMMABLE LIGHTING CONTROLS
- 4 PERFORATED METAL PANEL SIGN CLADDING, WHITE, EDGE
- 5 PERFORATED METAL PANEL SIGN CLADDING, WHITE, REAR







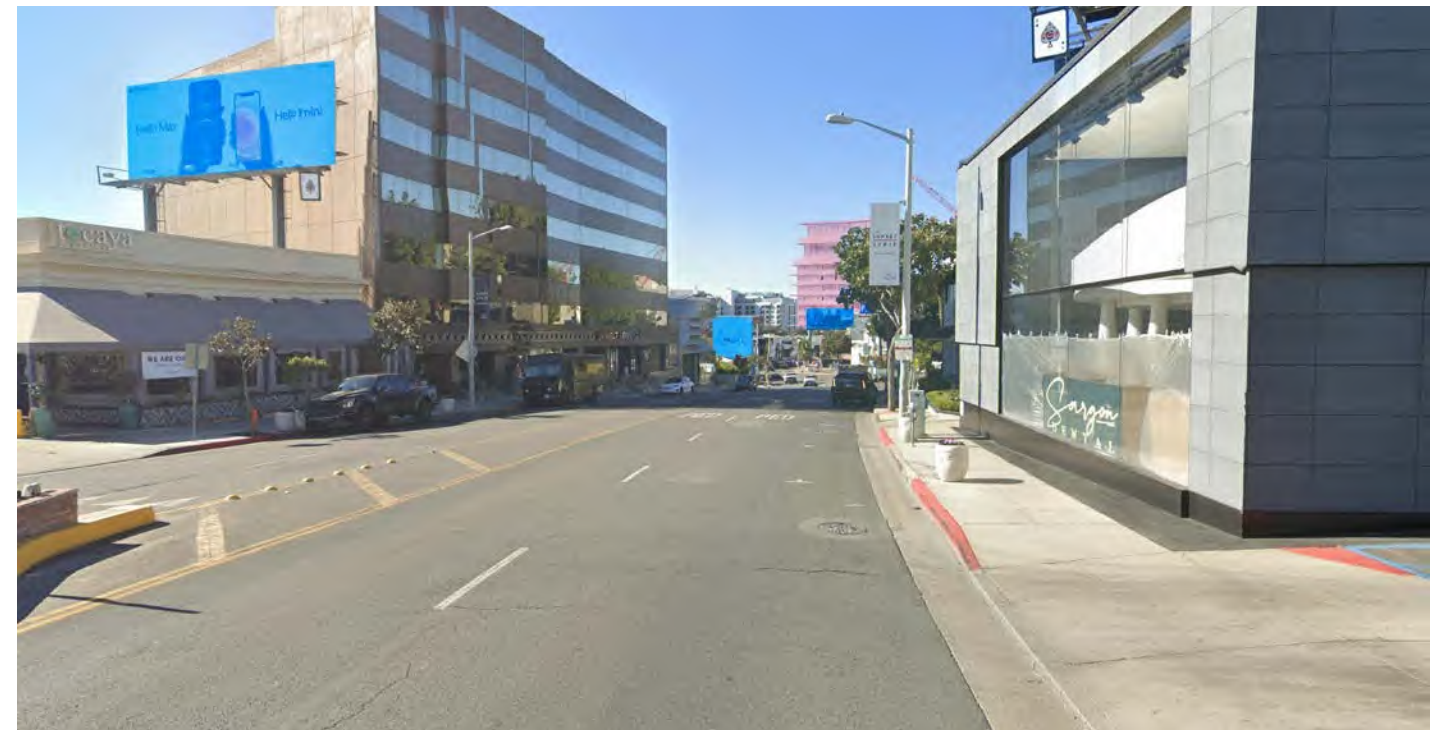
STREET LEVEL VIEW WESTBOUND 625'



STREET LEVEL VIEW EASTBOUND 625'



STREET LEVEL VIEW WESTBOUND 1250'



STREET LEVEL VIEW EASTBOUND 1250'

THANK YOU



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CITY OF WEST HOLLYWOOD
RECEIVED
Feb. 07, 2024
PLANNING DIVISION