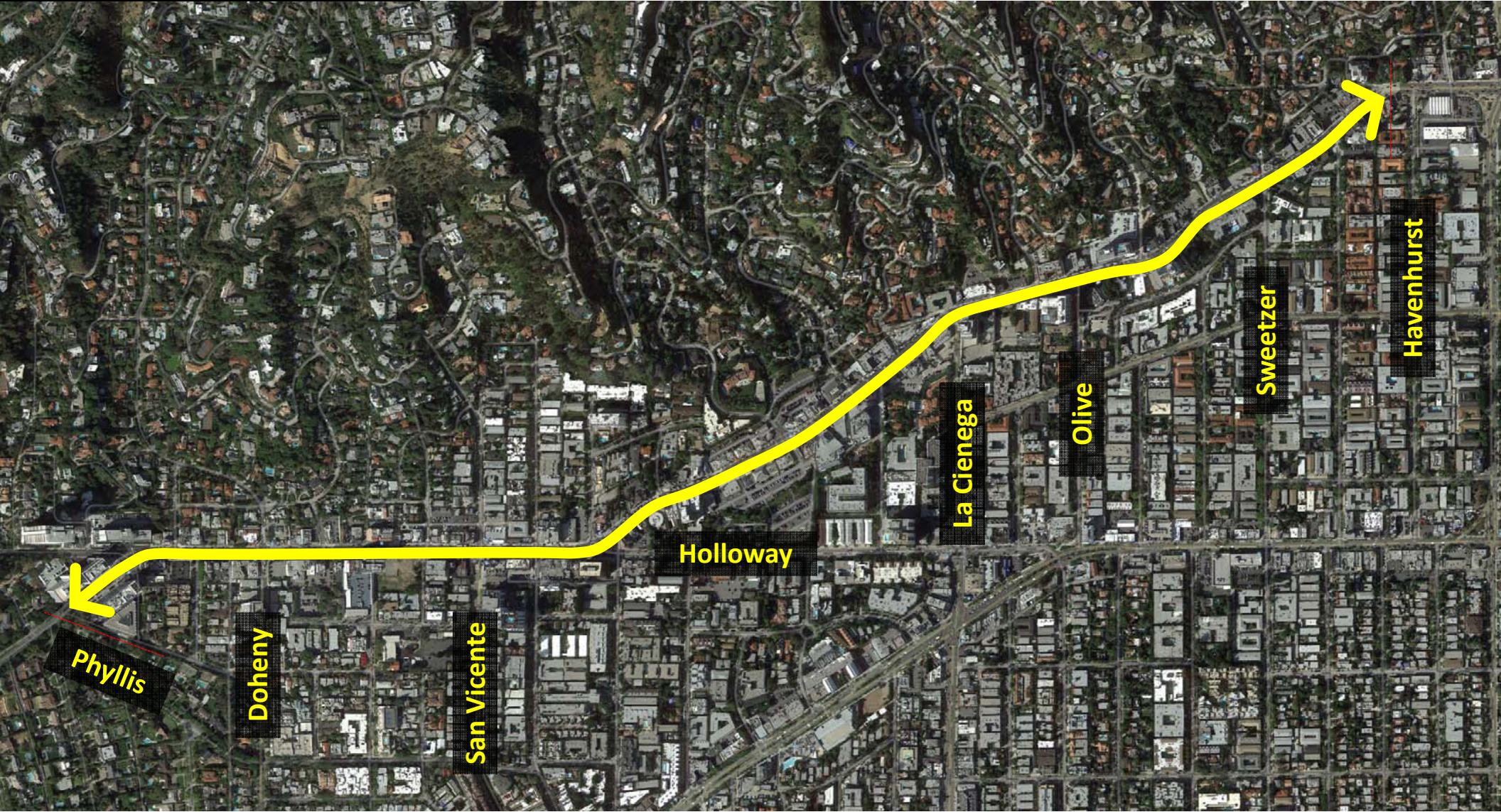


Standards and Guidelines for Implementing Offsite Signage on the Sunset Strip

November, 2013

The Sunset Strip



1.6 miles – all within WeHo – West Coast’s densest cluster of offsite signs – globally iconic

The Sunset Strip



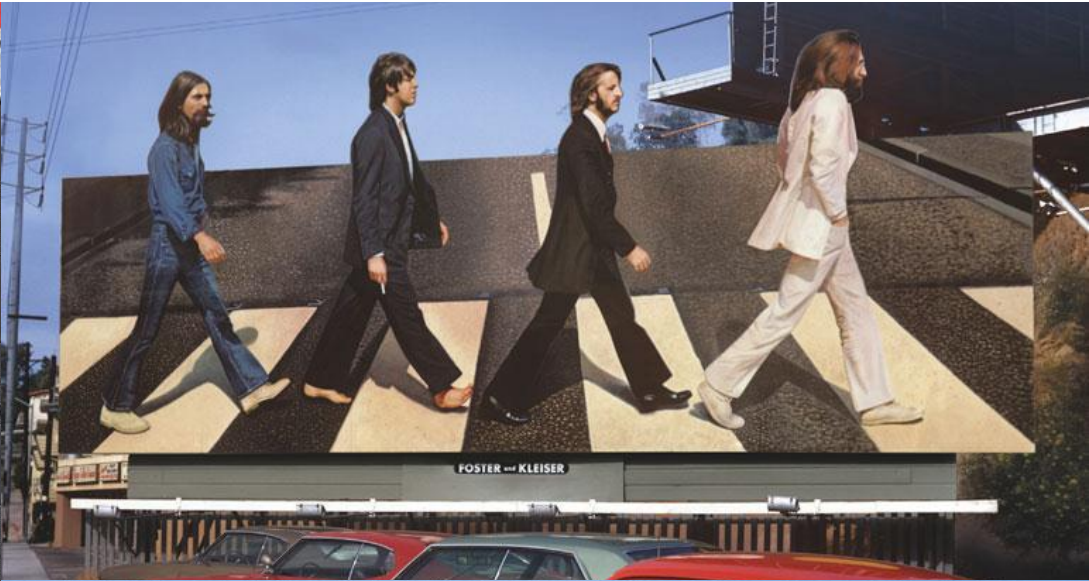
Active day and night – unlike any other Boulevard in the region

The Sunset Strip



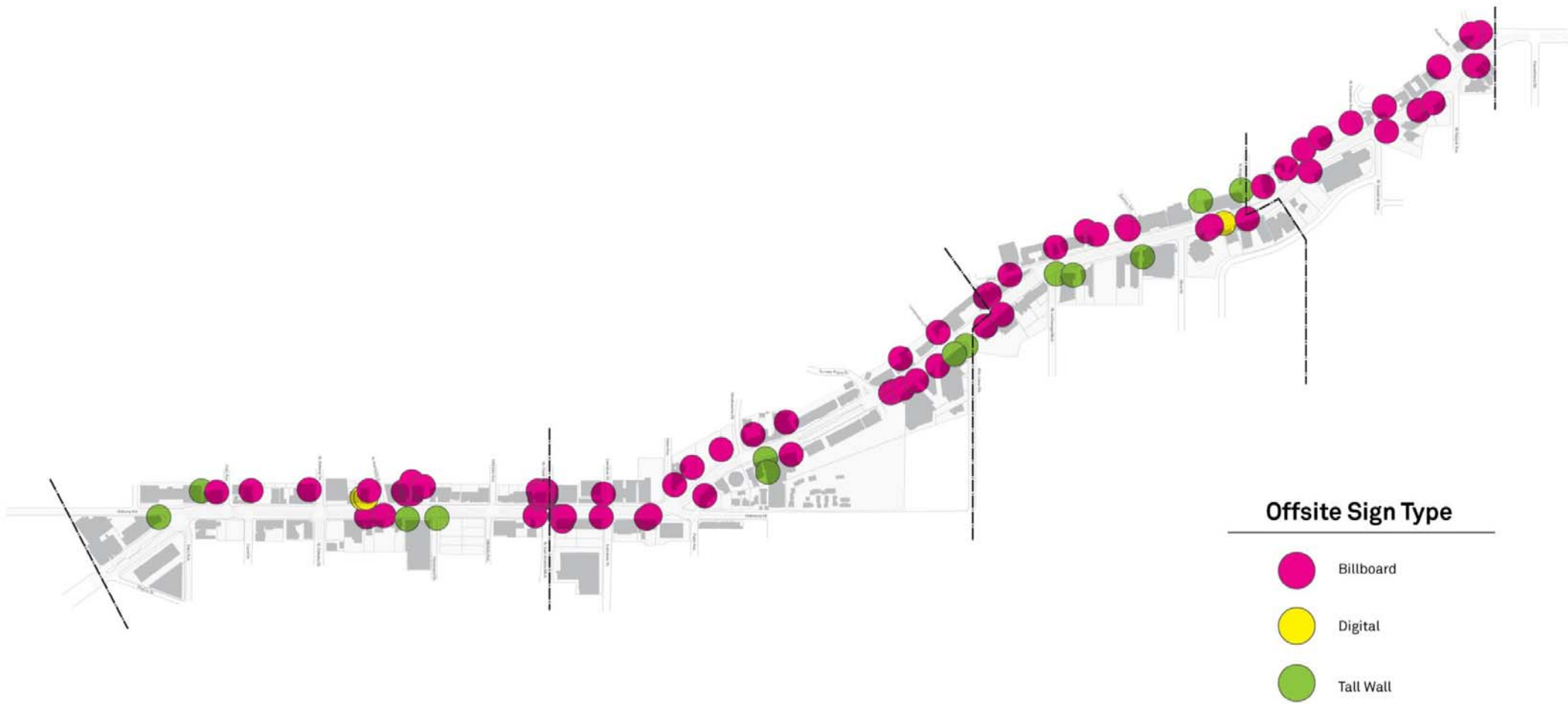
Instantly recognizable – tradition of creative and innovative signage – economic engine

The Sunset Strip



Preeminence in the cultural narrative of Rock 'n Roll

The Sunset Strip



Existing Offsite Sign Locations

Objective

Update guidelines for offsite signage along the Sunset Strip

Why?

Encourage creativity in offsite signage

Improve the aesthetics of sign structures and integrate with buildings

Address non-desirable land use patterns driven by offsite signage

Explore rationale and mechanism for capping offsite signage

Framework to better address new sign proposals and new technology

Aspirations for the Sunset Strip

1. Keep the Sunset Strip iconic.

2. Continue to attract and welcome visitors.

3. Provide an immersive urban experience like no other.

4. Promote good design.

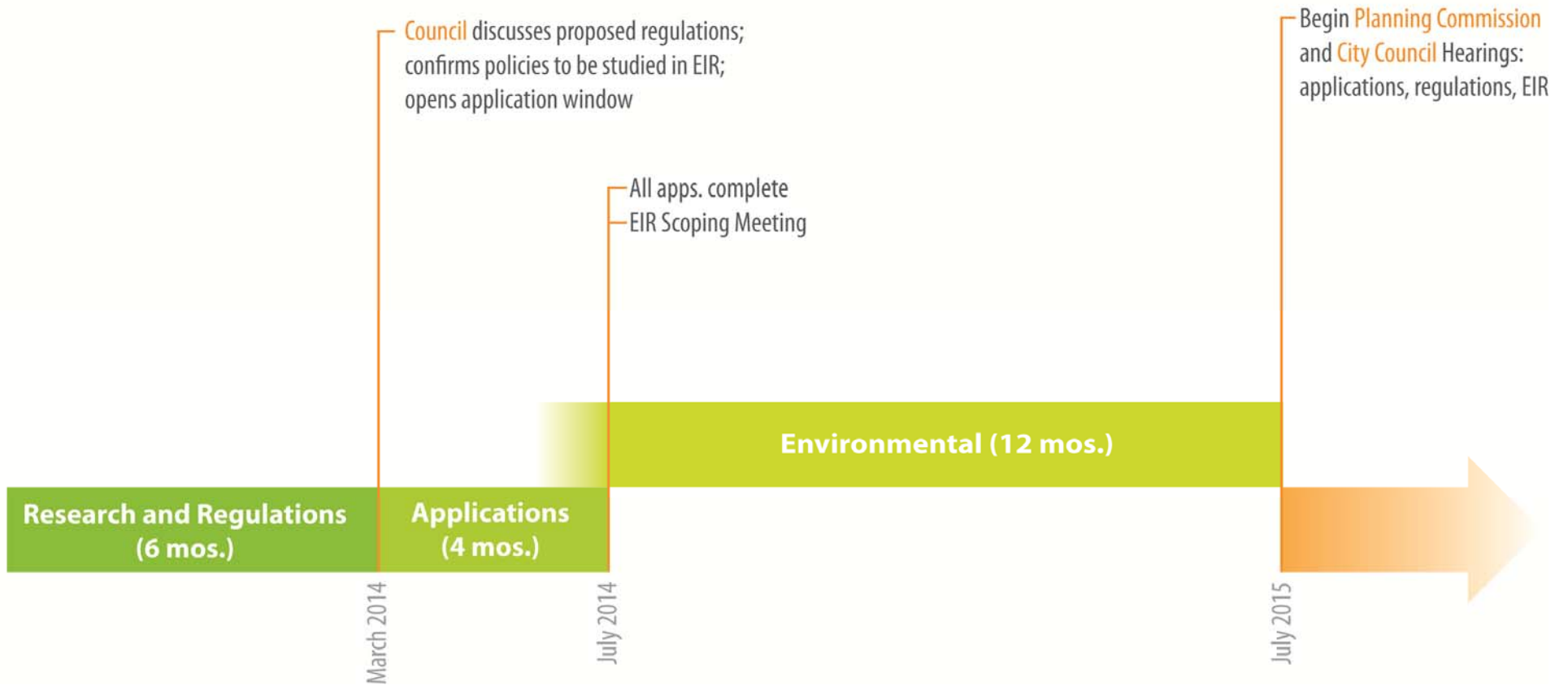
5. Protect and enhance the value of existing and new signage.

Creativity & Design

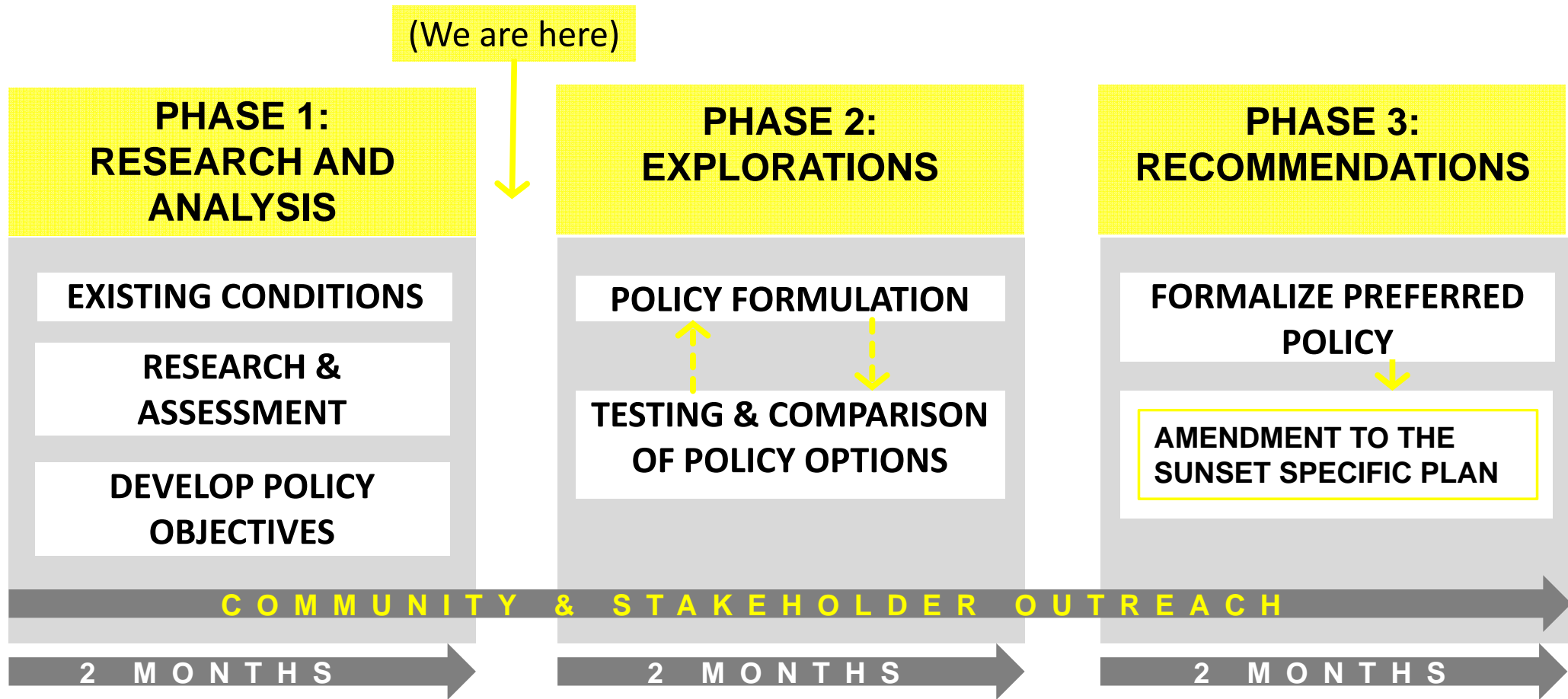


Sample proposed billboard structures

Project Timeline



Research & Regulations



Getting Involved

Success depends on engaging all stakeholders

Adjacent Residents and Neighborhoods

Media Industry – buyers, sellers, and creative agencies

Property Owners

Business Owners and Groups

Civic Leadership

Your input will help to:

Develop new regulations

Address and manage potential impacts

Elevate the experience, image, and potential of the Sunset Strip

Staying Involved

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