

## SUNSET OFF-SITE ADVERTISING PROGRAM

### Design Excellence Screening Process FAQs (v2 | 10.22.2019)

- Who comprises the Design Excellence Review Panel?

The panelists are:

1. Frances Anderton, Architect
  2. Elizabeth Timme, Architect
  3. David Agnew, Sign Industry Expert
  4. David Ehrlich, Sign Industry Expert
  5. Rick Robinson, Sign Industry Expert
  6. Manny Rodriguez, West Hollywood Resident
  7. In-House Cultural Resources Expert
- Given that floor area ratio is not a pertinent component of Cultural Resource projects do I need to include those calculations in my submission?

For applications that are submitted under the Cultural Resources submission category, an applicant need not include calculations of floor area ratio in their submission.

- What are the requirements for New Development/Substantial Remodel?
  1. Each site must be built out or proposed to be at least 75% of base floor area ratio as specified in the [Sunset Specific Plan](#) and;
  2. Represent a new development proposal or significant upgrade (see categories below) with an application deemed complete as recently as June 1, 2012 or proposed:
    - Façade Improvement of 50% of the façade facing Sunset Boulevard
    - Interior renovation that is valued at least at 25% of the building value
    - Phase 1 Seismic Upgrade
- What is the total amount of new off-site advertising sign area that can be included in each proposal?

The allowable size of off-site advertising content included in a proposal depends on the submission type pursued:

- **Cultural Resource Submission** – these submissions may be no larger than what exists on-site as adopted in the [2019 Inventory](#)
  - **New Development/Significant Upgrade** – 1500 total square feet, 1000 maximum that may be digital
  - **Alternative Projects** – There is no limit. However points will be deducted for projects above 1500 total square feet of new sign area and/or 1000 square feet of digital sign area
- **Does existing sign area count?**

No, the area of existing sign area that is included in the 2019 Inventory does not count towards the calculation of new sign area. Existing signs can be relocated as part of a proposal and similarly will not count towards new sign area.

- **How is sign area measured?**

The measurement of sign area only includes those portions that are reserved for off-site advertising content. Areas used for architectural lighting, projections, non-advertising display, creative/artistic/or other content that cannot be interpreted as advertising will not be counted towards sign area.

Additionally, those portions that are used for off-site advertising content may be irregularly shaped. All signs may be measured by a 1' x 1' grid rather than the traditional measurement approach (limited to 8 right angles).

- **Who can sign the application form?**

Only a property owner is allowed to sign the application form.

- **Is full Animation allowed on digital signs?**

Yes, full motion animation is allowed on all new digital signs between sunrise and 2am daily. There are limitations that protect against driver distraction including the prohibition of scrolling text, flashing images, images with high contrast/visible brightness change, or rapid edits (more than 1 edit per 9 frames | 3 edit per second). Technical data can be found [here](#).

- **How often can advertisements change on digital displays?**

Each individual advertisement - including any still images, full motion segments, or combination of animation segments and still images - is allowed to change to a new advertisement no more frequently than once per each 8 seconds. A single advertisement may be comprised of multiple segments of full motion animation and/or images. Additionally, in order to prevent high-contrast moments, the transition between images or full motion segments shall be shorter than 1 second.

- **Can one application include more than one proposal?**

No, each submission can only include one proposal. Proposals that include options or alternatives will be given a notice to correct to select a single proposal.

- **Who are all the decision-makers in the process?**

Each project submission will undergo a review for design excellence by a panel of reviewers selected by the City Manager. Top-scoring applicants across the various submission categories will be granted a concept award, which is valid for a period of two years. During this time a hopeful applicant must file for a complete application for a necessary development agreement and all other necessary entitlements. Each project ultimately requires the review by the Planning Commission and City Council for final approval.

- **Will there be future rounds of review?**

Yes - the next round is tentatively scheduled to open in early 2021.

- **If my proposal is not a top-scoring project in this round do I have an advantage in the next round?**

Every proposed project in all future rounds will be evaluated against the adopted [Design Principles](#) of the Signage Chapter of the Sunset Specific Plan as well as additional considerations that will be determined at a future date. This current round allocates additional points to sites that had filed for new signs going back to 2012. A similar approach could be used to unsuccessful applicants in this round, however, the method of evaluation has yet to be determined at this time.

- **What types of sustainability features can be included?**

Here is a list of options available for consideration:

Solar Tax Credit – <https://news.energysage.com/congress-extends-the-solar-tax-credit/>

Water-Efficient Landscaping

[West Hollywood Parkway Design Guidelines](#) – This resource will provide some resources on guidelines for parkways.

[Water-Efficient Landscaping](#) – Several of the links under Water-Efficient Landscaping Resources heading on this page may be useful related to drought-tolerant plants and other resources to minimize outdoor water use/increase native species vegetation.

[Permeable Pavement](#) – This resource discusses more about permeable pavement and offers resources. This type of pavement works very well in most areas of West Hollywood.

[Water Conservation Rebates](#)

[Low-Impact Development](#)