

SUBJECT: ZONE TEXT AMENDMENT AND SUNSET SPECIFIC PLAN AMENDMENT TO MODIFY STANDARDS FOR OFF-SITE SIGNAGE IN THE SUNSET SPECIFIC PLAN AREA

INITIATED BY: DEPARTMENT OF COMMUNITY DEVELOPMENT
(Bianca Siegl, Long Range and Mobility Planning Manager)
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STATEMENT ON THE SUBJECT

The Planning Commission will consider a request for an amendment to Part 2, Section 8 of the Sunset Specific Plan, amendment to Sections 19.34.080 and 19.34.090 of the West Hollywood Zoning Ordinance, (Regulations pertaining to Off Site Signs and Prohibited Signs), and an associated Initial Study/Negative Declaration to adopt new policies regulating off-site signage (Billboards and Tall Walls) on Sunset Boulevard.

RECOMMENDATION

Staff recommends that the Planning Commission hold the public hearing, consider all pertinent testimony, and recommend approval to the City Council by adopting the following:

- 1) Draft Resolution No. PC 17-1207: **A RESOLUTION OF THE PLANNING COM-MISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING THAT THE CITY COUNCIL ADOPT A NEGATIVE DECLARATION FOR THE SUNSET BOULEVARD OFF-SITE SIGNAGE POLICY; APPROVE AN ORDINANCE AMENDING SECTIONS §19.34.080 AND §19.34.090 OF THE WEST HOLLYWOOD MUNICIPAL CODE, TO STRIKE OUTDATED SIGNAGE LANGUAGE AND REFERENCE THE SUNSET SPECIFIC PLAN; AND APPROVE A RESOLUTION AMENDING PART TWO, SECTION 8 OF THE SUNSET SPECIFIC PLAN TO ADOPT THE NEW SUNSET BOULEVARD OFF-SITE SIGNAGE POLICY, WEST HOLLYWOOD, CALIFORNIA.**

BACKGROUND

The Sunset Strip is a unique destination, globally recognized for its vibrant combination of signs, entertainment, and nightlife, and boasts the densest concentration of off-site signage (billboards and tall-walls) on the west coast. This vibrant area brings visitors both day and night, and is a major economic engine for West Hollywood. The Strip has a long tradition of innovative and memorable signage, becoming famous in the 1960s and '70s for custom-painted billboards featuring popular musical artists of the time. Off-site signs, while part of the character of the Sunset Strip, have also inspired discussion in the community about the addition of new signs, desirable types of signs, and ways to

address any potential negative impacts of new or altered signs. The City is re-envisioning 21st century signage on the Sunset Strip to address changes within the off-site signage industry since Sunset Specific Plan (SSP) adoption in 1996.

In 2012, the City Council directed staff to develop a new process for review of off-site sign applications to better address a number of new signage requests. Staff reached out to residents, off-site signage operators and artists to identify a vision and new approach to off-site signage. The proposed policy consists of:

- Future vision for off-site signage that continues to enhance the Sunset Strip
- Guiding principles that direct implementation of the vision
- Detailed policies that regulate location, approval, construction, and operations for new and modified billboards

The proposed regulations would create a Sunset Strip Billboard District and permit improvements to existing signs as well as the phased addition of no more than 18 new signs over 15 years. New billboards will be integrated into new development and significant façade remodel projects via negotiated development agreements. The proposed regulations would allow limited improvements to the 89 existing billboards, and an overall limit of 20 digital signs (either new or modified) installed over the 15 year period. Proposed regulations for off-site signs include specific standards for size, lighting, community benefits, public art components, protection of public view sheds and vegetation.

This staff report describes the genesis of the project, community outreach, technical analysis, and the implementing policies and how they work. Exhibit A of this report includes the Draft Planning Commission Resolution and two attachments as follows:

- A) Draft Zoning Text Amendment strikeout language to relocate existing Sunset Off-Site Signage from the Zoning Ordinance in the SSP,
- B) Draft SSP replacement language for Part 2: Section 8 of the SSP including both new and existing language.

Additional exhibits to the staff report include the Final Initial Study/Negative Declaration analyzing the project in relation to the environment and technical information related to the policy development.

Policy History

The Sunset Specific Plan was approved in in 1996, and included a chapter on the role of off-site signage on the Sunset Strip. Part Two, Section 8, (Billboards and Art Advertising) identified the cultural and economic significance of off-site advertising, and allowed for improvements to existing billboards, as well as new creative off-site advertising on the sides of buildings, (Tall Walls) and selected opportunities for new off-site signage. The SSP contained a provision that allowed for approval of off-site signs that did not meet the exact development standards set out in the SSP if the City found that the alternative proposal was consistent with the goals and policies in the SSP. Over time, numerous projects have come forward that addressed the intent of the SSP policy, but did not meet the exact regulations, and were approved via zone text amendments to allow alternative standards, and eventually applied different sign standards through

individual development agreements and the associated zone map amendments that place properties in the development agreement overlay zone.

As off-site advertising advanced with new technology and shifts in key advertisers, the SSP regulations became outdated, and the case-by-case approach was a necessary but less than ideal way to consider signage on the Sunset Strip. It became clear that the City should develop a revised vision with the policies to provide flexibility and creativity while addressing the City's desire to maintain the tradition of high quality, creative off-site advertising that promotes cultural relevance. The Sunset Strip is one of the top three most valuable locations for signage in the world, along with Times Square and Tokyo, providing a premier opportunity for creating a unique and valuable public space.

The City Council identified five goals to guide the details of the policy update, directing staff to revise the policy within this framework:

1. Creativity: Seek synergy with entertainment, culture and technology to create unique signs that exist only on Sunset.
2. Aesthetics: Integrate signage and structures into architecture and urban design.
3. Land Use: Prevent detrimental land-use practices dictated solely by signs
4. Technology: Incorporate and develop regulations for using 21st Century technology.
5. Quantity: Define the right amount of additional signage to support and enhance the iconic character of Sunset Boulevard.

Background Research

A team of staff, working closely with a team of land use and signage experts evaluated Sunset Boulevard from urban design, economic, and geographical perspectives. The consultant team was headed by Selbert Perkins, an international firm specializing in large scale urban design, graphics and signage, with team members from Standard Vision, an innovative architectural and digital media company, lighting designers Frances Krahe and Associates, and traffic experts from Fehr and Peers. Attachment E describes the analytic process that result in the vision for signage as a catalyst to re-invigorate the existing Strip.

Over the past few years, the project team conducted exploration, analysis and outreach to develop a nuanced approach that preserves and enhances an iconic public place. Work efforts included community meetings, discussions with outdoor advertising companies, property owners and industry experts. The team created an updated inventory of existing of-site signs (Exhibit A, Attachment B, Appendix), as well as analysis and comparisons of other places noted for creative off-site signage such as Times Square, Las Vegas and Tokyo. Additionally the team conducted an analysis of land uses on the Strip, including the financial impacts of signage on development; contemporary practices of the signage and advertising industry with the most current approach to light emission and the relationship of digital billboards to safe driving. The analysis also examined how the unique geography of Sunset Strip influences its urban design.

Economic analysis estimates that the current total value of all the signs on the Sunset Strip is approximately \$44.2 million per year. Based on analysis and conversations with both Sunset and industry stakeholders, the team determined that the City has the leverage and the desire to demand the highest quality for off-site signage on Sunset, and require associated public benefits to enhance the Strip and the community as a whole.

Vision

The team investigation of existing conditions, state of the art off-site advertising practices led to the vision for off-site signage that supports the arts, improves pedestrian orientation and enhances urban design. These statements describe the future Strip that embodies this vision:

- The 21st Century Strip remains iconic, attracting and welcoming visitors.
- Off-site signage energizes the Strip, enhancing urban design.
- Public art programming brings new visitors to the Strip.
- Cutting edge technology upgrades and enhances longstanding synergy of entertainment, advertising, historic resources, arts and music.
- Buildings with integrated billboards create a vibrant experience for all.
- Billboards are good neighbors, contributing positively to the excitement of the Strip without negative impacts to nearby residential neighborhoods.

Policy Development

As the team began to flesh out the vision with policy regulations, it became clear that change should be carefully calibrated but also accommodate the contemporary aspects of the off-site advertising industry to bring new creative energy to the Strip. Because the Strip is both a dynamic and iconic place, maintaining a high quality urban design presence is paramount. In seeking to implement the core project goals identified by the City Council, the team identified several key questions for the policy to resolve:

1. What are right types of new billboards?
2. What is the right number of new billboards?
3. How should new billboards be located- spread out, clustered, or both?
And on what types of properties?
4. How can the quality of existing signs be improved?

To honor urban design principles that allow for more creativity as well as control visual clutter by not adding to the plentiful stock of traditional billboards on poles, it was determined that the majority of new signs should be incorporated into buildings. Analysis of the existing buildings, potential for new development, and amount of underutilized land, revealed that the urban design balance should include both new buildings and remodels, limit quantity, and be phased over time. Based on typical building and financing cycles, the team determined that the policy should be cover 15 years. To address the appropriate balance between old and new, the team determined that the increment of new signage should not exceed an approximate 20% increase over the 89 sign faces that exist today. The resulting recommendation of no more than 18 additional signs that are architecturally integrated into buildings as new development or significant facade remodels supports valuable change without over-saturating the visual and economic environment.

Allowing for digital billboards adds important technological and creative flexibility to the Strip, but numbers should be limited and operations carefully regulated. As the Sunset Strip is a linear experience, it was determined that the opportunities for new billboard should be spread along the Strip, rather than clustered, although areas with key intersections or opportunities for public open space could benefit from a slightly higher concentration.

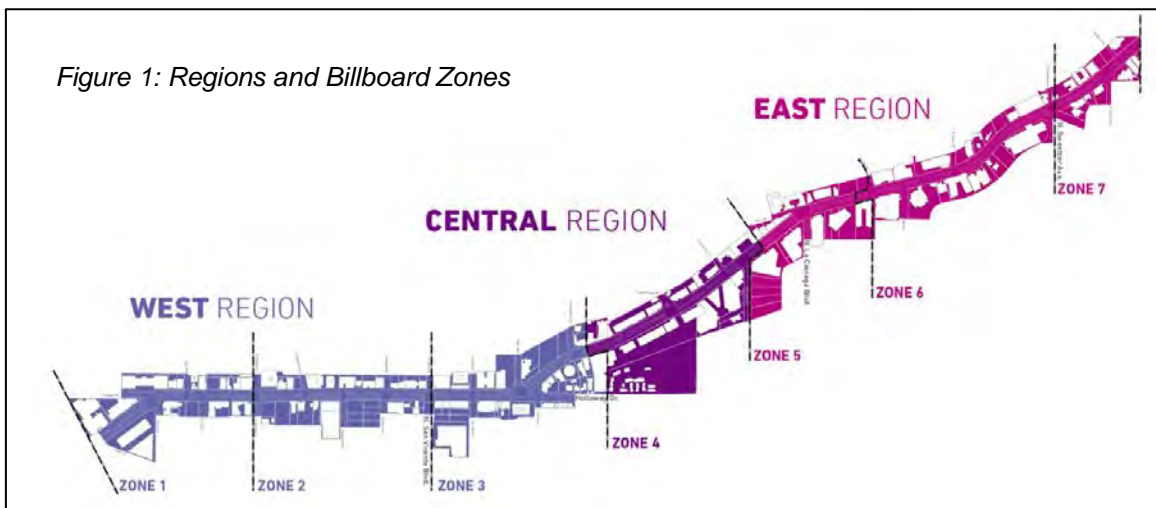
Urban Design Rationale

The policy provides opportunities to enhance signage for a range of property types including, historic properties, sites developed at maximum density, new development and all existing signs.

The proposed policy allocates new billboards to the Eastern and Western regions but preserves the low scale urban design of the Central region with no additional new billboards. As the key driver of creative technology, the policy permits a maximum overall number of 20 digital billboards, which can be achieved in three ways:

1. Incentive for designation and preservation of cultural resources with conversions of existing traditional billboards to digital on sites with designated cultural resources
2. Integrated major improvements to the exterior of buildings that are at, or above, maximum allowable density
3. A creative urban design component for new construction.

The existing urban typology separates the Strip into three distinct regions, West, Central and East, and identifies a series of billboard zones depicted below.



West:

The western section is the most typically urban portion of the Strip, defined by an east-west street grid. Billboards are clustered among buildings, and there are few public viewsheds, but the straight street allows billboards to be viewed from significant distances. The City is in the process of developing a pilot digital billboard on the City-owned site at 8755 Sunset. The proposed policy assumes approximately one half of new billboard projects here.

Central:

The central portion of the Strip is dominated by Sunset Plaza, a cluster of low rise retail buildings which are eligible for historic designation as a district. There are fewer existing billboards in this portion of the strip, which is celebrated in part for its uninterrupted views of the Los Angeles Basin to the south. No new billboards are proposed here, but conversions to digital on sites with designated resources are permitted.

East:

The eastern section of the Strip follows the ancient pathways of the native people along the base of the hills. The curving street creates both public view opportunities as well as high-quality viewing for off-site signage. In recent years several new developments with large scale billboards have been constructed in this area, and two digital billboards have been entitled at 8432 Sunset as part of the Sunset Time project at the former House of Blues site. The proposed policy assumes approximately one half of new billboard projects here.

Billboard Zones:

The Billboard Zones align approximately with the Geographic Areas of the existing SSP to identify 2-3 block zones that define the immediate visitor experience of each character area within the larger three regions. As the addition of digital signage requires thoughtful allocation to ensure that the digital signs do not develop in clusters, the Policy identifies a specific maximum of allocated digital opportunities per Billboard Zone, equaling 20 opportunities over 15 years. The draft policy is crafted to support digital billboards that face primarily east and west, so that the visual experience traveling in either direction would be a serial view of approximately 10 digital billboards allocated at 7 intervals along the 1.6 mile Strip. The policies are designed to be implemented over 15 years

The recommended numbers of projected new and digital signs reflect the greatest potential for change as required for environmental analysis. The following chart outlines the proposed maximum future scenario by type:

PROPOSED POLICY	Sign Faces	Type of Sign Face(s)
Existing Signs	89 *	74 Traditional Billboards 15 Tall Walls
Signs In Progress**	4	4 Digital Faces currently in process
Maximum Potential New Signs Integrated into new or remodeled buildings	18	17 Digital Faces 1 Traditional
Potential 2032 TOTAL Illustrates maximum potential for digital	111	71 Traditional Billboards 4 Digital Billboard faces that predate policy 3 Digital Billboards on Cultural Resource Sites 1 Traditional Billboard integrated into a new building or façade remodel 17 Digital Billboards integrated into a new building or façade remodel 15 Tall Walls
* This number does not include the 2 existing Video Art Signs or other signage that become legal non-conforming. ** Signs In Progress are 8755 Sunset, currently in design phase, and 8432 Sunset, which is entitled but not yet built.		

PROPOSED POLICY

Guiding Principles

The 1996 Sunset Specific Plan integrates urban-design-focused development incentives with historic resources to support economic development and an iconic place. Rigorous analysis for the off-site signage policy developed guiding principles that build on the SSP vision, addressing the specific typography, historic character, design excellence, public art and evolving urban design patterns along the Sunset Strip. The guiding principles are detailed in *Section 2* of the draft *Sunset Boulevard Off-Site Signage Policy* (Exhibit A, Attachment B).

Off-Site Signage Policy:

The proposed policy is a comprehensive set of regulations and guidelines organized into six categories. Each of these categories responds to the guiding principles and includes regulations and standards to address compatibility with the environment, neighborhood quality, and enhancement of the Sunset Strip experience. The following outlines each of the key categories.

- 1. New Signs:** The project team determined that the most effective way to meet the goals for invigorating the urban design is to require additional off-site signage to be integrated into building development, proposing a maximum of 18 new signs integrated into new development projects and significant façade remodels, sign limited to 1500 square feet per project.

Significant Facade Remodels: The team identified an opportunity to allow existing large buildings to upgrade and incorporate improvements to the public realm without adding additional density by permitting new signage with a significant facade remodel. Any existing buildings that integrate a new sign as part of a significant façade remodel must be at or above the maximum density allowed by the SSP. This allows properties that are used to their full potential but need improved aesthetics, branding or pedestrian orientations to add a new billboard in exchange for improved aesthetics and community benefits that add to the Strip's vibrancy. The land use analysis recognizes the potential for multiple sites to redevelop, and identifies approximately 22 sites at, or above, maximum density. In keeping with the limits on digital billboards only 7 significant facade remodels would be permitted opportunities for digital signage.

New Development: The policy requires that new development projects with integrated signs maximize the development potential of the property, addressing the topography and site conditions of Sunset with separate requirements for the north and south side of the Boulevard. New development applying for signage must be developed to at least 75 % of allowable density on the north side of the street and 90% of allowable density on the south side of the street. This concept addresses the concern about billboard projects limiting land use potential, because underutilized sites may only add a billboard if also providing the highest and best use of the property and contributing to the public realm. The policy proposes a maximum of 10 opportunities for digital signage as part of new construction.

Distribution: In keeping with the unique linear qualities of the Strip, the policy proposes that opportunities for new billboards be distributed along the denser, eclectic Eastern and Western regions, but that no *new* off-site signs should be allowed in the lower scale central section.

Integrated Design: Section A of the draft *Sunset Boulevard Off-Site Signage Policy* (Exhibit A, Attachment B) outlines parameters to support high quality integration of billboards and architecture, including regulating the size and number of off-site signs per development project. The square footage of the project is a defining factor in the size of the sign, so that smaller projects have commensurately smaller signs. This approach supports development opportunities while discouraging land uses dictated by signage, providing opportunities for high quality synthesis of signage and architecture, and addressing the need for improvements to the public realm.

- 2. Digital Signs:** Thoughtfully regulated, managed and allocated digital signage is a powerful urban design and financial tool. The studied 2032 policy scenario proposes up to 20 well-distributed digital billboards, including up to 17 new signs with a maximum of 1000 square feet in new development or significant façade remodels, and three conversions of existing traditional billboards on designated cultural resource sites. (Exhibit A, Attachment B, *Figure 2*).

Distribution: The proposed policy allocates digital signs in Billboard Zones 1-7, (Exhibit A, Attachment B, *Figure 2*). Thoughtful distribution of the digital signs along Sunset will create an experience punctuated by large scale public art, enhancing a visit to the Sunset Strip.

Incentives for Preservation of Cultural Resources: A recent City survey identified 109 potential cultural resources on the Sunset Strip. With constant development pressure and a dynamic popular culture preserving cultural resources on the Strip requires meaningful incentives. Conversion to a digital sign can function as a financial incentive for designation. The proposed policy would allow up to three designated cultural resources that have existing billboards to convert those signs to digital signage. The chart in Exhibit C lists the ten existing billboard sites that are eligible for designation and therefore conversion.

Lighting Regulations: Carefully controlled lighting is part of ensuring that signs are good neighbors. As noted in the technical studies, (Exhibit B, *Final Initial Study/Negative Declaration*, Appendices D and E) high contrast between emitted and ambient light is considered to be the light condition that most disturbs the human eye. The draft policy addresses light levels and contrast with detailed requirements and monitoring regulations for all billboard-related light emissions. *Section 3.E* of the draft *Sunset Boulevard Off-Site Signage Policy* (Exhibit A, Attachment B) defines light measurements for both the surface of the sign and spillover light. In addition, the policy addresses the contrast between emitted light and ambient light, requiring an automatic sensor to control required light level reduction to prevent high contrast as ambient light levels shift in the evening and night hours. Exhibit B, Appendix D, *Memorandum from Frances Krahe and Associates*, provides additional technical information.

The light regulations proposed here are more restrictive than typical current regulations in other cities, and require lower light emissions and more gradual transitions than the current operations for the two Large Screen Video Signs on Sunset Boulevard. Consulting lighting designers addressed the human-eye response to contrast, recommending a comfortable viewing experience achieved with a relatively low maximum light level. The policy explicitly prohibits lighting impacts on adjacent residential properties. Fehr and Peers, a traffic consulting firm, prepared an update to their 2014 recommendations for regulating digital signage to address concerns regarding potential driver distraction, (Exhibit B, Appendix E). Their study finds that the proposed policy follows or exceeds best practices for controlling safe levels of contrast between emitted light and ambient light and implements multiple approaches to eliminating potential driver distraction. With detailed requirements that require ongoing monitoring and are tailored specifically for an urban area with high ambient light and relatively low traffic speeds, the policy provides a proactive approach to potential distractions.

Allowing regulated digital technology invites technological advancement while providing additional public art and design opportunities, support for cultural resources, and maximized benefit. The proposed regulations are crafted to avoid many of the potential downsides of typical digital billboards in other settings.

- 3. Modifications to Existing Signs:** The proposed policy increases flexibility for improvements to existing traditional billboards with additional modifications, such as allowing an overall maximum allowable size of 1200 square feet, backlit signs to reduce glare from floodlighting, and a one-time opportunity to be approved for additional height of up to 14 feet above the height limit on the parcel in order to clear a proven visual obstruction (such as a street tree). These modifications allow all existing off-site signs to maximize their value and improve the aesthetic quality. The policies expand opportunities to improve existing billboards and tall wall signs, allowing modifications for adjustments to height, size, and location in compliance with standards that protect identified SSP viewsheds and sightlines. Modifications to traditional billboards, except for conversion to digital technology on historic sites, may be approved at the staff level, provided all sight line, viewshed and light monitoring requirements are met.

Tall Walls: The proposed policy does not permit new Tall Walls but allows for existing Tall Walls to apply for modifications that re-allocate sign area on the building to address changed conditions or improved design. Modifications to Tall Walls require a development agreement.

- 4. Temporary Advertising Installations:** The proposed policy adds a new component to opportunities for temporary creative advertising. In addition to the existing opportunities for temporary creative signage and Tall Walls, the policy provides for a limited number of three dimensional Temporary Advertising Installations at ground level for 30 days, regardless of whether a property is fully developed or has existing off-site signs.
- 5. Public Art:** Realization of the Sunset Strip Billboard District is a critical component of the vision to create a 21st century synergy between off-site advertising and the cultural pulse of the region. The proposed City-operated District is the framework for Sunset Boulevard to expand its role as a large-scale

opportunity for connecting viewers to world class art in innovative and unexpected ways, creating an opportunity for internationally recognized and emerging artists to showcase a variety of digital and video art.

The District will be supported by an annual operation fee from each participating sign and will contract with qualified curators to coordinate arts programming and organize billboard arts events with oversight from the Arts and Cultural Affairs Commission. Each new and modified off-site sign shall become part of the District. For traditional billboards, the policy requires art to be displayed a minimum of 96 hours (4 days or monetary equivalent) per year. For Digital Billboards, the policy requires 25% of the programming be dedicated to non-commercial art. The District is envisioned to engage visitors with public art throughout the day with exhibits on individual billboards, and a re-occurring event that coordinates programming for all the digital signs to display art at a pre-scheduled, promoted time, i.e., a “Sunset Moment”. Once a critical mass of signs are operational, the City will host a semi-annual West Hollywood Billboard festival over several days, with coordinated arts programming, special events and awards.

6. Development Agreements: The proposed SSP amendment requires that all new and digital billboards and modified Tall Walls be approved via the development agreement process. These development agreement negotiations should be guided by the established Citywide community benefit priorities. Community members have expressed the desire for a portion of the community benefit funds to be applied to improvements on Sunset Boulevard such as improving pedestrian amenities and access to the hillside communities above the Strip. (Exhibit B, Section 5)

- *New Billboards integrated into Significant Façade Remodels* are required to provide significant on-site improvements to the pedestrian orientation and streetscape of Sunset Boulevard where possible, or provide a monetary developer contribution.
- *New Billboards integrated into New Development* would be subject to appropriate requirements relating to the overall project benefits that prioritize on-site improvements to address the public realm.
- *Digital Billboards* that convert from Traditional Billboards will provide, at a minimum, community benefits associated with improvements to Sunset Boulevard, operations of the Sunset Strip Billboard District, and monetary contributions relative to the anticipated value of the project.

SELECTION PROCESS

The City anticipates the industry demand for digital billboards to exceed the recommended 20 sites. Achieving the vision requires a thoughtful selection process tailored to the different categories of digital signs, and designed to attract the same high caliber of applicants that participated in the City’s competition for the pilot digital billboard project. The selection processes below are based on draft policy guidelines

relating to each sign type. This report provides this outline framework for context as the Planning Commission is not requested to determine a process at this time. Staff will return to the Planning Commission and Council with a tailored selection process following adoption of the policy.

Digital Billboard Conversions: The project team proposes that this category could proceed on a first-come, first-served basis, permitting the first three sites that are designated as cultural resources move forward with conversion of a traditional billboard to digital, including compliance with the Secretary of the Interiors Standards, review by the Historic Preservation Commission, successful negotiation of a Development Agreement and approval by the City Council.

Digital Billboards as Part of Significant Façade Remodels: The policy identifies seven opportunities over the next 15 years for new digital billboards as part of significant façade remodels. During initial stakeholder discussion, staff discussed the possibility of a lottery process to allocate sign opportunities. Feedback led staff to explore the potential of a phased competition process to promote a high level of creativity in order to best implement the established policy goals. A phased competitive process would allow for an evaluation of the first phase of projects to be complete prior to proceeding with the next phase, allowing for community members to respond to actual installed projects.

Digital Billboards as Part of New Development Projects: The City is anticipating a comprehensive update to the SPP. Staff recommends that the appropriate process for determining approval and phasing of the 10 digital billboards allocated to new development be deferred to inclusion in the SSP framework. This ensures that new development projects with billboards align with the vision of the broader SSP update

Existing Applications on File: The City received 21 applications for new billboards on or before September 2012. Seven of these applications were in process prior to that deadline and proceeded per the direction of the City Council. Fourteen projects remain, pending adoption of the policy update. All pending applications were offered the opportunity to withdraw application fees during the policy revision process. Following adoption of this policy by the Planning Commission and City Council, pending applicants may modify their projects to conform to the proposed new regulations. Qualified submitted applications will be considered prior to any new applications. As some of the proposed projects do not meet the draft policy vision it is unlikely that all pending applications will be modified to meet the drafted parameters.

PUBLIC OUTREACH

During the initial analysis phase, the project team conducted broad outreach to develop the policy framework goals and vision, including community meetings, discussions with outdoor advertising companies, property owners and industry experts. In general, community stakeholders were supportive of the potential for innovative signage on Sunset. Over the past months, the project team has held a second series of outreach meetings to discuss the draft policy language, meeting with property owners and billboard operators, community members, the Chamber of Commerce, Arts and Cultural Affairs Commission Art On The Outside Subcommittee, Planning Commission Long Range Planning Subcommittee,

Historic Preservation Commission, Sunset BID, WeHo Heights Neighborhood Association and holding an open community discussion. The project website at www.weho.org/sunsetsigns serves as a resource for the progress of the project.

Response from the business community has been largely positive, noting beneficial opportunities. Business stakeholders have concerns that initial concepts for a lottery selection process might not provide the City with the highest quality projects. Other stakeholders have focused on seeking a higher number of conversions and lighting standards that align with the higher light emission standards permitted in other areas of the country.

Residential community members expressed concerns related to the number of digital billboards, suggesting that a smaller number is preferable. Residents comment letters also requested that community benefits should be reinvested in the Sunset area. While expressing some concerns, the community supported the potential for high caliber art and architecture, but sought more information about how the policy would ensure the success of these concepts.

Arts stakeholders and community members also asked how the policy would ensure a meaningful high visibility platform for artists, requesting the commitment to remunerate artists and curators. The City is researching appropriate payment schedules for curation, and leasing and/or commissioning digital artwork.

To address comments, Staff made minor changes and clarifications to the draft policy circulated with the Draft Initial Study/Negative Declaration. These include edits that clarify language, removal of the requirement that the three digital billboards on sites with cultural resources be limited by region so as to support the more eligible sites, and more restrictive digital lighting requirements to prevent confusion with traffic safety signage. These minor edits do not alter the environmental findings, or require recirculation of the environmental document. The language changes are included in the final draft in Exhibit A, Attachment B, and a chart detailing the sections with revisions is included in Exhibit C.

ENVIRONMENTAL REVIEW

An Initial Study determined that the proposed policy would not have a significant effect on the environment, and therefore, a Negative Declaration was prepared (Attachment B). The public comment period was from April 6 to April 27, 2017. The City received 22 comment letters which are addressed in Section 5 of the Final Initial Study/Negative Declaration, (Exhibit B).

NEXT STEPS

Planning Commission comments will be forwarded to the City Council for review. Once the City Council has approved the policy, staff will address the following related work items that support the achievement of the program and the vision:

- Develop final approval process for allocating digital opportunities, including analysis of the relative benefits of a competitive vs. random selection.

- Develop Sunset Strip Billboard District Operations specifics including schedule, vision and scope for arts events, a fee study, and recommendations for remuneration standards for artists and curators.

CONCLUSION

With the goal of continuing to attract and welcome residents and visitors to the Sunset Strip, the proposed Sunset Strip Off-Site Signage Policy encourages creativity, thoughtful use of digital technology, and opportunities for public art and urban design benefits for off-site signage proposals. The policy has been carefully researched and analyzed with a team of experts, and recommends a valid approach to meet the City's visions and goals for off-site signage. Staff recommends that the Planning Commission discuss the project, consider if additional changes to the policies should be recommended, and take the appropriate actions towards City Council review.

EXHIBITS

- A. Draft Resolution No. PC 17-1207
- B. Final Initial Study / Negative Declaration
- C. Chart of Edits
- D. Map: Eligible Cultural Resources Sites with Billboards
- E. Billboard Research and Analysis Summary

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RESOLUTION NO. PC 17-1203

A RESOLUTION OF THE PLANNING COM-MISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING THAT THE CITY COUNCIL ADOPT A NEGATIVE DECLARATION FOR THE SUNSET BOULEVARD OFF-SITE SIGNAGE POLICY; APPROVE AN ORDINANCE AMENDING SECTIONS §19.34.080 AND §19.34.090 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO STRIKE OUTDATED SIGNAGE LANGUAGE AND REFERENCE THE SUNSET SPECIFIC PLAN; AND APPROVE A RESOLUTION AMENDING PART TWO, SECTION 8 OF THE SUNSET SPECIFIC PLAN TO ADOPT THE NEW SUNSET BOULEVARD OFF-SITE SIGNAGE POLICY, WEST HOLLYWOOD, CALIFORNIA.

The Planning Commission for the City of West Hollywood hereby finds, resolves, and orders as follows:

SECTION 1. In the fall of 2012, the City Council directed staff to develop a new process for review of off-site sign applications within the Sunset Strip Specific Plan area. The Sunset Strip is globally recognized for its vibrant combination of signs, entertainment, and nightlife. The Strip also has the densest concentration of off-site signage (billboards and tall-walls) on the west coast. Off-Site Signs, while part of the character of the Sunset Strip, also engendered community discussion about the appropriate number, placement and quality of the signs to ensure that off-site signs are good neighbors. Recognizing the rich cultural history and creative energy of advertising signage on the Sunset Strip, this Policy update aims for a unique experience of high quality urban design by allowing enhancement to existing signs, limited opportunities for new off-site advertising signs, incorporation of digital technology, and broadening the role of art with the creation of the Sunset Strip Billboard District. The City's current provisions regulating Off-Site Signage on the Sunset Strip must be amended in order to conform to direction from the City Council and input from the Sunset Strip community and the general public.

SECTION 2. An advertisement of the public hearing before the Planning Commission was published in the West Hollywood Independent and in the Beverly Press on May 18, 2017 and notices were mailed to property owners and tenants within 500 feet of Sunset Boulevard, and to Neighborhood Watch groups. A Notice of Intent to adopt a Negative Declaration was published in the West Hollywood Independent and the Beverly Press on April 6 2017 and notices were mailed to property owners and tenants within 500 feet of Sunset Boulevard, and to Neighborhood Watch groups. Copies of the Planning Commission staff report have been on file at the West Hollywood City Hall and West Hollywood Library since May 25, 2017. The noticed Public Hearing on June 1, 2017 was continued to date certain of June 15, 2017 and public testimony was heard on June 15, 2017.

SECTION 3. Pursuant to the California Environmental Quality Act, staff prepared an Initial Study and a Negative Declaration regarding this project. The evidence in the initial study demonstrates that all impact categories are less than significant. The policies were crafted with input from experts to regulate light levels, urban design, digital operations location, height, cultural resources, identified public viewsheds and number of new and modified signs. The public comment period for the Negative Declaration started on April 6, 2017 and ended on April 27, 2017. The comments received are addressed in the response to Comment section of the Final Initial Study Negative Declaration for the Sunset Strip Off-Site Signage Policy. The negative declaration prepared for this project reflects the City's independent judgment and analysis. The Planning Commission finds that there is no substantial evidence that the program would have a significant impact on the environment.

SECTION 4. The Planning Commission of the City of West Hollywood hereby finds that Zone Text Amendment 2017-0004 is consistent with the Goals and Policies of the General Plan, specifically Policy LU-15, which states that the City should "maintain Sunset Boulevard as a regional, national, and international destination for entertainment, and the primary economic engine of the City" and Policy LU-16, which states the City should "maximize the iconic urban design value and visual creativity of signage in West Hollywood." The policy reflects a vision for state of the art off-site off-site signage practices that benefit the Sunset Strip with improved pedestrian orientation, support for the arts, and enhanced urban design so that the Strip remains iconic and continues to welcome visitors. Additionally, public art programming brings new visitors to the Strip, technology upgrades enhances the synergy of entertainment, advertising, historic resources and the arts, buildings with integrated billboards create a vibrant experience, and; billboards contribute positively to the excitement of the Strip without negative impacts to nearby residential neighborhoods. Further, the off-site signage policy will conform to the Sunset Specific Plan in meeting the goals for sustaining high quality urban design, economic development, and preservation of cultural resources and does not impede the City's ability to meet its General Plan and SSP goals.

SECTION 5. Based on the foregoing, the Planning Commission of the City of West Hollywood hereby recommends approval to the City Council of Zoning Text Amendment 2017-0004, which is attached as Attachment A, and Specific Plan Amendment 2017-0001, which is attached hereto as Attachment B.

Attachment A: Zone Text Amendments, 9.34.080 Off-Site signs

Attachment B: Sunset Specific Plan Amendment: Sunset Boulevard Off-Site Signage Policy

Attachment C: Final Initial Study Negative Declaration for the Sunset Strip Off-Site Signage Policy

PASSED, APPROVED AND ADOPTED by the Planning Commission of the City of West Hollywood at a regular meeting held this 15th day of June, 2017 by the following vote:

AYES: Commissioner:

NOES: Commissioner:

ABSENT: Commissioner:

ABSTAIN: Commissioner:

DAVID AGHAEI, CHAIRPERSON

ATTEST:

BIANCA SIEGL, PLANNING MANAGER
LONG RANGE AND MOBILITY PLANNING

Decisions of the Planning Commission are subject to appeal in accordance with the procedures set forth in West Hollywood Municipal Code Chapter 19.76. Any action to challenge the final decision of the City of West Hollywood made as a result of the public hearing on this application must be filed within the time limits set forth in Code of Civil Procedure Section §1094.6.

ATTACHMENT A

(New text indicated in **bold underline**, deleted text indicated with ~~strikethrough~~)
Section 1. Section 19.34.080 of Chapter 19.34 of Title 19 of the West Hollywood Municipal Code is amended to read as follows

19.34.080 Off-Site Signs **Not on Sunset Boulevard**.

A. *Purpose.* This section provides standards for off-site signs, including ~~standard and creative billboards~~, district identification signs, large screen video signs, and ~~tall wall signs~~ **not on Sunset Boulevard**.

B. *Applicability.* **All off-site signs, on Sunset Boulevard are governed by the Sunset Boulevard Off-Site Signage Policy Part Two: Section 8 of the Sunset Specific Plan (SSP). District Identification Signs are governed by Section (E) below and** with the exception of large screen video signs **are** allowed in the CR zone in compliance with subsection ~~(H)~~, ~~(F)~~ below, ~~off-site signs may be allowed in compliance within the Eastside Redevelopment Project Area in compliance with subsection (J), below.~~ (For other districts, **Also** see Section 19.34.090 - Prohibited and Restricted Signs.)

C. *Permit Requirement.* A sign permit issued in compliance with Section 19.34.100 (Sign Permits) shall be required for any off-site signs allowed under the provisions of this section, except where a different permit requirement is established by this section **or the SSP** for a specific type of sign.

D. *Approval Authority.* The Commission shall have the authority to approve district identification signs **and** large-screen video signs **not on Sunset Boulevard**, ~~conditional use permits for tall wall signs, second sides for existing billboards, and new billboards integrated into new construction.~~ The Director may approve all other off-site signs **not on Sunset Boulevard and to the extent permitted under this Code.**

~~E. *Billboards - Creative.* A creative billboard may be approved as a temporary modification to an existing billboard, in compliance with this section. The following regulations are intended to encourage creatively designed billboards that make a positive visual contribution to Sunset Boulevard and to the overall image of the city.~~

~~1. *Limitation on Location.* Creative billboards may be approved only within the SSP (Sunset Specific Plan) zoning district and only in conjunction with an existing billboard.~~

~~2. *Approval Authority.* A creative billboard is subject to approval by the Director.~~

~~3. *Time Limit.* The Director may approve the placement of a creative billboard for a maximum period of 12 months. One six-month time extension may be approved or denied by the Director and the creative billboard shall be removed immediately upon expiration. Certain types of physical extensions may be installed for a longer period, as allowed by state law.~~

~~4. *Standards.* A creative billboard shall be designed and located in compliance with all of the following standards.~~

~~_____ a. The creative billboard shall alter an existing billboard without changing its location. Any enlargement of the billboard shall be designed as an integral part of the billboard image and contribute to the overall creativity of its design.~~

~~_____ b. The creative billboard shall be properly sited and well integrated within the context of its surroundings.~~

~~_____ c. Creative billboards shall be an inventive and original representation of the product or business being advertised. The creative billboard 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) Other features as approved by the Director of Community Development.~~

~~_____ d. The following elements do not qualify as creative for the purposes of a creative billboard: use of color, and/or use of stretched vinyl material.~~

~~_____ e. Creative billboards 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 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 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 billboard edge.~~

~~_____ (4) Extensions shall have a distinct shape and shall not be used to uniformly expand the area of the billboard.~~

~~_____ f. 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.~~

~~_____ g. The creative billboard shall not result in removal or alteration of trees or landscaping in nearby public parks or in the public right of way.~~

~~_____ h. 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 of Community Development and express written permission of the adjacent affected property owner(s).~~

~~_____ i. Lighting of the creative billboard shall be designed to minimize glare onto other properties and uses. Creative billboards that incorporate thematic lighting shall also meet the following criteria:~~

~~_____ (1) The creative billboard shall be located and designed not to cause light and glare impacts on neighboring uses. The light emitted from the subject property at any adjacent residential property line shall not exceed three footcandles above existing light levels. Glare shall not exceed a 30:1 contrast ratio, or latest IESNA standards.~~

~~_____ (2) Light shall not have stroboscopic or flashing effects.~~

~~_____ (3) Lighting shall not transition suddenly and/or repetitively between light and dark.~~

~~_____ (4) Moving light shall flow smoothly across the surface(s) of the billboard and not oscillate, rapidly pulse, or suddenly change direction.~~

~~_____ (5) Projected light shall not spill beyond the surface(s) of the billboard and onto adjacent parcels and/or surfaces.~~

~~_____ (6) Animated or moving light shall not be in operation from 2:00 a.m. through 45 minutes before sunrise.~~

~~_____ (7) Digital signs are not permitted.~~

~~_____ F. *Billboards – Standard.*~~

~~_____ 1. *Limitation on Location.* Standard billboards may be approved only within the SSP (Sunset Specific Plan) zoning district at locations identified in the city's Sunset Boulevard Billboard Inventory for existing billboards and at locations expressly identified in the SSP as possible sites for new billboards.~~

~~_____ 2. *Limitation on Number.* No more than one billboard may be incorporated into any parcel or lot.~~

~~_____ 3. *Standards for New Billboards.* Billboards shall be:~~

~~_____ a. Located, designed, constructed and maintained in compliance with the provisions of the Sunset Specific Plan (SSP).~~

~~_____ b. Restricted in number to one billboard per site or parcel and restricted in location to sites specifically identified in the SSP; and,~~

~~_____ c. Permitted only in conjunction with new construction of at least 10,000 square feet or a substantial remodel, pursuant to Section 19.48.020(D) of this code.~~

~~_____ 4. *Standards for Existing Billboards.* Existing billboards and support structures may be replaced provided that the dimensions of the billboard are not increased and the billboard is replaced substantially in the same location as the previous billboard in compliance with the following:~~

~~_____ a. The height of the replacement billboard shall not exceed the height of the previous billboard. If the previous billboard was higher than the height allowed by the Sunset~~

Specific Plan then none of the following provisions shall apply and the billboard shall be replaced in exactly the same location and dimensions as previously existed. Notwithstanding this paragraph, the billboard may be relocated so as not to exceed the height limit and adjusted as described below:

_____ b. The location of the replacement billboard shall not vary more than five feet in a side to side or front to back direction from the previous location. In no case shall the billboard be located closer than three feet from a front property line unless already existing in that location.

_____ c. The position of the replacement billboard face shall not vary more than ten degrees of rotation from the previous position.

_____ 5. Addition of Second Billboard Face. The intent of allowing a second billboard face to be added to an existing billboard is to cover the unsightly supporting back structure of the existing billboard. The addition of a second billboard face on an existing single sided billboard on Sunset Boulevard and identified in the billboard inventory may be allowed by the Commission after a public hearing, provided that the proposal complies with all of the following:

_____ a. The new billboard face is no larger than the existing billboard face and no part of the new billboard face exceeds the dimensions of the existing face;

_____ b. The height of the billboard is not increased;

_____ c. If the existing billboard height exceeds the height limitation of the zoning district, the height of the existing billboard shall be reduced to comply with the height limitation of the Sunset Specific Plan. 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 and proposed second billboard face are fully visible from a point along Sunset Boulevard at ground level and that the proposed second billboard face otherwise meets all requirements of this section;

_____ d. The angle of the billboard in relation to Sunset Boulevard is not changed by more than ten degrees, based on a certified survey;

_____ e. The new billboard face is visible from and generally stands perpendicular to Sunset Boulevard;

_____ f. Existing vegetation may not be removed or significantly trimmed in order to create a view corridor for the second billboard face;

_____ g. One sided billboard faces that are part of an existing "v shaped" billboard may not be converted into a two sided billboard;

_____ h. The addition of a second face does not create a "v shaped" billboard;

_____ i. The angle of the billboard may be changed only once;

_____ j. Any change in the angle of the billboard shall not have a negative impact on residential property;

_____ k. 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; and

_____ l. The new billboard face shall serve to effectively screen the back supporting structure of the existing billboard.

G. E. District Identification Signs. A district identification sign is an off-site sign for the identification of a specific district or center identified in the General Plan or a business improvement or redevelopment area approved by the Council.

1. Procedure. Hearing notice shall be sent to all businesses within a district or redevelopment area, or to owners of property within 500 feet of the site, whichever is less.
2. Standards. District identification signs shall not:
 - a. Interfere with pedestrian or vehicular safety to the satisfaction of the Director of Transportation and Public Works;
 - b. Detract from the pedestrian quality of the surrounding area; or
 - c. Add to an over-proliferation of signs on one property or in an area.
3. Maintenance Agreement Required. The owner of the sign shall enter into an agreement with the city for funding the ongoing cleaning, maintenance, and repair of the sign subject to the approval of the Director of Transportation and Public Works.

H. F. Large Screen Video Signs.

1. Criteria for Eligibility. Large screen video signs shall be allowed only in conjunction with new construction of 5,000 square feet or more. Large screen video signs may be approved ~~along Sunset Boulevard on parcels within Geographic Areas Three, Four, Six, or Seven in the Sunset Specific Plan~~ or when the signs are located in the CR zone and meet all of the following criteria:
 - a. The site where the sign is located is designated gateway node under the General Plan.
 - b. The site where the sign is located is designated a light way or glow way under the Santa Monica Boulevard Master Plan.
 - c. The large screen video sign is a component of a special lighting concept contributing the project's gateway status as a glow way or light way as required by the Santa Monica Boulevard Master Plan.
2. Procedure. Public notice shall be provided as required by Chapter 19.48 for a Development Permit.
3. Standards. Proposed video signs shall comply with the following standards:
 - a. The sign shall be at least 100 square feet in screen area.
 - ~~b. In the Sunset Specific Plan area, no more than four large screen videos shall be allowed.~~
 - ~~c. If the sign is located in the CR zone, the sign shall be at least 200 feet away from any residentially zoned property and 1,000 feet away from any other large screen video in West Hollywood.~~
 - d. If the sign is located in the CR zone, the sign shall be no larger than 500 square feet in size.
 - e. Off-site advertising shall be limited to the large-screen video portion of the sign.

~~4. Time Limits and Extensions. Large screen video signs shall be installed within two years from the date of approval. The Director may, upon request before the expiration date, extend the permit one time for an additional six months in compliance with Chapter 19.62 (Permit Implementation, Time Limits, and Extensions).~~

~~5. Art Requirement. Large screen video signs approved within the Sunset Specific Plan must have arts programming to satisfy the applicant's urban art obligation. Each of these video signs shall provide a minimum of thirteen minutes of arts programming per hour, as approved by the Fine Arts Commission. Four minutes of public service announcements may be substituted for four minutes of arts programming. The arts programming on the sign shall be provided on an on-going basis for the life of the project.~~

~~I. Tall Wall Signs - Standard.~~

~~1. Permit Requirement. Conditional use permit approval shall be required for use of any wall proposed to be used for tall wall signs including those that have been used for tall wall signs prior to May 2, 2001. Once a conditional use permit has been granted, the tall wall image may be changed subject to a zone clearance.~~

~~The conditional use permit shall identify the specific building wall where the sign is authorized and the specific area in which the image may be displayed. Any change to the approved image area shall require an amendment to the conditional use permit.~~

~~2. Application Requirements. An application for wall approval shall include a survey certified by a licensed surveyor verifying the size of the wall and amount of window space on the wall, and a detailed lighting plan. The application shall also include any supplemental information determined by the Director to be necessary to show that the wall can meet the standards required in subsection 5, below.~~

~~3. Exception for Existing Tall Walls. Any location at which a tall wall was legally permitted and installed within six months prior to May 2, 2001, may continue to receive zone clearances for changes in the wall image provided that a conditional use permit application for use of the wall is submitted and found to be complete by November 2, 2001. This exception shall apply as long as a decision on the conditional use permit is pending. If a complete application has not been received by the above date, no further tall wall signs may be approved at the location except in compliance with the provisions of this section.~~

~~4. Time Limit. A zone clearance for a tall wall image shall expire six months from date of approval, after which the image must be removed. The Director may approve only one extension for an additional six months.~~

~~5. Standards. Tall wall signs shall not be approved unless all of the following standards are met:~~

~~a. A tall wall sign shall have a minimum image area of 5,000 square feet.~~

~~b. 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.~~

~~c. 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, but shall not be located on a building façade facing Sunset Boulevard.~~

~~_____ d. The area of the sign containing text shall not exceed 15 percent of the total sign area as measured in compliance with Section 19.34.040(C) (Measurement of Sign Area).~~

~~_____ e. 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.~~

~~_____ f. The sign shall be applied directly to the wall of the structure.~~

~~_____ g. The wall shall contain no other signs, except for street address, building identification sign, or the logo of the primary tenant.~~

~~_____ h. The use of the proposed wall for a tall wall sign shall not substantially impair the aesthetic appeal of the building's architecture.~~

~~_____ J. *Tall Wall Signs – Creative.* A creative tall wall sign may be approved as a temporary modification to an existing, permitted tall wall, in compliance with this section. The following regulations are intended to encourage creatively designed tall walls that make a positive visual contribution to Sunset Boulevard and to the overall image of the city.~~

~~_____ 1. *Limitation on Location.* Creative tall walls may be approved only within the SSP (Sunset Specific Plan) zoning district and only in conjunction with an existing, permitted tall wall.~~

~~_____ 2. *Approval Authority.* A creative tall wall is subject to approval by the Director.~~

~~_____ 3. *Time Limit.* The Director may approve the placement of a creative tall wall for a maximum period of 12 months. One six-month extension may be permitted by the Director and the creative tall wall shall be removed immediately upon expiration.~~

~~_____ 4. *Standards.* A creative tall wall shall be designed and located in compliance with all of the following standards:~~

~~_____ a. The creative tall wall shall alter an existing tall wall without changing its location. Any enlargement of the tall wall shall be designed as an integral part of the tall wall image and contribute to the overall creativity of its design.~~

~~_____ b. The creative tall wall shall be properly sited and well integrated within the context of its surroundings.~~

~~_____ c. Creative tall walls shall be an inventive and original representation of the product or business being advertised. The creative tall wall 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 tall wall surface, when such text is an artistic component of the sign.~~

~~_____ (11) Other features as approved by the Director of Community Development.~~

~~_____ d. The following elements do not qualify as creative for the purposes of a creative tall wall: use of color and/or use of stretched vinyl material.~~

~~_____ e. The area of an approved creative tall wall containing text shall not exceed 15 percent of the total sign area as measured in compliance with Section 19.34.040(C) (Measurement of Sign Area), except as described in subsection (J)(4)(c)(10), above.~~

~~_____ f. Creative tall walls 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 10 percent of the overall area of the existing tall wall or 1,000 square feet, whichever is smaller, measured as the total area of material.~~

~~_____ (2) No extension shall extend more than 25 feet from any edge of the existing tall wall.~~

~~-~~

~~_____ (3) Extensions may wrap or project beyond a building corner, with the following limitations:~~

~~_____ i. The area of the extension wrapping a corner may not exceed 500 square feet, and must be an integrated and continuous part of the main advertising image on the existing tall wall sign.~~

~~_____ ii. The area of the extension may not contain text.~~

~~_____ iii. The extension shall have a distinct shape and shall not be used to uniformly expand the area of the tall wall sign.~~

~~_____ (4) 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 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.~~

~~_____ g. 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.~~

~~_____ h. The creative tall wall shall not result in removal or alteration of trees or landscaping in nearby public parks or in the public right-of-way.~~

~~_____ i. No three dimensional element or extension to a tall wall shall extend or project beyond the property line of the subject site without approval of the Director of Community Development and express written permission of the adjacent affected property owner(s).~~

~~_____ j. Lighting of the creative tall wall shall be designed to minimize glare onto other properties and uses. Creative tall walls that incorporate thematic lighting or projections shall also meet all of the following criteria:~~

~~_____ (1) The creative tall wall shall be located and designed not to cause light and glare impacts on neighboring uses. The light emitted from the subject property at any adjacent residential property line shall not exceed three footcandles above existing light levels. Glare shall not exceed a 30:1 contrast ratio, or latest IESNA standards.~~

~~_____ (2) Light shall not have stroboscopic or flash effects.~~

~~_____ (3) Lighting shall not transition suddenly and/or repetitively between light and dark.~~

~~_____ (4) Moving light shall flow smoothly across the surface(s) of the tall wall and not oscillate, rapidly pulse, or suddenly change direction.~~

~~_____ (5) Projected light shall not spill beyond the surface(s) of the tall wall and onto adjacent parcels or surfaces.~~

~~_____ (6) Light shall not be projected onto surfaces which are highly reflective or composed primarily of reflective surfaces.~~

~~_____ (7) Animated or moving light shall not be in operation from 2:00 a.m. through 45 minutes before sunrise.~~

~~_____ (8) Digital signs are not permitted.~~

Section 2. Subsection 19.34.090.A.4 of Section 19.34.090 of Chapter 19.34 of Title 19 of the West Hollywood Municipal Code is amended to read as follows:

~~-~~ **4. Off-site signs not specifically allowed by the provisions of Section 19.34.080 (Off-Site Signs Not on Sunset Boulevard) or the Sunset Specific Plan;**

ATTACHMENT B

Sunset Specific Plan Part 2 Chapter 8, Billboards and Art Policy is hereby deleted, and replaced with the following document:

DRAFT



Part 2 Section 8 of The Sunset Specific Plan

CITY OF WEST HOLLYWOOD

Sunset Boulevard Off-Site Signage Policy

JUNE 1, 2017





TABLE OF CONTENTS

1	Introduction	4
2	Guiding Principles	8
3	Policies	14
4	Sunset Strip Billboard District	58
5	Glossary	62
	APPENDIX	
A	2017 Off-Site Sign Inventory	66

INTRODUCTION

A. BACKGROUND

The Sunset Strip is globally recognized for its vibrant combination of signs, entertainment, and nightlife. The Strip also has the densest concentration of off-site signage (Billboards and Tall Walls) on the West Coast.

A unique destination, vibrant in both day and nighttime, the Strip is a major economic engine for West Hollywood, with a long tradition of innovative and memorable signage. In the 1960s and '70s custom-painted billboards featuring key musical artists of the day provided creative opportunities for a music industry launch. Off-Site Signs, while part of the character of the Sunset Strip, also engender community discussion about the appropriate number, placement and quality of these signs so they are good neighbors. In the Fall of 2012, the City Council directed staff to develop a new process for review of Off-Site Sign applications.

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, in a richly historic setting, resulting in a one-of-a-kind built environment. This policy enhances these traditions to include a greater art presence and cutting edge technology as a means of celebrating the City's creative identity.

Recognizing the rich cultural history and creative energy of advertising signage on the Sunset Strip, this policy update aims for a unique experience of high quality urban design by allowing enhancements to existing signs, limited opportunities for new off-site advertising signs, incorporation of digital technology, and broadening the role of art with the creation of the Sunset Strip Billboard District.

B. HOW TO USE THIS DOCUMENT

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

This document contains all regulations and requirements for existing and future off-site signage in the Sunset Specific Plan area.

This document defines a long-term Vision, Guiding Principles, and policies to guide implementation in a manner consistent with the City's values and overarching intent. The document states the basic principles for the regulation of off-site signs on the Sunset Strip, and describes the Sunset Strip Billboard District which will facilitate arts programming and events associated with off-site signs.

The specific policies, including standards and guidelines, are the basis for the City's regulation and permitting of off-site Signs on the Sunset Strip. These policies incorporate the Off-Site Signage regulations for Sunset that were previously located in the Zoning Ordinance, along with new and revised policies. The final section of this document is a Glossary section.

C. VISION

The creative legacy of billboards on the Sunset Strip provides cultural value in both the City and the greater region while being a key driver for the West Hollywood economy. The following statements express the City's vision for the role of advertising signage on the Sunset Strip:

- The 21st century Sunset Strip will continue to be iconic, attractive, and welcoming to visitors.
- Off-Site 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 immersive 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 while not negatively impacting nearby residential neighborhoods.



GUIDING PRINCIPLES

The guiding principles are intended to guide implementation of new and modified off-site signage on the Sunset Strip to build on the existing creative energy by synthesizing advertising, urban design, architecture, public art, entertainment and 21st century technology.

A. SIGN DISTRIBUTION

1. Allow for opportunities for both new Billboards and modifications to existing Off-Site Signs to be distributed along the Strip to complement the experience of pedestrians and drivers on Sunset Boulevard in accordance with the existing urban typology that separates the Strip into the three distinct regions, West, Central and East, depicted in **Figure 1** below.



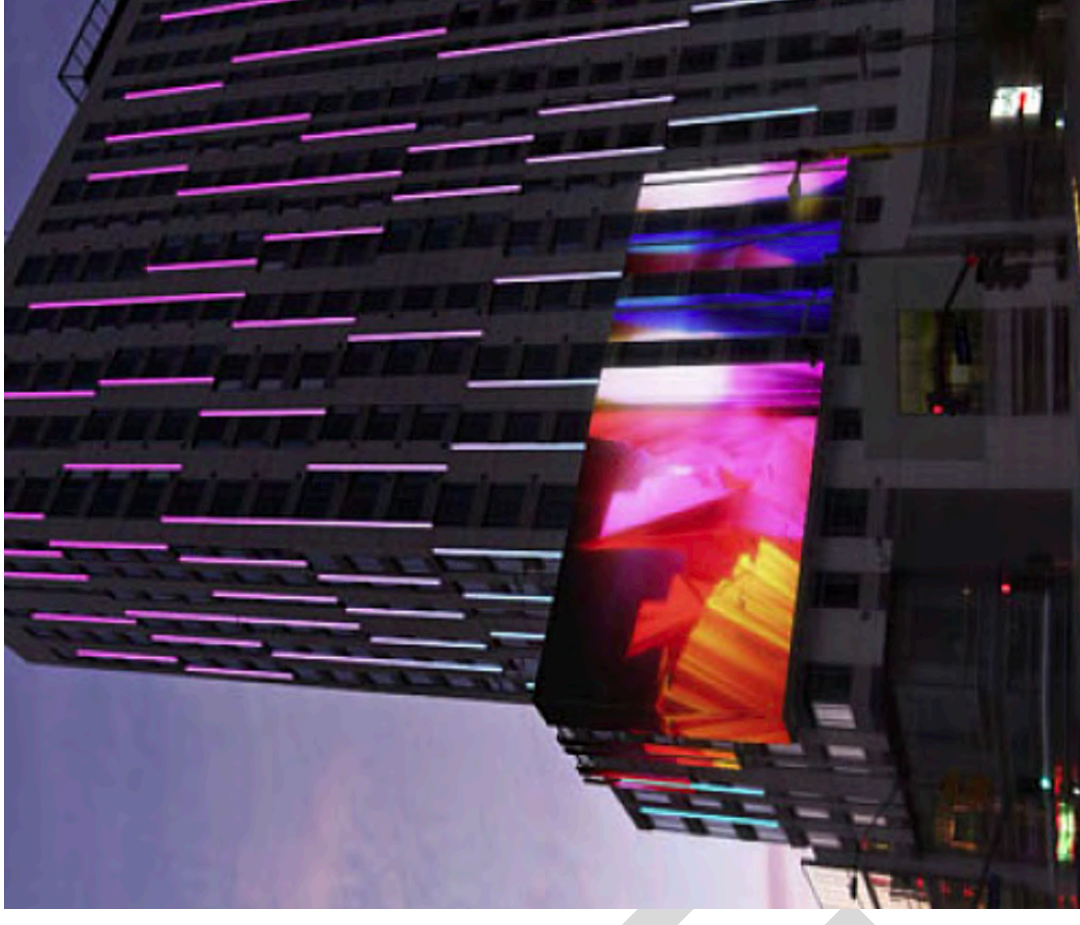
FIGURE 1 – REGIONS

MAXIMUM POTENTIAL FOR 9 NEW SIGNS

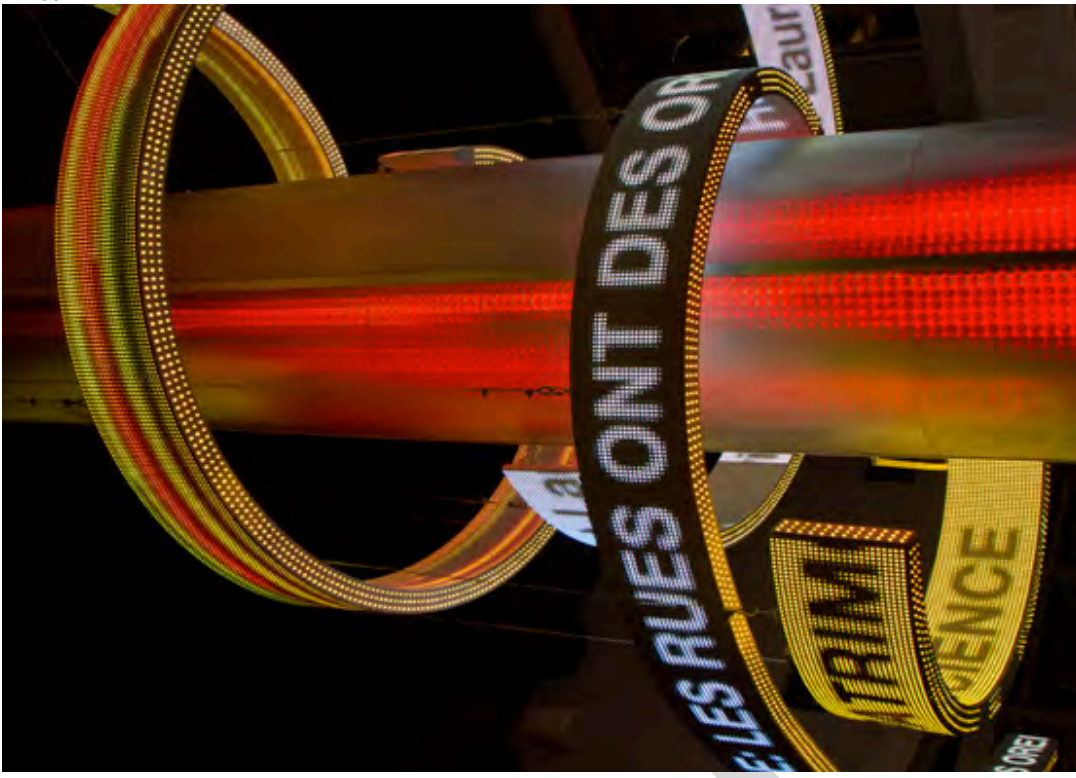
- 2.** Allow for a limited number of new Billboards that are thoughtfully integrated into exemplary building design for both new and remodeled buildings with an anticipated addition of up to 18 new Billboard faces. These new signs may be permitted through negotiated Development Agreements in the following manner:
 - a.** New Traditional or Digital Billboards may be permitted with new development projects, in accordance with this section.
 - b.** New Traditional or Digital Billboards may be incorporated into Significant Façade Remodels of existing buildings that exceed the current Sunset Specific Plan allowable density for their site, in accordance with the Standards described in *Section 3.A.* below.
 - c.** A limited number of new Billboards may be Digital Billboards in compliance with the designated maximum number of Digital Off-Site Signs per Billboard Zone in accordance with *Figure 2* and *Section 3.C.* below.
 - d.** To maintain urban design character, new Off-Site Signs are not permitted in the Central Region as shown in *Figure 1.*
- 3.** Allow owners of existing Billboards to apply for modifications that improve sign quality and support creative advertising subject to the conditions in *Sections 2.C.* and *Section 3.B.*
- 4.** Modifications to existing Tall Wall Signs that re-allocate existing sign area may be permitted by a Development Agreement.

B. DESIGN EXCELLENCE

- 1.** Promote innovative media, off-site advertising, technology and architectural excellence to create iconic urban design.
- 2.** Support excellent building design with thoughtfully integrated off-site advertising that focuses on non-standard and innovative media formatting.
- 3.** Support sustainable design with requirements that equal or exceed Title 24 requirements for offsetting new energy usage.



Marriott Hotel, Downtown, Los Angeles, CA



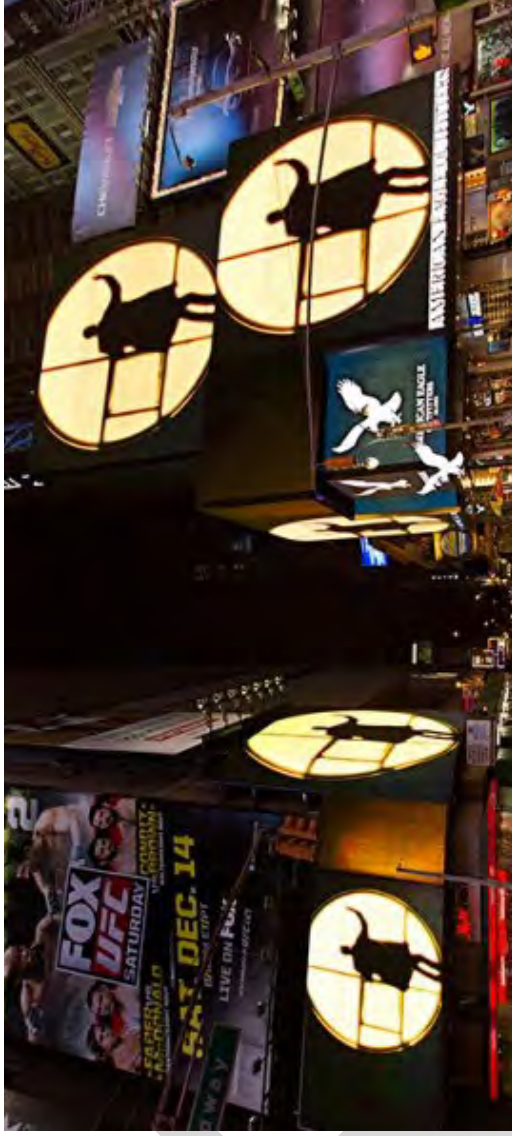
La Vitrine, Montreal, Canada



Hong Kong Plaza, Shanghai, China

C. PUBLIC ART

1. Create a **Sunset Strip Billboard District (“SSBD”** or **“District”**) as catalyst to energize the Sunset Strip, supporting economic development and integration of the arts with cutting edge signage design and operations.
 - a. Each new and modified Billboard shall become part of this District. The District will be supported by an annual operation fee from each participating sign and will be responsible for coordinating arts programming, and organizing Billboard arts events to align with the City’s creative identity.
 - b. Each Digital Billboard within the District shall contribute 25 percent of programming inventory to arts programs in accordance with the conditions of *Section 4*, below.
 - c. Traditional Billboards shall participate in the District with a contribution of 96 hours of arts programming or financial equivalent per year.
2. Support opportunities to use off-site advertising funds from the District for arts-related uses, art events and Cultural Resources on Sunset Boulevard and city-wide.



Midnight Moment, Times Square, New York, NY



Boston Convention & Exhibition Center, Boston, MA

D. ECONOMIC DEVELOPMENT

1. Recognize the economic value in integrating arts, music, urban design, technology and off-site advertising with a coordinated program for Billboards and Tall Wall Signs on the Sunset Strip.
2. Increase value and visibility of Off-Site Signage with arts programming that brings new viewers and resonates with the City's creative identity.
3. Provide expanded opportunities for improving the quality and creativity of Traditional Billboards.
4. Negotiate public benefits to address identified City priorities and community needs as part of Development Agreements for projects that include New Billboards, Modified Tall Wall Signs, or Digital Billboards.

E. CULTURAL RESOURCES

1. Allow existing Cultural Resources with Off-Site Signs on site to modify or improve their off-site advertising assets to encourage preservation of historic structures.
2. Any signage project located on or adjacent to Cultural Resources shall conform with the Secretary of Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings.

POLICIES

Billboards are one of the signature features of the Sunset Strip. These requirements are designed to allow Off-Site Signage on the Sunset Strip, consisting of Traditional Billboards, Digital Billboards and Tall Wall Signs, to continue to enhance the Strip's unique character.

These requirements are also designed to encourage renewed creativity by providing a coordinated venue for new technology, creative advertising, public art, events, and cultural activities that use creative displays on Off-Site Signs.

A. NEW BILLBOARDS

New Traditional Billboards and Digital Billboards may be permitted via a negotiated Development Agreement. Development Agreements for all new off-site signs shall address the City's identified public benefit priorities as noted in Section 3.A.1.f, below.

1. Integrated into New Development: A new

Traditional Billboard may be approved as part of a new Development Project if:

- a. The project is located within the Sunset Specific Plan (SSP) zoning district in either the Eastern or Western Regions as shown on *Figure 1* on a parcel facing Sunset Boulevard
- b. The development achieves a minimum of 75 percent of the allowable density on the North side of Sunset Strip, or 90 percent of allowable density on the South side of Sunset Strip.
- c. The development contains no more than 1,500 square feet of Off-Site Sign area per Project.

d. The Billboard meets the Design Standards for New Billboards under *Section 3.A.5.*

e. The Billboard shall participate in the SSBD with fees and arts programming as listed in *Section 4: Sunset Strip Billboard District Requirements* below.

f. The development includes pedestrian oriented amenities, ground-floor activating uses, and provides negotiated community benefits through the Development Agreement.

2. Integrated into a Significant Façade Remodel:

A New Billboard may be approved as part of a Significant Façade Remodel project on an existing building if:

- a. The project is located within the Sunset Specific Plan (SSP) zoning district in either the Eastern or Western Regions as shown on *Figure 1* on a parcel facing Sunset Boulevard.

- b.** The remodel presents a substantial and integrated design concept. A Significant Façade Remodel shall constitute at least 50 percent of the façade area facing the street unless the City, at its sole discretion, determines that a lesser area satisfies the intent of a substantial improvement.
- c.** The existing building has no more than one Off-Site Sign Face prior to the Significant Façade Remodel, or plans to replace an existing Off-site Sign face as part of the project.

 - i.** A building with one existing Off-Site Sign may add one sign.
 - ii.** A building with two existing Off-Site Signs may replace one sign or both.
 - iii.** Digital signage cannot exceed 1000 square per project.
- d.** The existing building is at 100 percent or exceeds current Sunset Specific Plan allowable density on the site.



- e. The project application includes a sightline and viewshed analysis per *Section 3.B.10*, below.
 - f. The remodel creates pedestrian and streetscape improvements or equivalent contribution on Sunset, including without limitation, wider sidewalks, or new publically accessible open space such as a view terrace, a pocket park or a public seating area.
 - g. The remodel adds no more than 1500 new square feet of Billboard sign area;
 - h. The Billboard is integrated into the remodeled building façade.
 - i. Additional building façade height unsupported by occupiable floor area, such as, but not limited to, wall extensions, shall not be added for the purposes of creating area for an Off-Site Sign.
 - j. The Billboard shall participate in the SSBD with fees and arts programming as listed in *Section 4*.
 - k. The remodel project and Billboard meet the Design Standards for New Billboards under *Subsection 5* below.
 - l. The Development Project must meet the standards listed in *Subsection 3*, below, and requires a Development Agreement regardless of size.
- 3. Replacement of Existing Billboards as Part of New Development:** For new development projects that incorporate replacements to existing billboards that were on the proposed development site, new Billboard(s) of equivalent size shall be permitted with an Administrative Permit if the replacement meets the standards and guidelines for integration into New Development in *Subsection 3.A.1*, above.
- a. If the proposed new Development Project includes an increase in sign area greater than the area of the existing sign, the project shall require a Development Agreement.

4. Sign Area: The new Sign Area for each new Development Project shall not exceed 1500 square feet. A Development Project may have multiple sign faces provided the combined square footage of all sign faces that are part of a Development Project does not exceed 1500 square feet of new advertising sign area per Development Project (exclusive of any replacement sign).

- a. The Maximum Off-Site Signage Area for New Development shall be no more than 3 percent of the proposed gross square footage, or 1500 square feet, whichever is more restrictive.
- b. The Maximum Off-Site Signage area for Significant Façade Remodels shall be no more than 3 percent of the total gross square footage, or 1500 square feet.
- c. A size deviation of no more than 10 percent may be considered as part of Development Agreement negotiations if the deviation allows the project to meet the SSP Off-Site Signage Goals for exceptional signage design.



5. Design Standards for New Billboards: These standards are intended to ensure integration of architecture and off-site signage and encourage unique signage formats that complement the building design. All New Billboards shall be designed and constructed in compliance with the following standards:

- a. Integrated Design.** Integrate Billboard structure into building face and site design so that the Billboard support complements the architectural surfaces and does not detract from building function.
 - i.** Billboards shall be located and integrated into the site and building so as to enhance the urban design of Sunset Boulevard.
 - ii.** The design of the Billboard must be consistent with the architecture of the building and enhance the overall building design.
 - iii.** Space between Billboard face and building surface shall be minimized, and should not exceed six feet.



B. EXISTING TRADITIONAL BILLBOARDS

Existing Traditional Billboards and support structures identified in the 2017 Off-Site Sign Inventory may be modified or replaced on site with an Administrative Permit, unless otherwise specified below. All modified or replaced Billboards shall participate in the **Sunset Strip Billboard District** and incorporate required arts programming as defined in the **SSBD Operations Standards**. Billboards may apply for multiple modifications.

- 1. Maintenance:** Routine maintenance of a Traditional Billboard face and structure shall be permitted as long as it does not modify the sign structure or supports, and is limited to maintenance of existing Sign Face with no change to lighting.
- 2. Replacement of Traditional Billboards:** Any one-for-one replacement of a Traditional Billboard at the same height, angle, materials and location shall be required to join the Sunset Boulevard Billboard District.



3. Backlighting: Traditional Billboards may replace lighting technology and sign faces to allow for static backlit signage per the Luminance requirements listed in *Section 3.E*, below.

4. Additional Area: An existing Traditional Billboard may be awarded additional area for an overall maximum area of 1200 square feet per face.

5. Height: Existing Traditional Billboards may be permitted to modify height as follows:

a. The height of a modified Billboard shall not exceed the SSP height requirements for that parcel unless the existing Billboard exceeded the SSP height limits at the time of the 2017 Inventory except as allowed in *Subsection 5.c*, below. Applicants seeking modifications of existing billboards that exceed the SSP height limits must provide a survey documenting height.

b. If the existing Billboard is higher than the height allowed by the Sunset Specific Plan, then the Billboard shall not be granted additional height without verified proof of a qualifying obstruction as described below.



c. 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 SSP height limit. Projects are required to demonstrate that such a modification is necessary to improve visibility, in accordance with the Sightline and Viewshed Analysis standards in *Section 3.B.10*, below.

6. Relocation on Site: Relocating the existing Billboard on site may be permitted.

- a.** Any change in the angle or location of the Billboard shall not have a negative impact on residential property as determined by City staff, based on compliance with the Sightline and Viewshed Analysis in *Section 3.B.10*, and Lighting and Luminance calculations in *Section 3.E*, below.
- b.** The relocation of a modified Billboard shall be no closer than three feet from a property line.

7. Addition of Second Face: The intent of allowing a second Billboard face to be added to an existing Traditional Billboard is to cover the supporting back structure of the existing Billboard. The addition of a second face on an existing single-sided Traditional Billboard as identified in the 2017 Off-Site Sign Inventory may be permitted, provided that the proposal complies with all of the following:

- a.** The new Billboard face is no larger than the existing Billboard face and no part of the new Billboard face exceeds the dimensions of the existing face.
- b.** The height of the second face is not greater than the height of the existing face.
- c.** The new Billboard face is visible from Sunset Boulevard.
- d.** One-sided Billboard faces that are part of an existing "v-shaped" Billboard may not be converted into a two-sided Billboard.
- e.** The addition of a second face may not create a "v-shaped" Billboard.

f. If the existing Billboard height exceeds the height limitation of the zoning district, the height of the existing Billboard 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.

h. The new Billboard face shall serve to effectively screen the back supporting structure of the existing Billboard.

8. Lighting Adjustments: Any changes to Traditional Billboard lighting shall comply with the Lighting standards in *Section 3.E*, below.

9. Digital Conversions: See *Subsection C*, below.



10. Modifications Requiring Sightline and Viewshed Analysis:

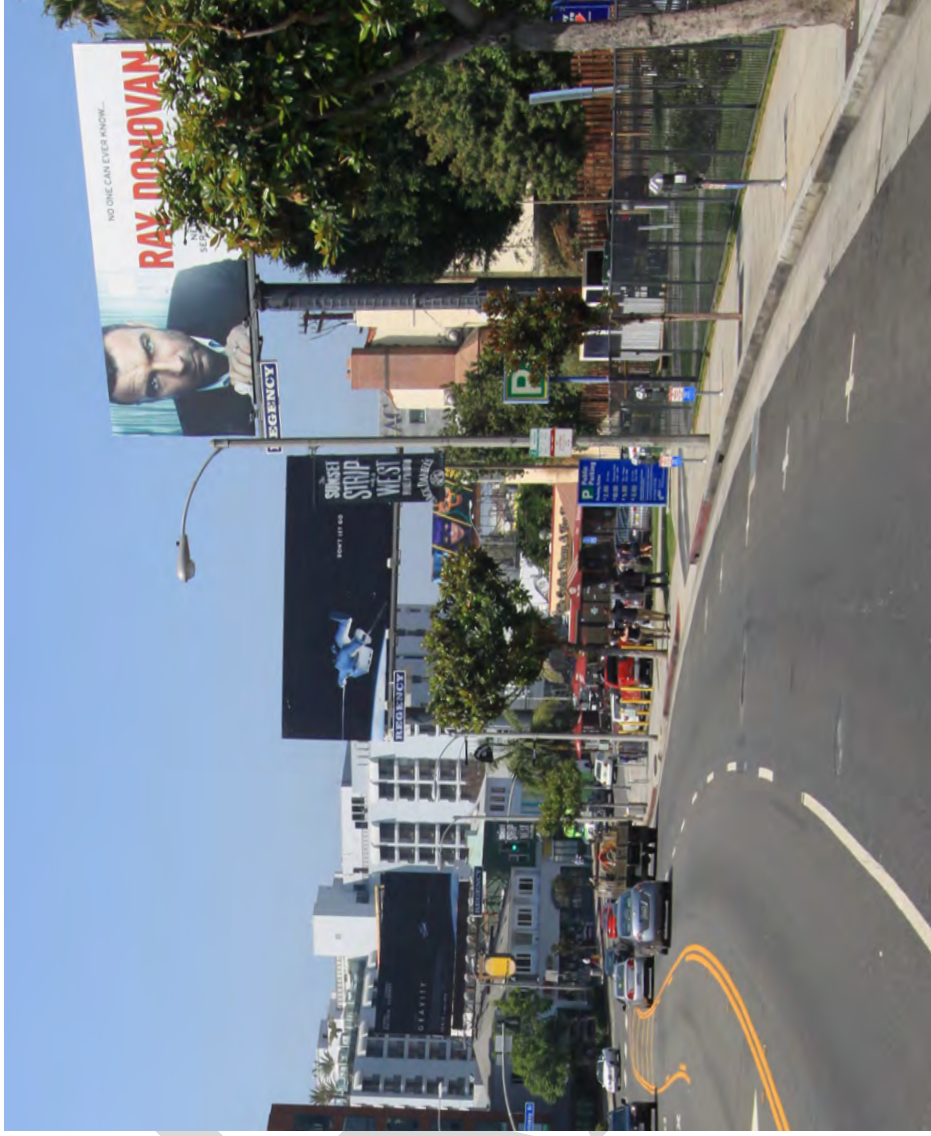
Analysis:

The following Modifications require a sightline and viewshed analysis:

- Conversion from Traditional to Digital Billboard
- Additional Area
- Increased Height
- Relocation on Site

a. The viewshed analysis shall demonstrate that the following are not additionally impeded by the proposed modifications to the Billboard:

- i. Outdoor advertising facilities on adjacent parcels.
- ii. Designated local, state, and national Cultural Resources.
- iii. Public viewsheds identified for view protection and enhancement in the Sunset Specific Plan section (Urban Design I).



- b.** If the existing Billboard is determined to already impede sightlines and/or viewsheds, the modification or replacement shall not further obstruct or impede these sightlines and/or viewsheds.
- c.** As part of an application, applicant shall submit sightline and viewshed analysis as follows to the satisfaction of the Community Development Director:

 - i.** Photo simulation of proposed Off-site Sign as seen from vantage points located on Sunset Boulevard approximately 1250 feet to the east and west of the project.
 - ii.** 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).
 - iii.** 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.
- d.** The Community Development Director may deny any projects with sightline and viewshed analyses that are insufficient, improperly documented, or reveal increased impediments to sightlines and identified public viewsheds.

11. Vegetation: Existing vegetation on public property shall not be removed or significantly trimmed in order to improve views for any Billboard.

12. Frequency: Except as otherwise stated in this Section, Traditional Billboards may apply for modifications no more than once every five years.

C. DIGITAL BILLBOARDS

Opportunities for up to 20 Digital Billboards may be permitted by 2032. In addition, three (3) existing Traditional Billboard with designated Cultural Resources would be allowed to convert to Digital anywhere on the Strip. All new Digital Billboards and all converted Digital Billboards shall be approved by means of a negotiated Development Agreement and shall comply with the allocation and standards

MAXIMUM POTENTIAL		
NEW	CONVERSIONS	TOTAL
17	3	20

EAST REGION

CENTRAL REGION

WEST REGION

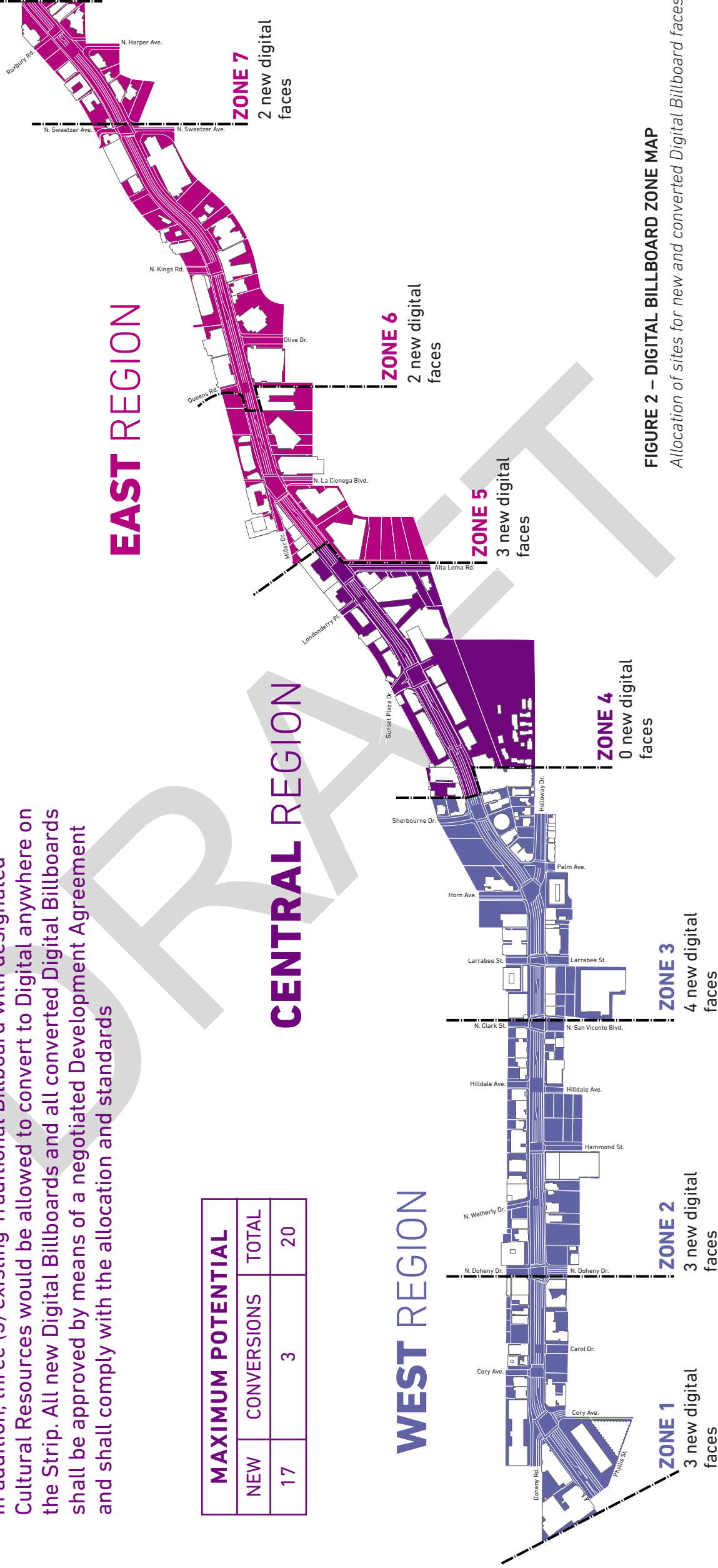


FIGURE 2 – DIGITAL BILLBOARD ZONE MAP
Allocation of sites for new and converted Digital Billboard faces

1. Number and Location of Digital Billboards

Permitted by Zone: The Billboard Zone Map

Figure 2 identifies the maximum number of Digital Billboards allocated per Zone.

2. Process: The City will identify finite opportunities for Digital Billboards with a phased process prior to 2032. The process is expected to be conducted in the following phases:

a. Conversions from Traditional to Digital Billboards: Up to three (3) sites that contain designated Cultural Resources and have an existing Traditional Billboard (as identified in the 2017 Billboard Survey) may be awarded the opportunity to convert a Traditional Billboard to a Digital Billboard.

b. New Digital Billboards Integrated into Significant Façade Remodel: Up to seven (7) opportunities to integrate Digital Billboards into Significant Façade Remodel projects may be awarded the opportunity to include a Digital Billboard.

c. New Digital Billboards as part of New

Development: Up to ten (10) opportunities for New Digital Billboards integrated into New Development may be approved through the City's process (allocated by Billboard Zones identified in Figure 2, above).

d. Applicant Criteria Screening: All applicants for the digital opportunities shall be required to undergo an urban design screening process to ensure that Digital Billboard applications meet the City's criteria for architectural excellence, integration of billboards and architecture, innovation, and qualified teams that include both development and media operations professionals with demonstrated experience.

3. Opportunities for Sites with Existing Traditional

Billboards: If a Significant Façade Remodel or New Development opportunity is awarded to a site with an existing Billboard that will be replaced as part of the project, the replaced Billboard shall not be considered a New Billboard for the purposes of calculating total number of new Billboard faces permitted.



Mall Taman Anggrek, Jakarta, Indonesia

4. Renewable Energy Usage: Digital Billboards shall utilize renewable energy sources. Applications for Digital Billboards shall demonstrate that all additional energy use created by the digital technology meet renewable energy usage and neutral carbon fuel usage through one of the following options:

- a. Purchase of renewable energy certificates to offset additional energy use;
- b. On-site renewable energy sources that achieve zero carbon emissions for the additional energy usage for the new sign operations; or
- c. A combination of the above to offset new carbon emissions.
- d. Digital signs as part of new development of a Significant Façade Remodel may offset the new energy usage through demonstrated energy savings as part of new buildings systems or improvements to existing building systems.



Júlia Center, Andorra la Vella, Andorra

5. Standards for Digital Billboards: All Digital Billboards shall comply with the following design and operation standards:

a. Orientation: To reduce visual clutter and support coordinated programming with unique site-specific advertising and art, Digital Billboards should be oriented as vertical displays where possible, and shall not be designed in any standard Traditional Billboard format or dimensions.

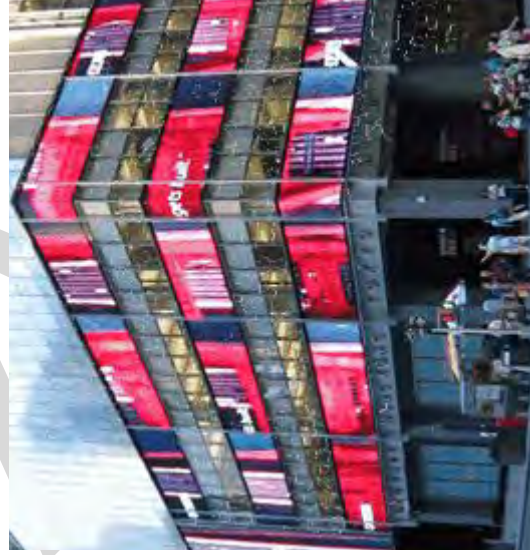
i. Digital Billboards shall not directly face Sunset Boulevard.

b. Size: No Digital Billboard shall exceed 1000 square feet in total area unless it is converted from an existing billboard with a Sign Face area greater than 1000 square feet, in which case the Digital Billboard may have a Sign Face area equal to the existing Traditional Billboard of the size listed in the 2017 Inventory, but in no case may the Sign Face area be greater than 1200 square feet.

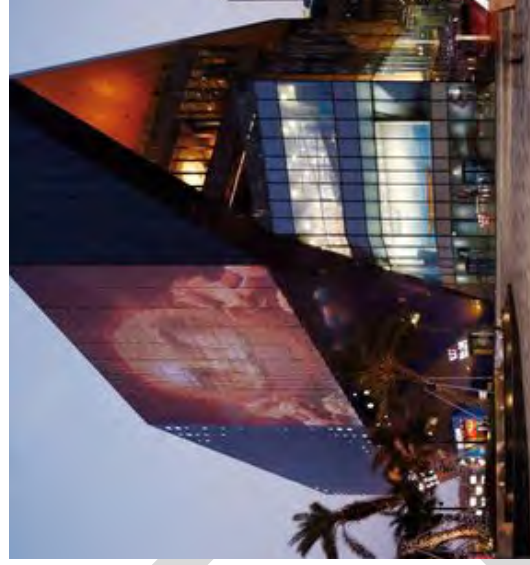
c. Luminance Levels: Digital Billboards shall be required to meet the Lighting and Luminance levels in *Section 3.E*, below.



Harmon Corner, Las Vegas, NV



Lehman Brothers Building, New York, NY



Fuzhou Wusibei Thaihot Plaza, Fuzhou, China

d. Digital Non-Distracted and Visual Comfort:

- i. Digital Billboards shall not incorporate driver interaction features.
- ii. Digital Billboards located less than 100 feet above the adjacent sidewalk height shall maintain a daytime Luminance level that does not exceed 2400 candelas per meter squared.
- iii. No signs shall use colors or images that replicate or could be confused with traffic safety signage.
- iv. No signs shall use scrolling text.

e. Static Content Refresh Rate: Each image displayed on a Digital Billboard shall not be refreshed more often than once every 16 seconds.

f. Fade Rate: Each separate piece of content displayed on a Digital Billboard (i.e., each individual advertisement or artwork) shall take at least one (1) second to fade in to the content from the immediately prior content, and shall take at least one (1) second to fade out of the content in to the immediately succeeding content.

g. Control Systems: Each Digital Billboard shall have the ability to be programmed in a coordinated network with other Digital Billboards not owned or operated by the same Operator and be programmable from an off-site location.

h. Audio: On site sound shall be allowed only during special events, subject to approval by the City as part of an event related to the Sunset Strip Billboard District. Any proposed audio elements must use IS radio or mobile application receiving technology.

i. Moving Patterns: Digital Billboards shall not use stroboscopic of flashing images which rapidly change direction, oscillate, flash or reverse in contrast.

j. Animated Content: Animated Content is only permitted from Sunrise to 2:00 am.

- i.** Animated Content shall avoid:
 - (1)** Rapidly changing images and 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
 - (3)** Edits at a rate of more than one (1) edit every three (3) seconds.
- ii.** Animated Content shall be designed specifically for the size and format of the Digital Billboard.
- iii.** Each Animated Content sequence (e.g., a particular advertisement or artwork) shall be refreshed no more frequently than every 16 seconds.

k. Pedestrian Oriented Digital Billboards:

- i.** Operations of Digital Billboards at pedestrian level (i.e., below 10 feet from the adjacent ground plane) shall enhance rather than detract from the pedestrian experience as determined in the Development Agreement review process.
- ii.** Digital Billboards within the first 10 feet of the ground plane shall meet the lower intensity lighting requirements in *Subsection 5.d.ii*, above.
- l.** Digital Billboards architecturally integrated into buildings may cover windows provided they use mesh, blade or louver technology which allows for at least 30 percent transparency through the windows.



Kraków Arena, Kraków, Poland



Milano Excelsior Shopping Mall, Milan, Italy

D. TALL WALL SIGNS

1. **New Tall Wall Signs:** New Tall Walls shall not be permitted.
2. **Existing Tall Wall Signs:** Existing Tall Wall Signs may be modified to re-allocate sign area with a negotiated Development Agreement and inclusion in the Sunset Strip Billboard District as follows:
 - a. Modified Tall Wall Signs that re-allocate existing sign area may be permitted:
 - i. To wrap around a building.
 - ii. Change proportion of images.
 - b. Modifications to existing Tall Wall signs shall not:
 - i. Add additional building wall area.
 - ii. Use backlighting technology.
 - iii. Add additional square footage of Sign Face area.



- c.** Any location at which a Tall Wall was legally permitted and installed may change the image subject to a Zone Clearance as follows.
- i.** A Zone Clearance for a Tall Wall image shall expire six months from date of approval, after which the image must be removed. The Director may approve only one extension for an additional six months.
- d. Standards:** Tall Wall signs images shall not be approved unless all of the following standards are met:
- i.** A Tall Wall sign shall have a minimum image area of 5000 square feet.
 - ii.** 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.
 - iii.** 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, but shall not be located on a building façade facing Sunset Boulevard.
 - iv.** 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) (*Measurement of Sign Area*).
 - v.** 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.
 - vi.** The sign shall be applied directly to the wall of the structure.
 - vii.** The wall shall contain no other signs, except for street address, building identification sign, or the logo of the primary tenant.
 - viii.** The use of the proposed wall for a Tall Wall sign shall not substantially impair the aesthetic appeal of the building's architecture.

E. LIGHTING AND LUMINANCE:

Sunset Strip shall be considered to be a high intensity night time lighting use that meets the California Energy Commission definition of Lighting Zone 4. The following lighting standards shall apply to any temporary, new or modified Off-Site Signage.

1. **Luminance Levels:** The billboard shall be located and designed not to cause light and glare impacts on neighboring uses.
 - a. All Billboard operators are required to submit monitoring reports to the Community Development Department upon installation, to confirm conformance with these lighting requirements. In addition, Digital Billboard operators shall provide a monitoring report whenever requested by the City to prove compliance with Luminance levels. Monitoring reports shall document:
 - i. Sign Luminance (candelas per meter squared or nits) measured on the sign surface perpendicular to the Sign Face.



- ii. Sign illuminance (foot candles) to not exceed 1.4 foot candles at any adjacent residential zoned property line.
- b. The following Luminance levels are applicable to all lighting:
 - i. Sign Luminance (candelas per meter squared or nits) measured on the sign surface perpendicular to the Sign Face shall not exceed 6,000 candelas per meter squared during daylight hours, and 300 candelas per meter squared for evening hours, as defined by the schedule in *subsection E.5.B*, below.
 - ii. Sign illuminance (foot candles) to not exceed 1.4 foot candles at any adjacent residential zoned property line.
- c. Projected light shall not spill beyond the surface(s) of Off-Site sign and onto adjacent parcels or surfaces.
- d. Light shall not be projected onto surfaces which are highly reflective or composed primarily of reflective surfaces.

3. Architectural Lighting:

Architectural Lighting may be integrated into a building facade to enhance the architectural design of the building.

- a. Integral large scale Architectural Lighting, digital or otherwise, shall contain no commercial logos 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 shall not render windows, doors or other openings opaque.
- d. Architectural Lighting is subject to maximum allowable luminance levels, above.

2. Lighting Effects:

- a. Light shall not have stroboscopic or flashing effects.
- b. Moving light shall flow smoothly across the surface(s) and not oscillate, rapidly pulse, or suddenly change direction.

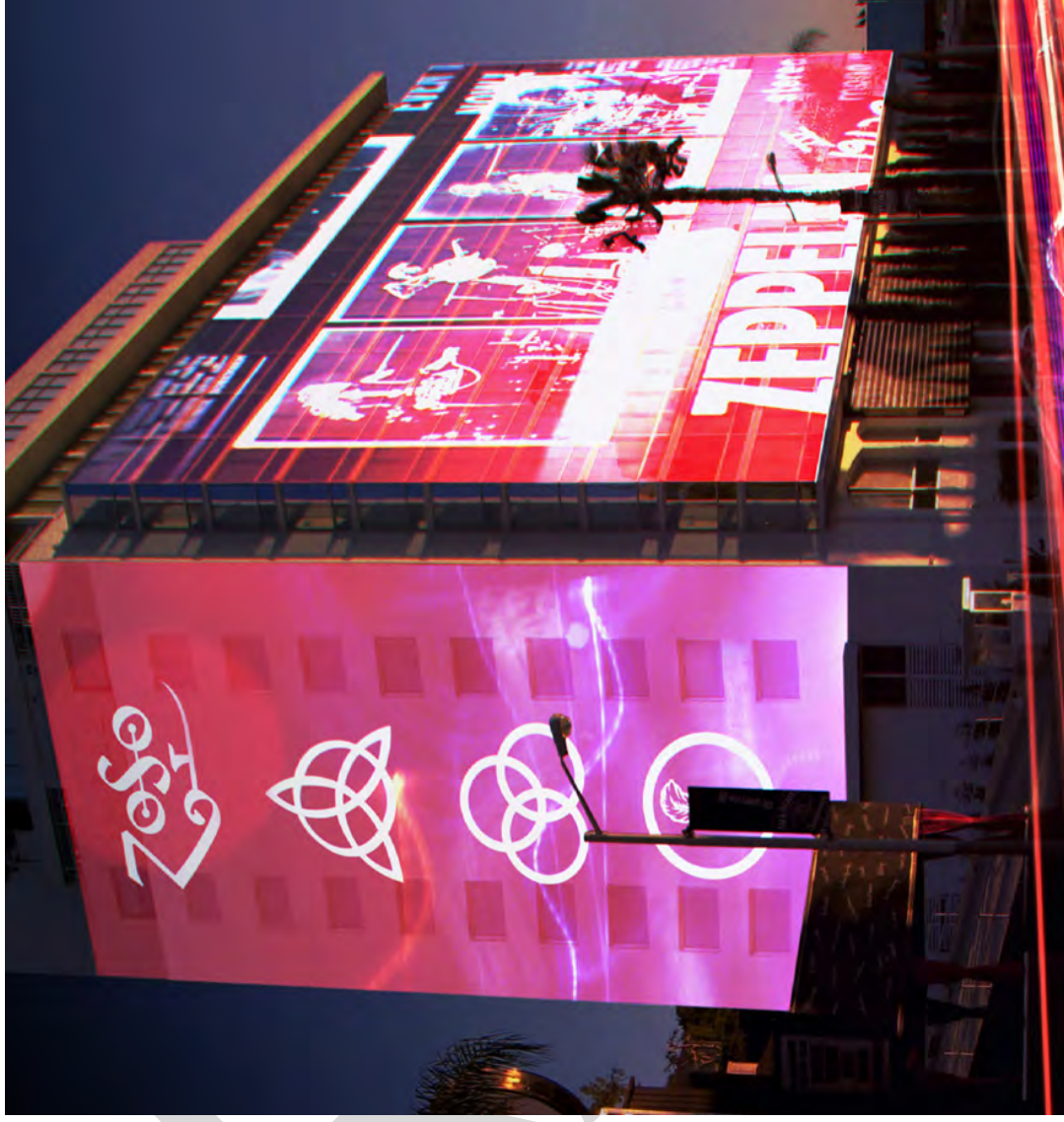
4. Moving Patterns: Moving Patterns shall not use stroboscopic of flashing images which rapidly change direction, oscillate, flash or reverse in contrast.

- a. Moving Patterns are only permitted from Sunrise to 2:00 am.

5. Digital Billboard Lighting Standards: All Digital Billboards must meet the following Luminance and illuminance limits based on time of day and ambient lighting conditions:

- a. All Digital Billboard operators are required to submit monitoring reports to the Community Development Department upon installation, three months after installation, and annually thereafter to confirm conformance with these lighting requirements. In addition, Digital Billboard operators shall provide a monitoring report whenever requested by the City to prove compliance with Luminance levels. Monitoring reports shall document:

- i. Sign Luminance (candelas per meter squared or nits) measured on the sign surface perpendicular to the Sign Face.

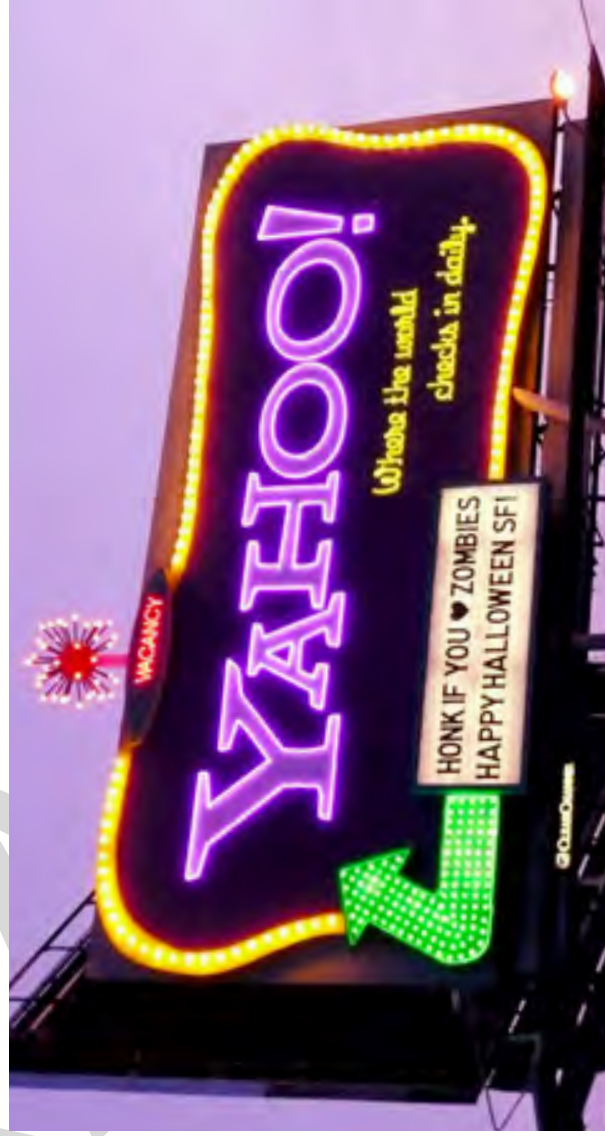


- ii. Sign illuminance (foot candles) to not exceed 1.4 foot candles at any adjacent residential zoned property line
- iii. All measurements shall include both Luminance and illuminance for 3 conditions:
 - (1) Sign ON
 - (2) Sign OFF
 - (3) Sign ALL WHITE



b. Sign Luminance shall change during each day on the following schedule:

- i. **Daytime:** From sunrise until 20 minutes prior to sunset, Luminance shall not exceed 6,000 candelas per meter squared.
- ii. **Evening:** From sunset until 20 minutes prior to sunrise Luminance shall not exceed 300 candelas per meter squared.
- iii. **After Hours:** From 2:00 am until sunrise, no Animated Content, or Moving Patterns shall be permitted.



6. External Lighting for Traditional Billboards or Tall Walls

iv. Sign Luminance Transition: Sign Luminance shall transition smoothly between the designated levels listed above. The sign Luminance transition shall occur 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.

- c.** Each Digital Billboard shall include a photo-sensor activated control system to automatically reduce the Digital Billboard's Luminance level during overcast sky or lower ambient light conditions.

7. Temporary Creative Tall Walls or Billboards

- a.** Lighting of the creative billboard shall be required to meet the Luminance requirements in *Subsection 1*, above.

- d.** When ambient sunlight illuminance during daytime is less than 100 foot candles for more than one (1) hour, the Digital Billboard shall transition at a smooth rate of change from the Daytime Luminance level permitted above to the Evening Luminance level permitted above in no less than 20 minutes.

- b.** Backlit signage shall comply with Luminance standards in *Subsection 1*, above.

F. DEVELOPMENT AGREEMENTS

Development Agreements, as described under the West Hollywood Municipal Code (W.H.M.C.) Chapter 19.66, shall be the entitlement process for all New Traditional Billboards, all Digital Billboards, new or converted, and all modified Tall Wall Signs. Negotiations should consider at a minimum:

1. Negotiated monthly revenue to the City to address community benefit priorities.
2. Site improvements to enhance the quality and comfort of the pedestrian experience on Sunset. These may be addressed with benefits such as:
 - a. Pedestrian-oriented physical improvements on, or on public property adjacent to, the Billboard site;
 - b. Public Access agreement granted to the City on a portion of the Billboard site no less than 800 square feet for publically accessible open space.
 - c. Other options as negotiated.
3. Development Agreements shall be negotiated with the property owner and developer.

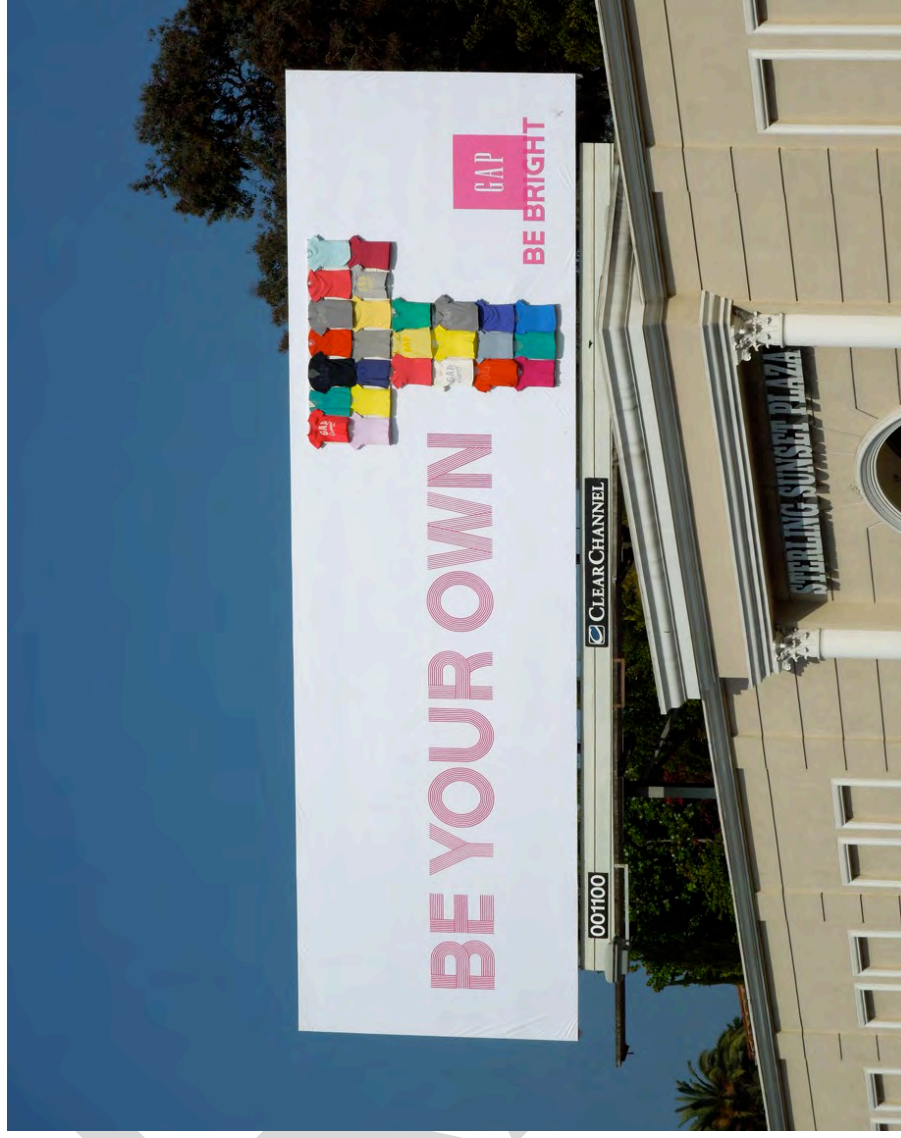


G. TEMPORARY CREATIVE PROJECTS

Temporary modification to existing billboards or Tall Wall signs or temporary installations on private property to display unique creative advertising content may be permitted in compliance with this section. The following regulations are intended to encourage creatively designed Temporary Advertising Installations that make a positive visual contribution to Sunset Boulevard and to the overall image of the city.

1. Temporary Creative Billboards

- a. **Limitation on Location:** Creative billboards may be approved only within the SSP (Sunset Specific Plan) zoning district and only in conjunction with an existing Traditional Billboard.
- b. **Approval Authority:** A Temporary Creative Billboard is subject to approval by the Community Development Director (Director).



c. Time Limit. The Director may approve the placement of a Temporary Creative Billboard 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 shall be removed immediately upon expiration. Certain types of physical extensions may be installed for a longer period, as allowed by state law.

d. Standards: A Temporary Creative Billboard shall be designed and located in compliance with all of the following standards:

- i.** The Temporary Creative Billboard shall alter an existing Traditional Billboard without changing its location. Any enlargement of the Traditional Billboard shall be designed as an integral part of the billboard image and contribute to the overall creativity of its design.
- ii.** The Temporary Creative Billboard shall be properly sited and well-integrated within the context of its surroundings.



- iii. Temporary Creative Billboards shall be an inventive and original representation of the product or business being advertised. The Temporary Creative Billboard 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) Other features as approved by the Director of Community Development.
- iv. The following elements do not qualify as creative for the purposes of a creative billboard: use of color alone, and/or use of stretched vinyl or similar material.
- v. Creative billboards 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 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 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 billboard edge.

(4) Extensions shall have a distinct shape and shall not be used to uniformly expand the area of the Billboard.

vi. 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.

vii. The Creative Billboard shall not result in removal or alteration of trees or landscaping in nearby public parks or in the public right-of-way.



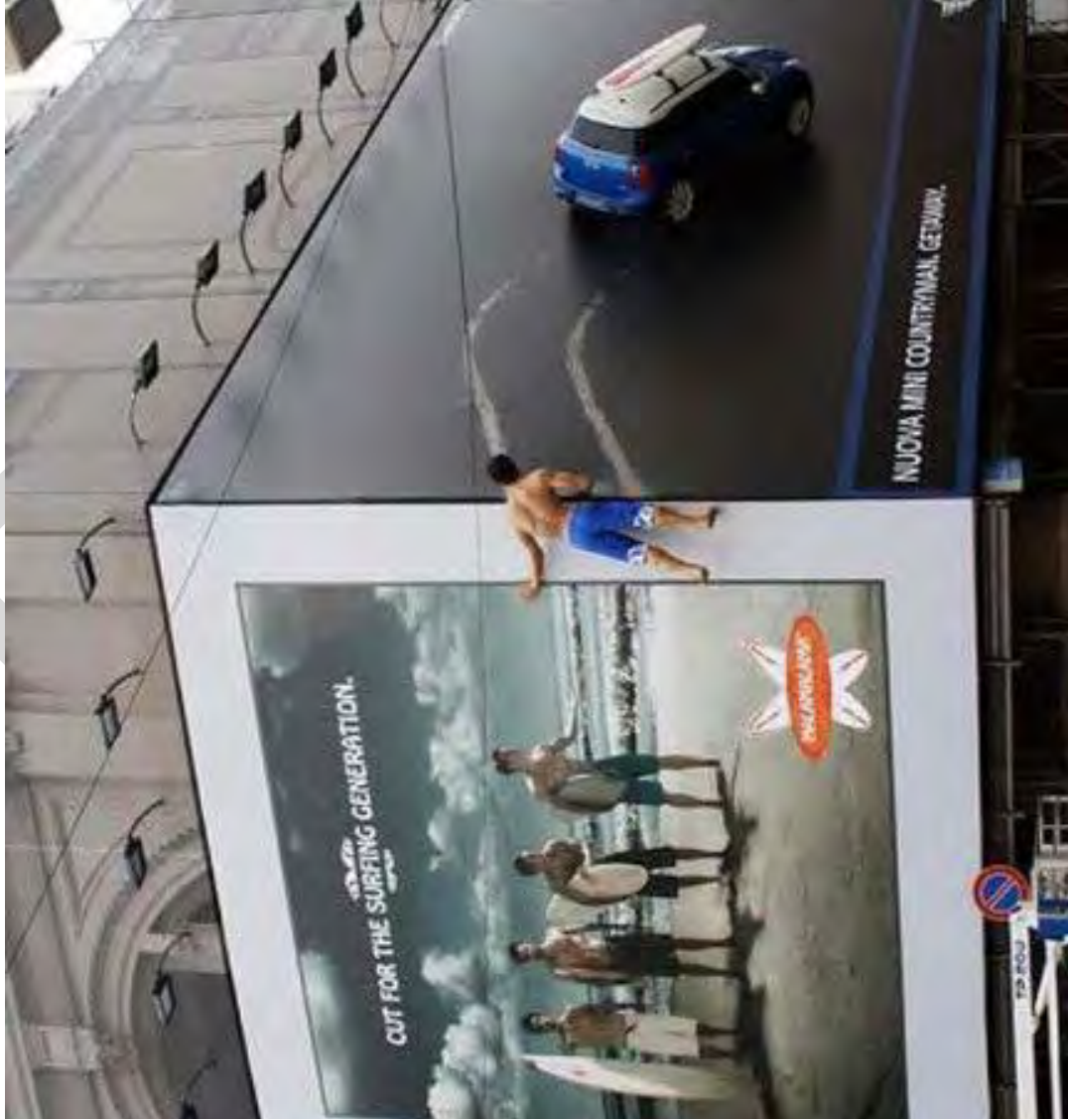
viii. No three-dimensional element or extension to a Billboard shall extend or project beyond the property line of the subject site without approval of the Director of Community Development and express written permission of the adjacent affected property owner(s).

ix. Temporary Creative Billboards using digital lighting components, arrays and video animation are not permitted.

2. Temporary Creative Tall Wall Signs:

a. A Creative Tall Wall sign may be approved as a temporary modification to an existing, permitted Tall Wall, in compliance with this section. The following regulations are intended to encourage creatively designed Tall Walls that make a positive visual contribution to Sunset Boulevard and to the overall image of the city.

b. **Limitation on Location:** Creative Tall Walls may be approved only within the SSP (Sunset Specific Plan) zoning district and only in conjunction with an existing, permitted Tall Wall.



c. Approval Authority: A Creative Tall Wall is subject to approval by the Community Development Director.

d. Time Limit: The Director may approve the placement of a Creative Tall Wall for a maximum period of 12 months. One six-month extension may be permitted by the Director and the Creative Tall Wall shall be removed immediately upon expiration.

e. Standards: A Creative Tall Wall shall be designed and located in compliance with all of the following standards.

- i.** The Creative Tall Wall shall alter an existing Tall Wall without changing its location. Any enlargement of the Tall Wall shall be designed as an integral part of the Tall Wall image and contribute to the overall creativity of its design.
- ii.** The Creative Tall Wall shall be properly sited and well-integrated within the context of its surroundings.



iii. Creative Tall Walls shall be an inventive and original representation of the product or business being advertised. The Creative Tall Wall 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 technology.
- (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 Tall Wall surface, when such text is an artistic component of the sign.

(11) Other features as approved by the Director of Community Development.

iv. The following elements do not qualify as creative for the purposes of a Creative Tall Wall: use of color and/or use of stretched vinyl material.



- v.** The area of an approved creative Tall Wall containing text shall not exceed 15 percent of the total sign area as measured in compliance with *W.H.M.C. Section 19.34.040(C) (Measurement of Sign Area)*, except as described in *Subsection (J)(4)(c) (10)* of the *West Hollywood Municipal Code*.
- vi.** Creative Tall Walls 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 10 percent of the overall area of the existing Tall Wall or 1000 square feet, whichever is smaller, measured as the total area of material.
 - (2)** No extension shall extend more than 25 feet from any edge of the existing Tall Wall.
 - (3)** Extensions may wrap or project beyond a building corner, with the following limitations:
 - (a)** The area of the extension wrapping a corner may not exceed 500 square feet, and must be an integrated and continuous part of the main advertising image on the existing Tall Wall sign.
 - (b)** The area of the extension may not contain text.
 - (c)** The extension shall have a distinct shape and shall not be used to uniformly expand the area of the Tall Wall sign.
 - (4)** 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 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.

- f.** 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.
- g.** The Creative Tall Wall shall not result in removal or alteration of trees or landscaping in nearby public parks or in the public right-of-way.
- h.** No three-dimensional element or extension to a Tall Wall shall extend or project beyond the property line of the subject site without approval of the Director of Community Development and express written permission of the adjacent affected property owner(s).
- i.** Lighting of the Creative Tall Wall shall be designed to minimize glare onto other properties and uses. Creative Tall Walls that incorporate thematic lighting or projections shall meet the lighting requirements in Section 3, above.
- j.** Digital signs are not permitted.



3. Temporary Advertising Installations: Three-dimensional advertising installations, scenarios, vignettes, or associated ground level displays on private property shall be permitted for no longer than 30 days.

- a.** No more than one Installation per region (Western, Eastern, and Central) is permitted within any 30 day period.
- b.** Installations shall be subject to an Administrative Permit. Approval is subject to review of all pertinent City departments as determined by the Director of Community Development.
- c.** The Installation shall be located within an open space area of no less than 800 square feet.
- d.** Installations are permitted no more than three times per year, per site.



H. CULTURAL RESOURCES

Incentivize preservation and protection of the City's Cultural Resources by allowing property owners of locally designated historic buildings/structures to modify their existing off-site advertising assets in conformance with the Secretary of the Interior's Standards for the Treatment of Historic Properties (specifically, the Standards for Rehabilitation).

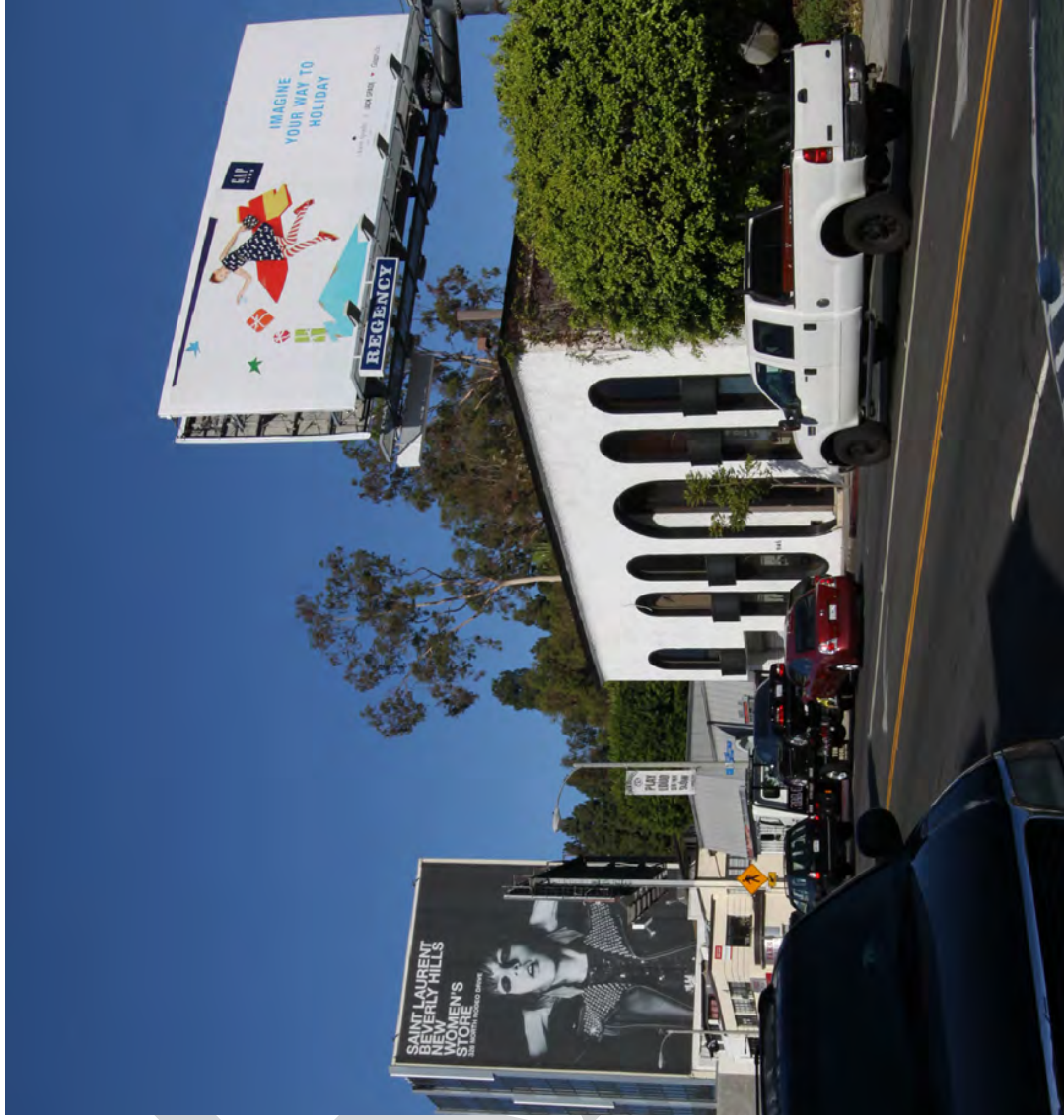
- a.** Modified signage shall conform to the Secretary of the Interior's Standards for Rehabilitation. This includes ensuring that modified signage will not obscure the character-defining features of any adjacent historical resources, including any significant historic street views; and that new or modified off-site signage will be compatible in scale, size, and proportion to historical resources, so as not to adversely impact the integrity of the resource or its setting.
- 3.** All projects involving a designated Cultural Resource shall submit a Certificate of Appropriateness to be reviewed by the City of West Hollywood Historic Preservation Commission prior to approval.

- 1.** All Off-Site Signs located on or directly adjacent to a property containing Cultural Resources (as defined in CEQA Guidelines Section 15064.5(a)) shall conform with Secretary of the Interior's Standards for Rehabilitation to ensure compatibility of scale, size, and proportion to historical resources, so as not to adversely impact the integrity of the resource or its setting.
- 2.** Modifications to Billboards located on, or adjacent to, properties containing designated Cultural Resources must adhere to the following standards:

I. CONSTRUCTION CONDITIONS – GROUND DISTURBANCE AND VEGETATION

For projects that include vegetation trimming or potential ground disturbing construction activities on site, the following shall apply:

1. Modifications to existing signage that requires ground-disturbing activities must adhere to the following standards:
 - a. 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.



- b.** 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.
- c.** If paleontological resources are encountered during excavation, all work within 100 feet of the find must stop and the City of West Hollywood Planning Division 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.
- 2.** For construction activities that involve vegetation trimming or removal and occur between February 1 and August 31, 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.
- 3.** No maintenance, construction, or operation of an Off-Site Sign shall result in removal or alteration of trees or landscaping in nearby public parks or in the public right-of-way.

J. LARGE SCREEN VIDEO SIGNS

Existing Large Screen Video Signs are encouraged to revise operations, technology and design to meet current standards herein.

1. **No New Large Screen Video Signs** shall be permitted.
2. **Existing Large Screen Large Screen Video Signs** may join the Sunset Strip Cultural District subject to a negotiated Development Agreement to meet Digital Billboard Standards in *Section 3.C*, above.



3. Existing Large Screen Large Screen Video Signs shall meet the following operations requirements Standards:

- a.** The sign shall be at least 100 square feet in screen area.
- b.** Off-site advertising shall be limited to the large-screen video portion of the sign.
- c.** Large Screen Video Signs approved within the Sunset Specific Plan must have arts programming to satisfy the applicant's urban art obligation. Each of these video signs shall provide a minimum of thirteen minutes of arts programming per hour, as approved by the Arts and Cultural Affairs Commission. Four minutes of public service announcements may be substituted for four minutes of arts programming. The arts programming on the sign shall be provided on an on-going basis for the life of the project.

K. ALTERNATIVE PROPOSALS

All Off-Site Sign projects are subject to the applicable design and development requirements, guidelines and standards listed herein. However, the City retains discretion to approve an alternative proposal if the alternative proposal is shown to further the vision, goals and policies stated by the Sunset Specific Plan and is consistent with the guiding principles of the urban design vision, design and development requirements, guidelines, and standards that would otherwise apply to the project. Alternatives shall be consistent with the approved Initial Study/Negative Declaration regarding Sunset Strip Off-Site Signage Regulations (2017). Further environmental review in conformance with the California Environmental Quality Act (CEQA) may be required for projects that are inconsistent with the approved CEQA analysis.

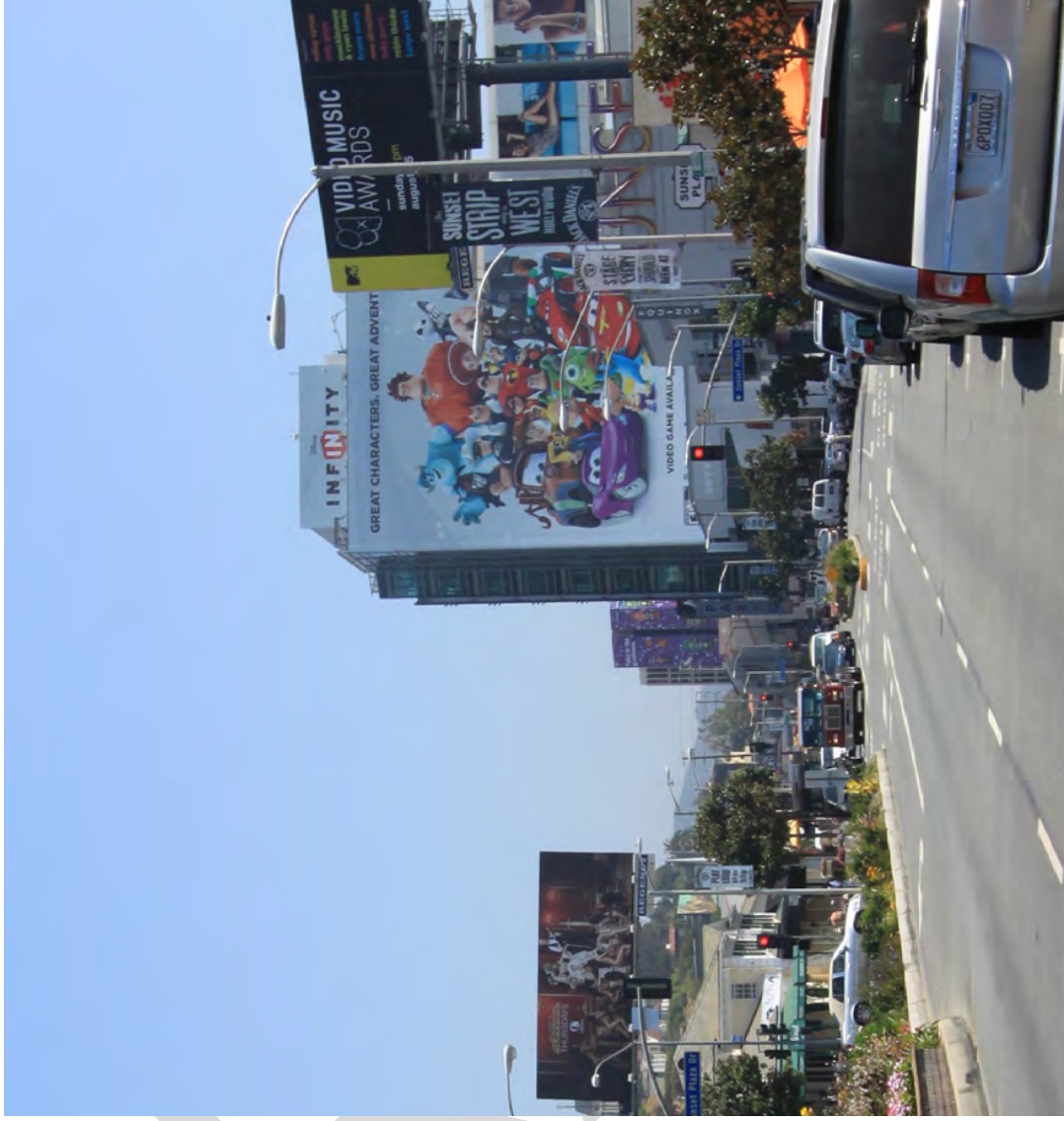
THE SUNSET STRIP BILLBOARD DISTRICT

There is a long tradition of creative advertising on Sunset Boulevard that enhances West Hollywood and regional culture through the music and entertainment industries. The Sunset Boulevard Strip Billboard District (“SSBD” or “District”) builds on this tradition to create the opportunity for events, festivals, and coordinated visual campaigns that bring together technology, art, entertainment and urban design in an outdoor “gallery” the length of the Strip, showcasing West Hollywood as a place for cutting edge culture. The District is operated by the City and is responsible for ensuring coordination between district venues (signs), curation of art content, events, programming, promotion and payment for artists and curators. This section describes the function of the Sunset Strip Billboard District.

A. SUNSET STRIP BILLBOARD DISTRICT REQUIREMENTS:

1. As part of required approval, all Temporary Creative, New, Modified Traditional, and Digital Billboards shall be required to join the Sunset Strip Billboard District and pay annual operating fees according to the following tier structure:

- a. **Tier One:** Modifications to Traditional Billboards (not including digital).
- b. **Tier Two:** New Traditional Billboards as part of New Development or Significant Façade Remodel, Modified Tall Wall Signs, and existing Tall Wall Signs that seek the benefits of inclusion in SSBD.
- c. **Tier Three:** Digital Billboards.



2. Tier One and Tier Two projects shall meet the following arts programming requirements:

- a.** All Traditional Billboards and Tall Walls shall agree to participate in coordinated programming as defined in the Sunset Strip Billboard District Operations Standards by contributing advertising space, or equivalent monetary contribution, for the equivalent of 96 hours (four days) per year to support specified Sunset Strip Billboard District events.

3. Tier Three projects shall meet the following arts programming requirements:

- a.** Each Digital Billboard shall participate in coordinated programming, and agree to participate in City events as set forth in the Sunset Strip Billboard District Operations Standards approved as a separate document.
- b.** Each Digital Billboard shall contribute to the arts with a total of 25 percent of inventory (calculated by the hour) to be programmed in accordance with the Sunset Strip Billboard District Operations Standards.

- i.** Arts programming overseen by the City's designee shall be used for some or all of the following as identified in the Sunset Strip Billboard District Operations Standards.

(1) Arts programming on an hourly schedule.

(2) Regularly scheduled arts events.

(3) Coordinated Festival events.

4. All arts programming must be approved by the West Hollywood Arts and Cultural Affairs Commission Art On The Outside (AOTO) Subcommittee as set forth in the adopted "Arts and Cultural Affairs Commission Review and Approval Process for Temporary Art Projects, Programs, Exhibits, and Events".

5. The City may modify the operations of the Sunset Strip Billboard District depending on factors such as the number of participating members, cultural events, technological shifts or City priorities.



ES

GLOSSARY

The following definitions apply to terms used in this Policy. Terms defined in the Zoning Ordinance, or elsewhere in the West Hollywood Municipal Code are noted.

2017 Off-Site Sign Inventory. The 2017 document that records all existing off-site signage as of the date of approval of SSP Amendment. Incorporated herein as **Attachment A.**

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. Please refer to West Hollywood Municipal Code, Chapter 19.90

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

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

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

Development Project. For the purposes of this chapter a "Development Project" is considered 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, Chapter 19.34

Large Screen Video Signs: Please refer to West Hollywood Municipal Code, Chapter 19.90

Luminance. Calculation of amount of light emitted from a light source.

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

Maximum Off-Site Signage Area. Maximum permitted size of the content-containing face of an Off-Site Sign, not including the area of frames or structure that do not change with advertising content.

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

New Billboards. Billboards constructed or erected after the date of approval for the 2017 Sunset Boulevard Off-Site Signage policy.

Off-Site Sign. Please refer to West Hollywood Municipal Code, Chapter 19.34

Public Benefits Framework. Public Benefits prioritized by the West Hollywood City Council for inclusion in negotiated development agreements.

Sign Face: The portion of an Off-Site Sign designed to display advertising content. A Billboard structure or "Development Project" may have multiple faces.

Significant Façade Remodel. Substantial aesthetic improvements that alter a minimum of 50 percent of all street facing building façades and improve the primary Sunset Boulevard pedestrian entrance with elements that include, but are not limited to, improvements at the pedestrian level, streetscape, or public right-of-way.

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.

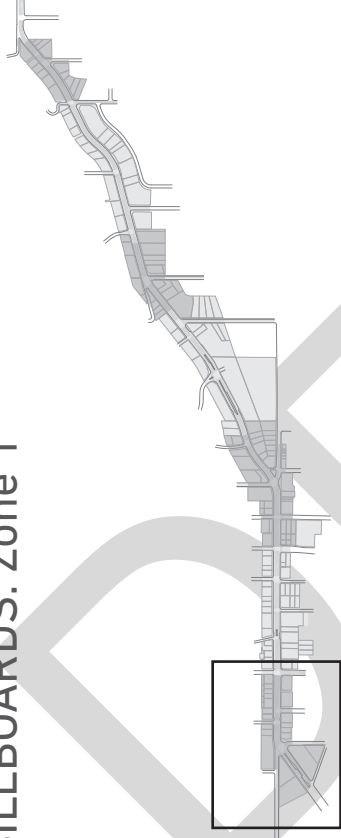
Traditional Billboard. A Billboard utilizing print technology to convey the advertising message and requiring physical installation, removal and maintenance of the messaging surface (such as, but not limited to stretched vinyl) on a recurring basis.

DRAFT

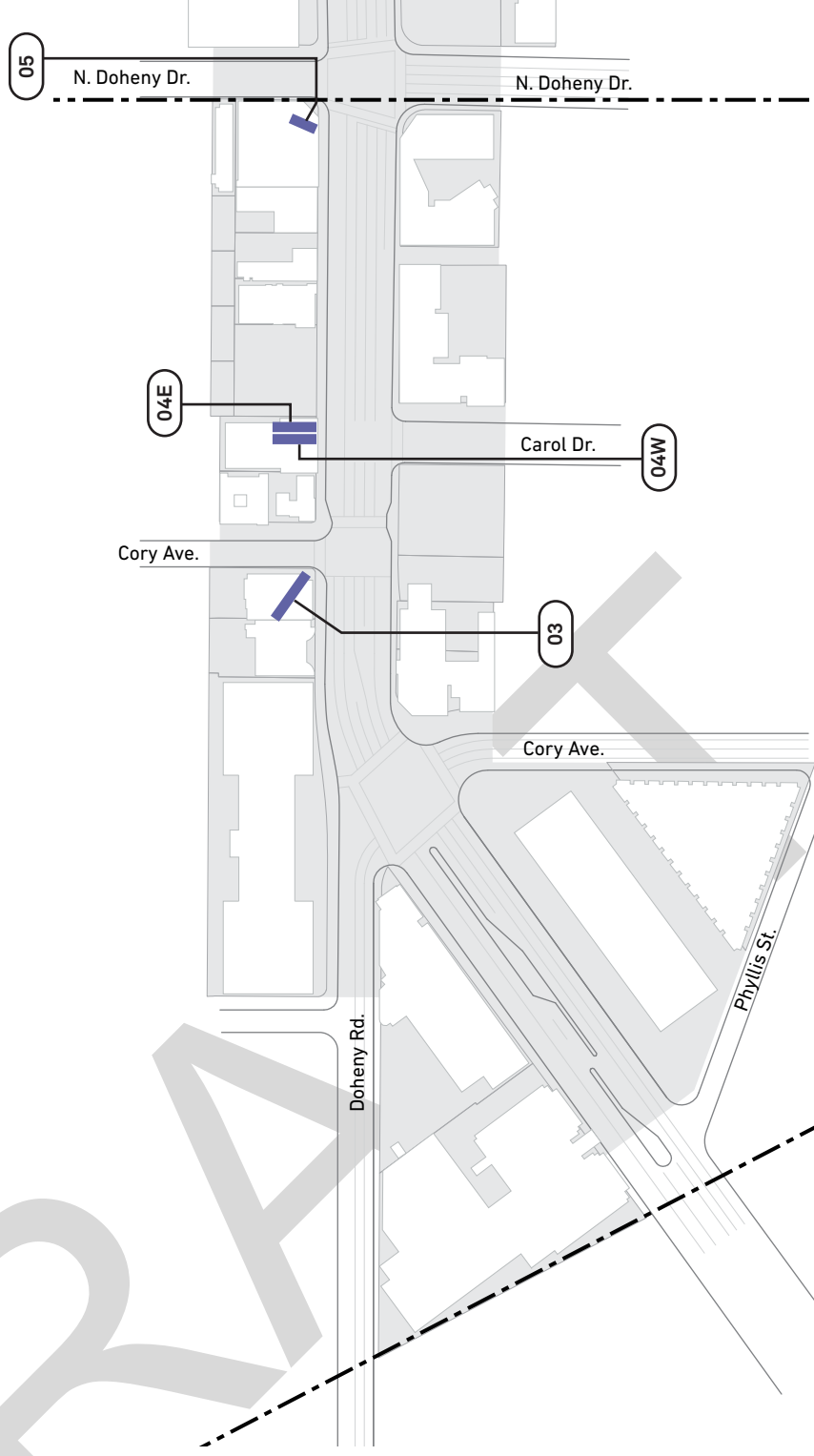
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APPENDIX: OFF-SITE SIGN INVENTORY

BILLBOARDS: Zone 1



KEY PLAN



EXISTING BILLBOARDS: 4



Sign Face #: 03
Address: 9157 Sunset
Type: Billboard, Pole (Multi)
Dimensions: 59.9'W x 19.9'H



Sign Face #: 04W
Address: 9145 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 18'H



Sign Face #: 04E
Address: 9145 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 18'H

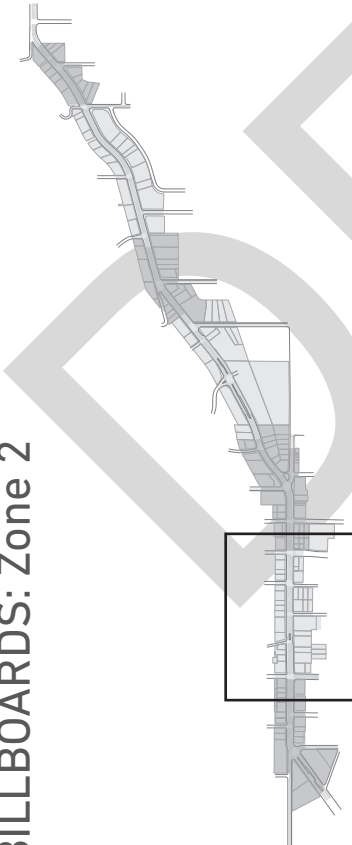


Sign Face #: 05
Address: 9101 Sunset
Type: Billboard, Pole (1)
Dimensions: 29.9'W x 11.9'H

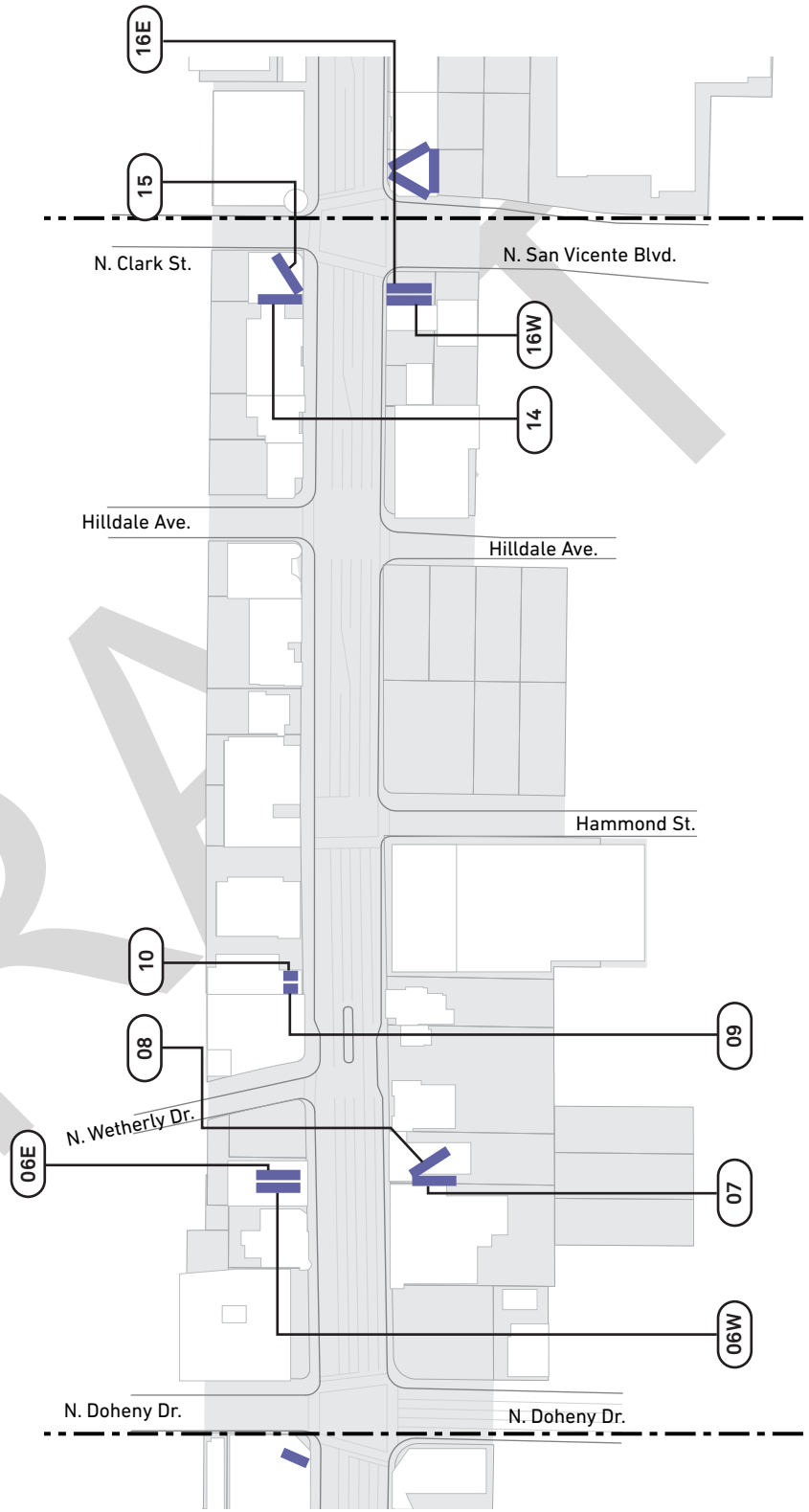
ONE SIGN
TWO FACES

DRAFT

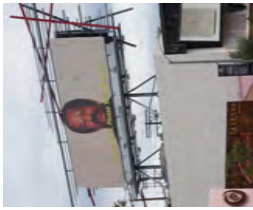
BILLBOARDS: Zone 2



KEY PLAN



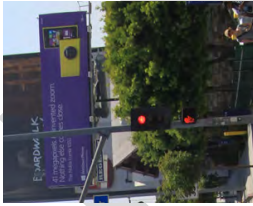
EXISTING BILLBOARDS: 10



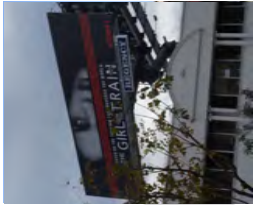
Sign Face #: 06W
Address: 9039 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 14'H



Sign Face #: 06E
Address: 9039 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 14'H



Sign Face #: 07
Address: 9034 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 17.8'H



Sign Face #: 08
Address: 9034 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 13.9'H

ONE SIGN
TWO FACES

V-SHAPED
TWO SIGNS
TWO FACES

Pending Application for removal of roof signs and addition of two (2) new 20'W x 60'H, 110' tall billboards.



Sign Face #: 09
Address: 9015 Sunset¹
Type: Billboard, Roof
Dimensions: 16'W x 7.9'H



Sign Face #: 10
Address: 9015 Sunset¹
Type: Billboard, Roof
Dimensions: 16'W x 7.9'H

TWO SIGNS
TWO FACES

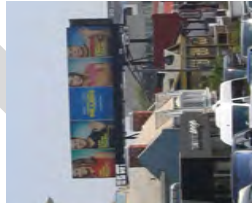


Sign Face #: 16W
Address: 8906 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 17.9'H



Sign Face #: 16E
Address: 8906 Sunset
Type: Billboard, Pole (1)
Dimensions: 49.9'W x 19.4'H

V-SHAPED
TWO SIGNS
TWO FACES



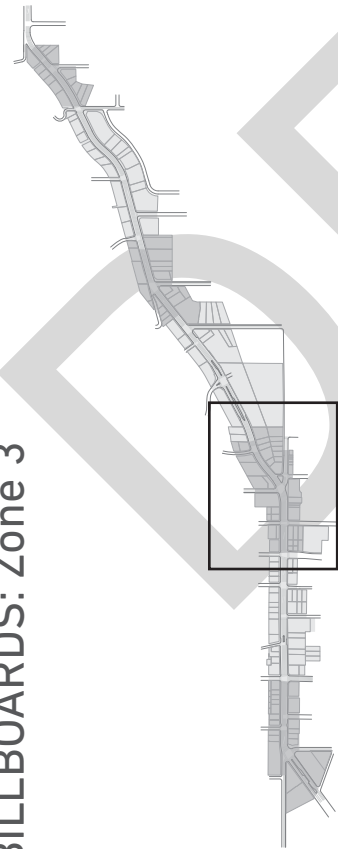
Sign Face #: 14
Address: 8901 Sunset
Type: Billboard, Pole (1)
Dimensions: 48.1'W x 13.9'H



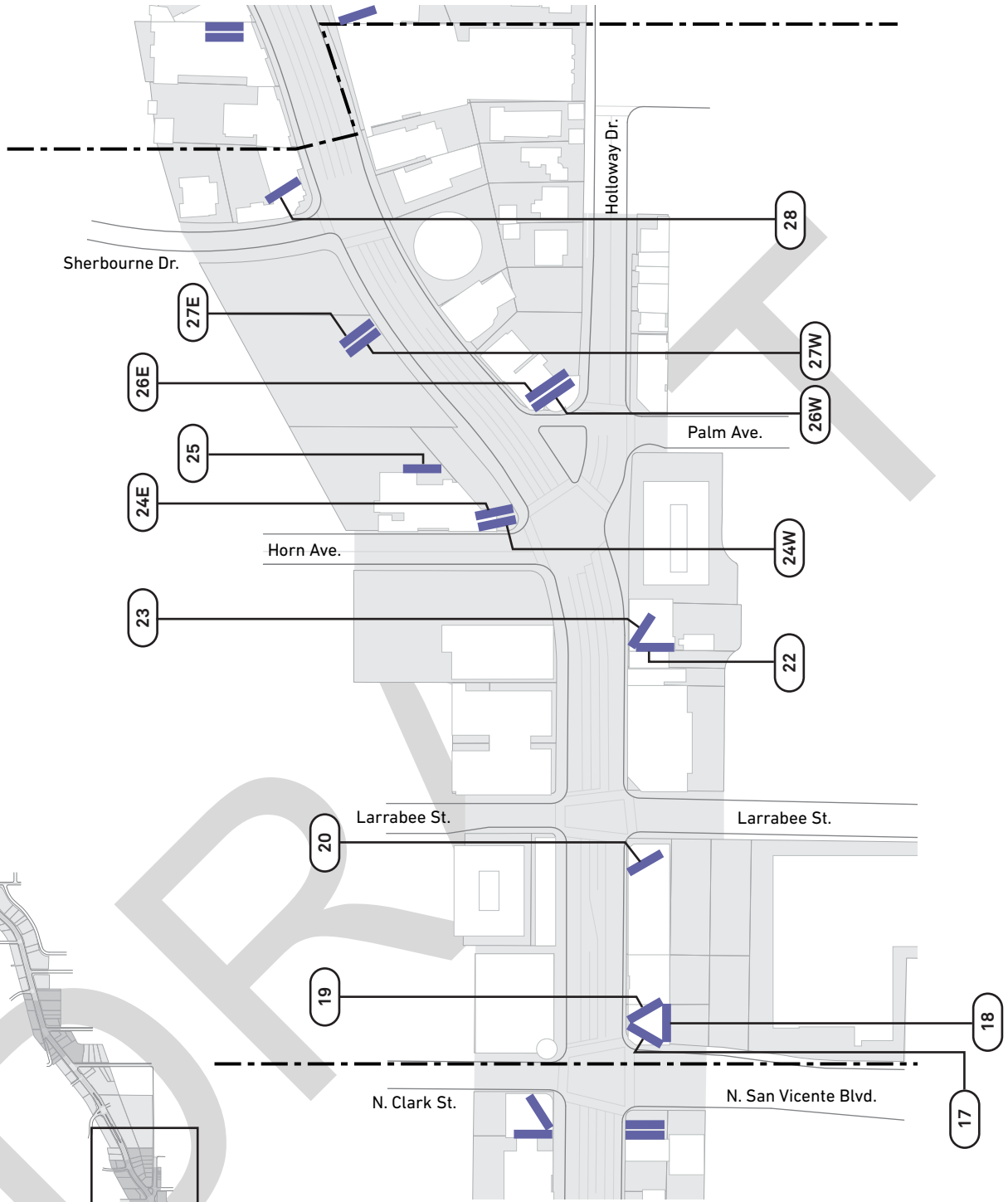
Sign Face #: 15
Address: 8901 Sunset
Type: Billboard, Pole (1)
Dimensions: 48.1'W x 14'H

DRAFT

BILLBOARDS: Zone 3



KEY PLAN



EXISTING BILLBOARDS: 14



Sign Face #: 17
Address: 8878 Sunset
Type: Billboard, Roof
Dimensions: 48'W x 13.6'H



Sign Face #: 18
Address: 8878 Sunset
Type: Billboard, Roof
Dimensions: 47.9'W x 13.9'H



Sign Face #: 19
Address: 8788 Sunset
Type: Billboard, Roof
Dimensions: 47.9'W x 13.8'H



Sign Face #: 20
Address: 8850 Sunset
Type: Billboard, Roof
Dimensions: 47.9'W x 13.6'H

THREE SIGNS
THREE FACES



Sign Face #: 22
Address: 8818 Sunset
Type: Billboard, Roof
Dimensions: 47.9'W x 17.9'H



Sign Face #: 23
Address: 8818 Sunset
Type: Billboard, Roof
Dimensions: 47.9'W x 17.9'H



Sign Face #: 24W
Address: 8789 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 17.7'H

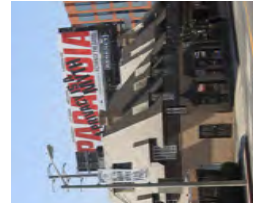


Sign Face #: 24E
Address: 8789 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 17.7'H

V-SHAPED
TWO SIGNS
TWO FACES



Sign Face #: 26W
Address: 8776-88 Sunset
Type: Billboard, Pole (1)
Dimensions: 59.8'W x 19.9'H



Sign Face #: 26E
Address: 8776-88 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 13.4'H

ONE SIGN
TWO FACES



Sign Face #: 27W
Address: 8755 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 13.9'H

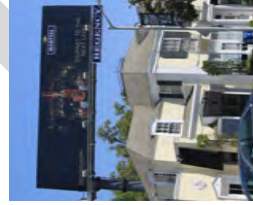


Sign Face #: 27E
Address: 8755 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 13.9'H

ONE SIGN
TWO FACES

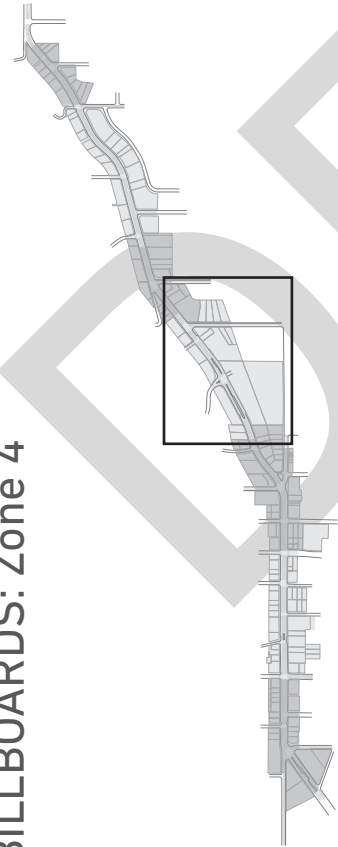


Sign Face #: 25
Address: 8789 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 17.9'H

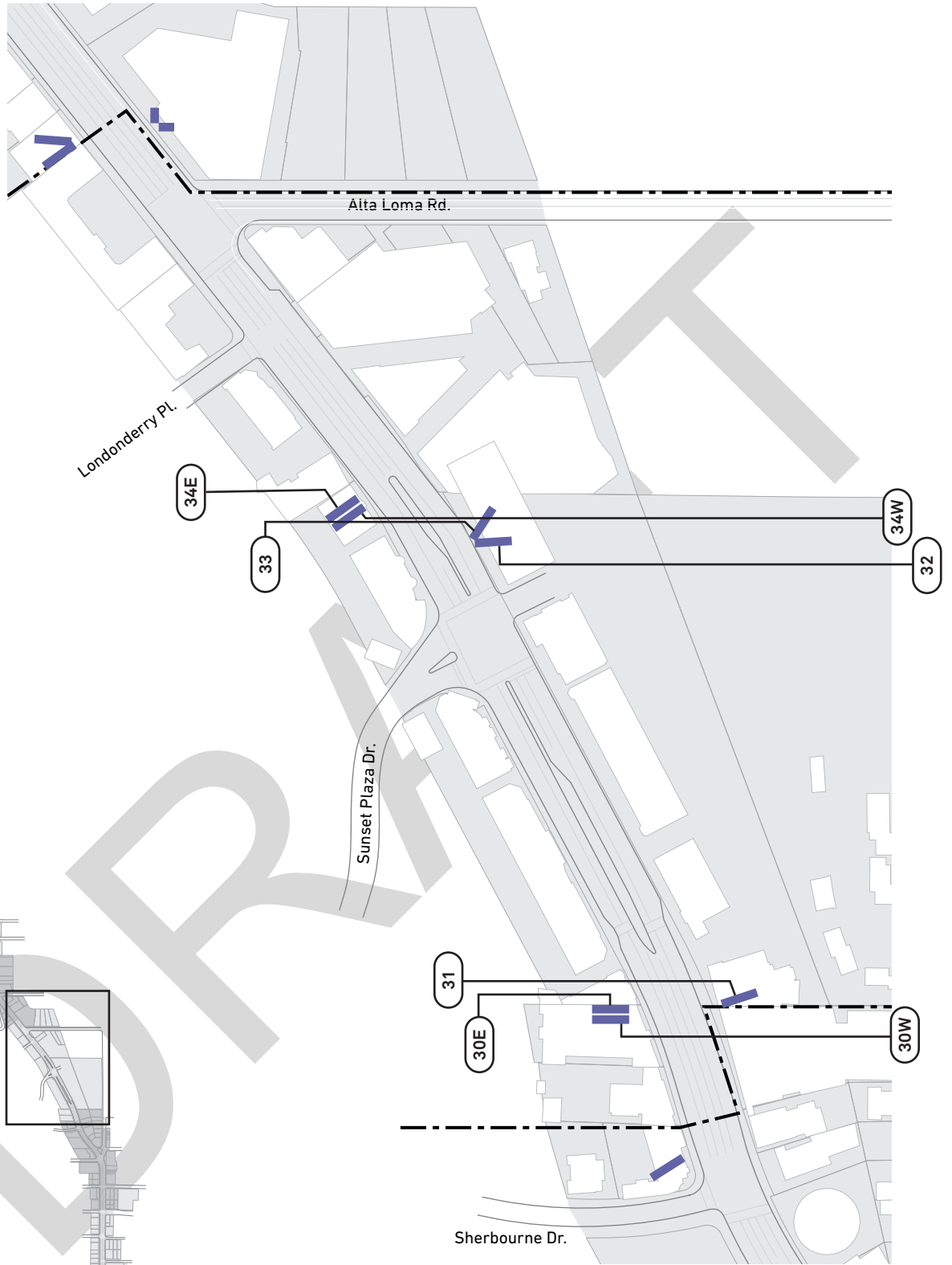


Sign Face #: 28
Address: 8741 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 13.9'H

BILLBOARDS: Zone 4



KEY PLAN



EXISTING BILLBOARDS: 7



Sign Face #: 30W
Address: 8721 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 13.9'H

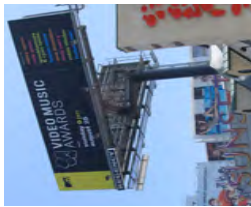


Sign Face #: 30E
Address: 8721 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 13.9'H

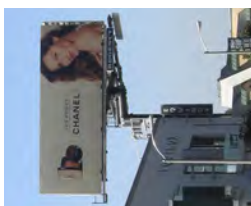


Sign Face #: 31
Address: 8720 Sunset
Type: Billboard, Pole (Multi)
Dimensions: 47.9'W x 17.9'H

ONE SIGN
TWO FACES

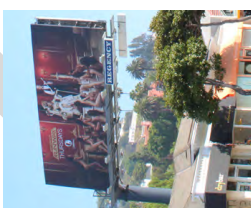


Sign Face #: 32
Address: 8600 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 17.9'H

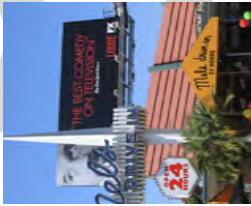


Sign Face #: 33
Address: 8600 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 17.8'H

V-SHAPED
TWO SIGNS
TWO FACES



Sign Face #: 34W
Address: 8585 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 17.9'H

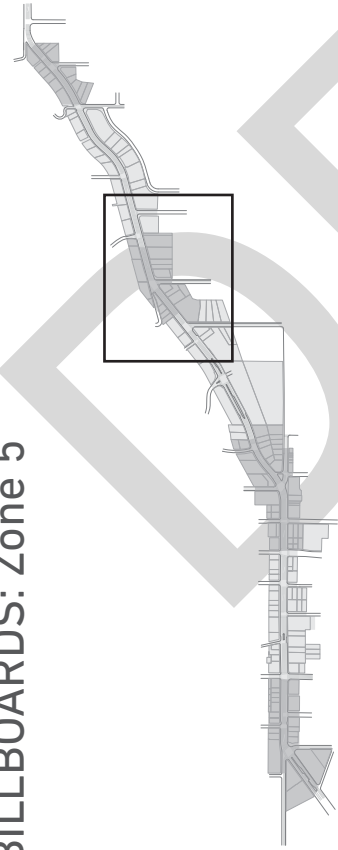


Sign Face #: 34E
Address: 8585 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 17.9'H

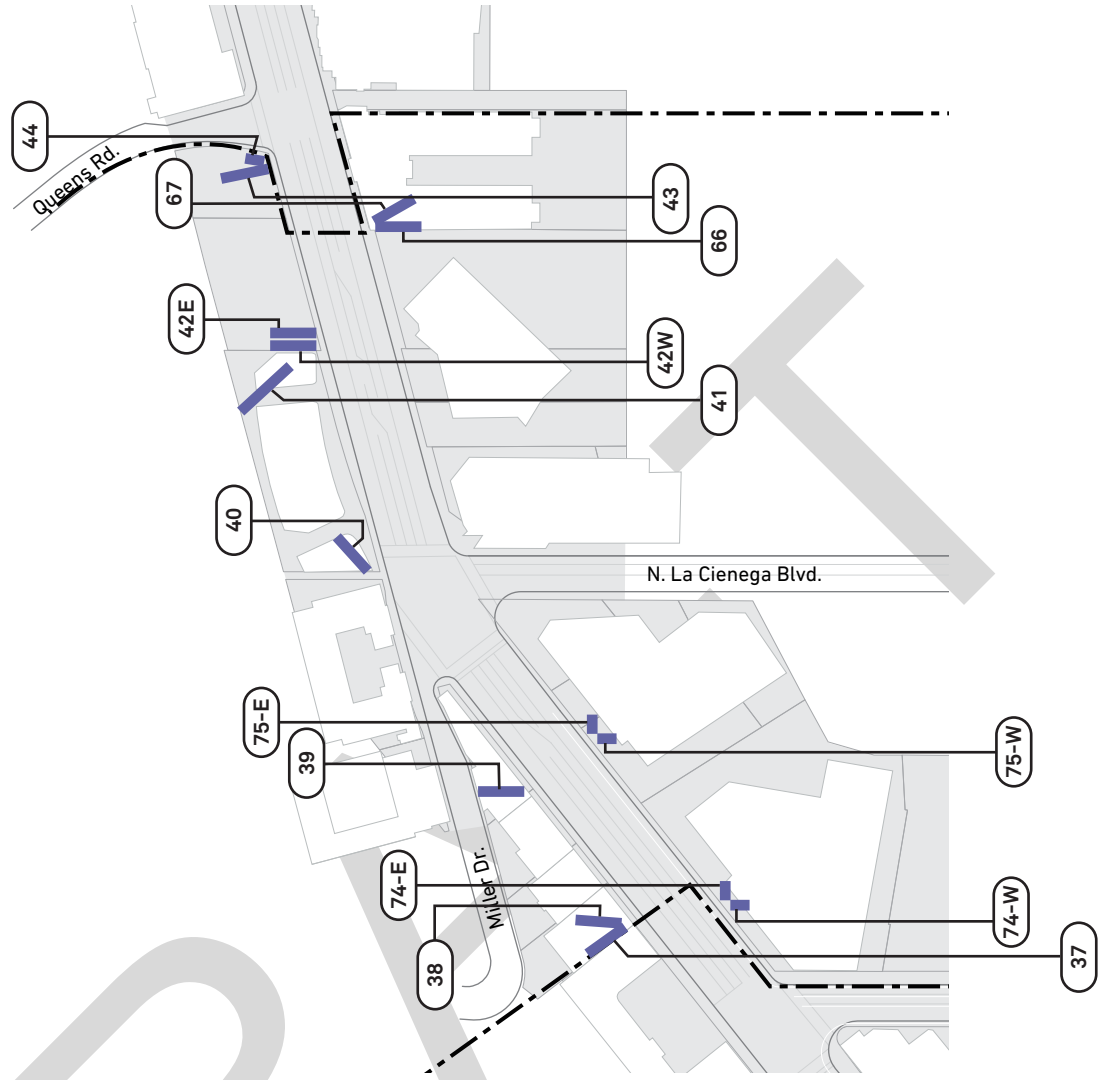
ONE SIGN
TWO FACES



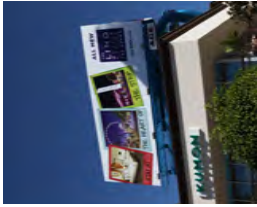
BILLBOARDS: Zone 5



KEY PLAN



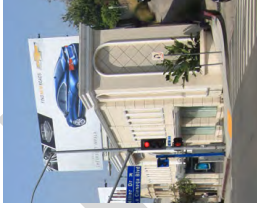
EXISTING BILLBOARDS: 15



Sign Face #: 37
Address: 8535 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 14'H



Sign Face #: 38
Address: 8535 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 14'H



Sign Face #: 39
Address: 8501 Sunset
Type: Billboard, Roof
Dimensions: 47.7'W x 13.9'H



Sign Face #: 40
Address: 8493 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 13.9'H



Sign Face #: 41
Address: 8477 Sunset
Type: Billboard, Pole (Multi)
Dimensions: 69.9'W x 29.9'H



Sign Face #: 42W
Address: 8459 Sunset
Type: Sign Face, Pole (1)
Dimensions: 47.9'W x 17.9'H



Sign Face #: 42E
Address: 8459 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 17.9'H



Sign Face #: 43
Address: 8455 Sunset
Type: Billboard, Pole (1)
Dimensions: 50'W x 30'H



Sign Face #: 44
Address: 8455 Sunset
Type: Billboard, Pole (1)
Dimensions: 19.9'W x 29.9'H



Sign Face #: 66
Address: 8462 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 14'H



Sign Face #: 67
Address: 8462 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 14'H

ONE SIGN
TWO FACES

V-SHAPED
TWO SIGNS
TWO FACES

V-SHAPED
TWO SIGNS
TWO FACES



Sign Face #: 74-W
Address: 8500 Sunset
Type: LED backlit billboard
Dimensions: 20'W x 60'H



Sign Face #: 74-E
Address: 8500 Sunset
Type: LED backlit billboard
Dimensions: 20'W x 60'H



Sign Face #: 75-W
Address: 8500 Sunset
Type: LED backlit billboard
Dimensions: 20'W x 60'HH



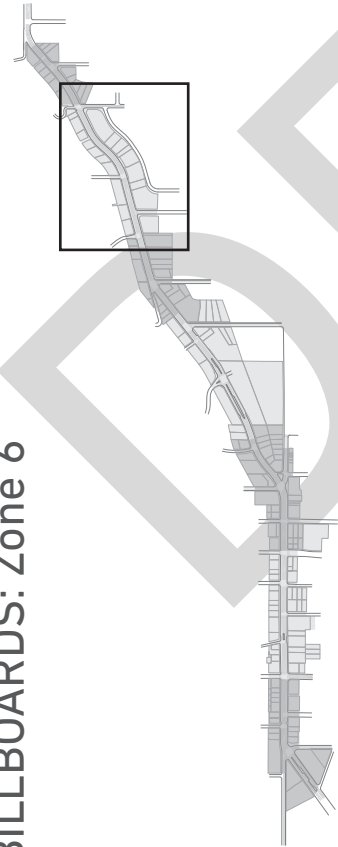
Sign Face #: 75-E
Address: 8500 Sunset
Type: LED backlit billboard
Dimensions: 20'W x 60'H

V-SHAPED
ONE SIGN
TWO FACES

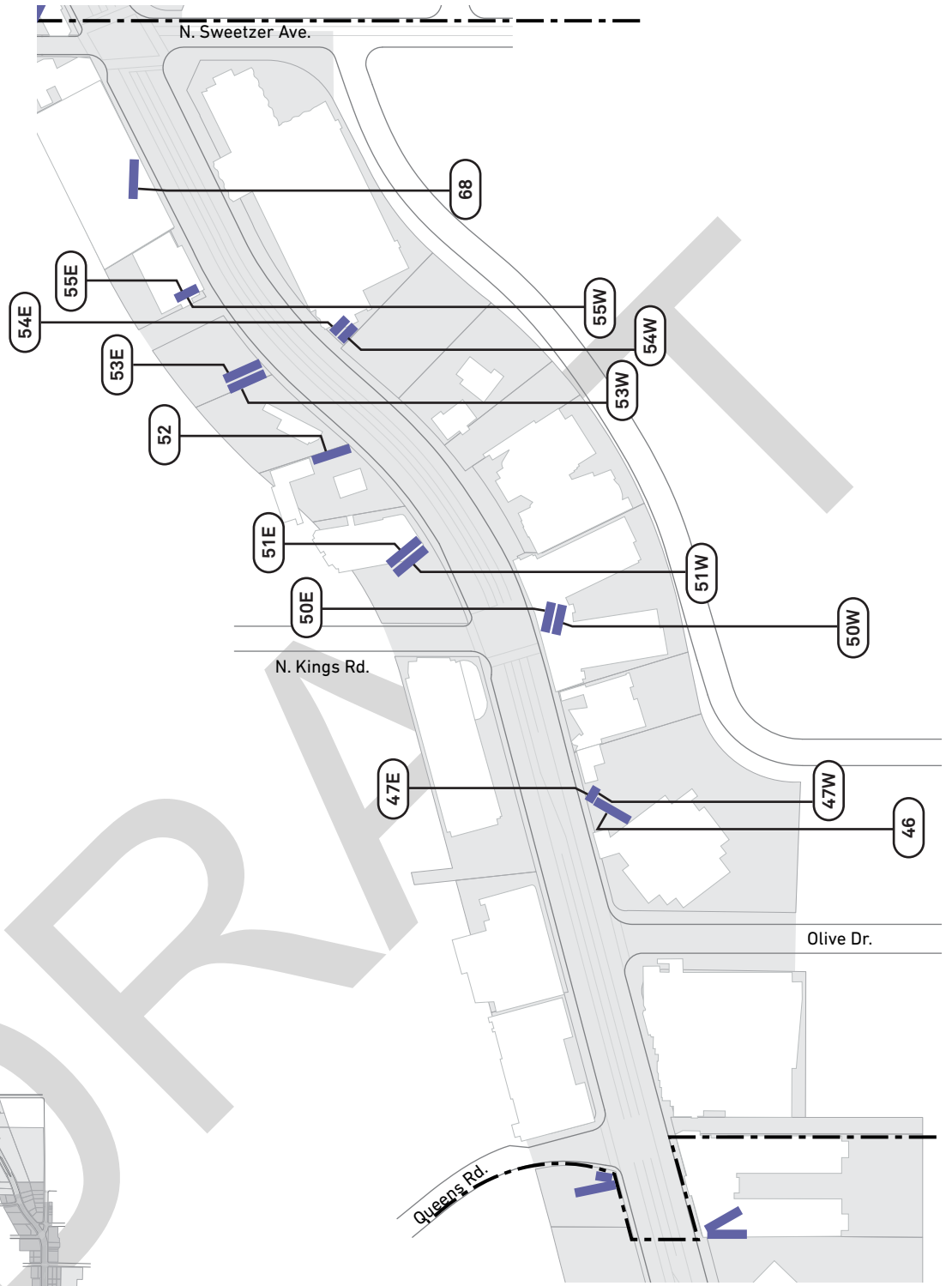
V-SHAPED
ONE SIGN
TWO FACES

V-SHAPED
TWO SIGNS
TWO FACES

BILLBOARDS: Zone 6



KEY PLAN



EXISTING BILLBOARDS: 15



Sign Face #: 46
Address: 8420 Sunset
Type: Billboard, Pole (Multi)
Dimensions: 47.8'W x 13.9'H



Sign Face #: 47E
Address: 8420 Sunset
Type: Billboard, Pole (1)
Dimensions: 19.9'W x 50.6'H



Sign Face #: 47W
Address: 8420 Sunset
Type: Billboard, Pole (1)
Dimensions: 19.9'W x 50.6'H



Sign Face #: 50W
Address: 8400 Sunset
Type: Billboard, Roof
Dimensions: 47.9'W x 17.9'H



Sign Face #: 50E
Address: 8400 Sunset
Type: Billboard, Roof
Dimensions: 47.9'W x 17.9'H

ONE SIGN
TWO FACES

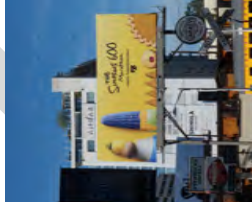
ONE SIGN
TWO FACES



Sign Face #: 51W
Address: 8373 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.8'W x 13.9'H



Sign Face #: 51E
Address: 8373 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.8'W x 13.9'H



Sign Face #: 52
Address: 8351 Sunset
Type: Billboard, Pole (Multi)
Dimensions: 47.9'W x 18.9'H



Sign Face #: 53W
Address: 8349 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 13.8'H



Sign Face #: 53E
Address: 8349 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 13.8'H

ONE SIGN
TWO FACES

ONE SIGN
TWO FACES



Sign Face #: 54W
Address: 8300 Sunset
Type: Billboard, Pole (1)
Dimensions: 25'W x 24.9'H



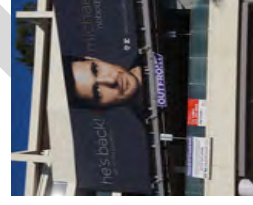
Sign Face #: 54E
Address: 8300 Sunset
Type: Billboard, Pole (1)
Dimensions: 25'W x 24.9'H



Sign Face #: 55W
Address: 8335 Sunset
Type: Billboard, Roof
Dimensions: 29.8'W x 10.4'H
Entitled for: 48'W x 14'H



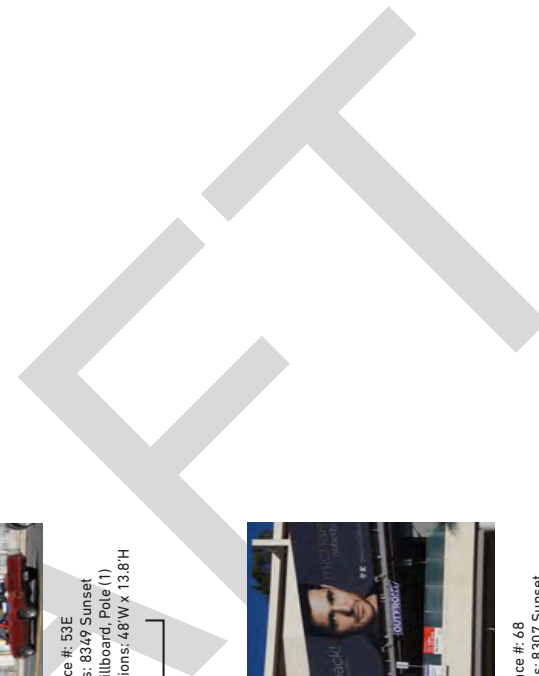
Sign Face #: 55E
Address: 8335 Sunset
Type: Billboard, Roof
Dimensions: 29.8'W x 10.4'H
Entitled for: 48'W x 14'H



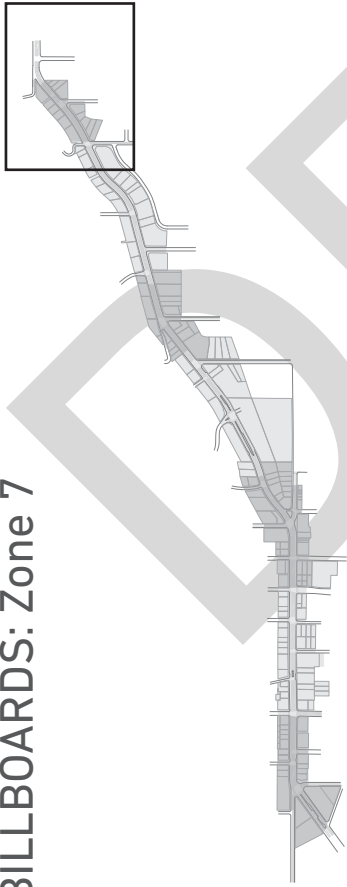
Sign Face #: 68
Address: 8307 Sunset
Type: Billboard, Building Facade
Dimensions: 48'W x 14'H

ONE SIGN
TWO FACES

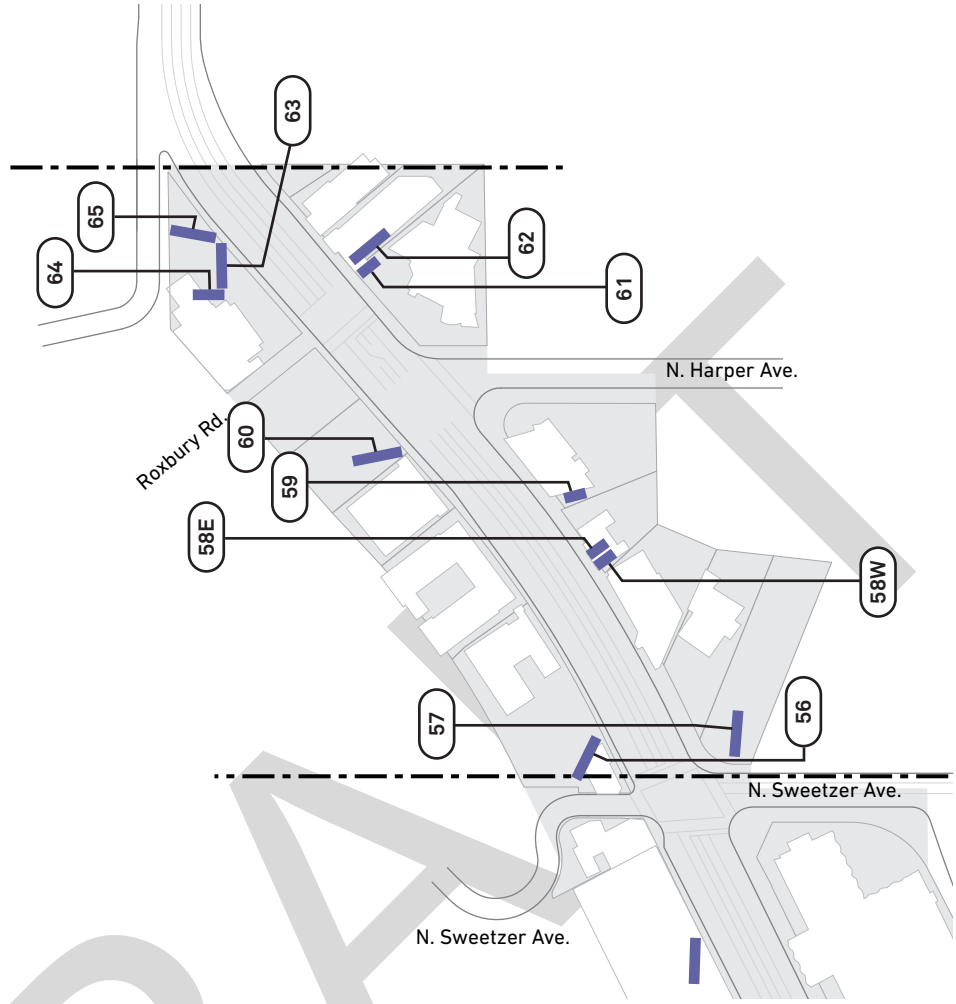
ONE SIGN
TWO FACES



BILLBOARDS: Zone 7



KEY PLAN



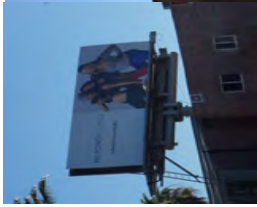
EXISTING BILLBOARDS: 11



Sign Face #: 56
Address: 8285 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.9'W x 18'H



Sign Face #: 57
Address: 8286.5 Sunset
Type: Billboard, Pole (1)
Dimensions: 48'W x 14.4'H



Sign Face #: 58W
Address: 8264 Sunset
Type: Billboard, Pole (1)
Dimensions: 22.7'W x 10.4'H



Sign Face #: 58E
Address: 8264 Sunset
Type: Billboard, Pole (1)
Dimensions: 23.2'W x 11.3'H



Sign Face #: 59
Address: 8264 Sunset
Type: Billboard, Pole (Multi)
Dimensions: 22.7'W x 10.5'H

ONE SIGN
TWO FACES



Sign Face #: 60
Address: 8253 Sunset
Type: Billboard, Pole (Multi)
Dimensions: 52'W x 26'H



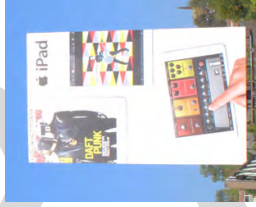
Sign Face #: 61
Address: 8240 Sunset
Type: Billboard, Pole (1)
Dimensions: 24.1'W x 11.9'H



Sign Face #: 62
Address: 8228 Sunset
Type: Billboard, Roof
Dimensions: 48'W x 20'H



Sign Face #: 63
Address: 8225 Sunset
Type: Billboard, Pole (1)
Dimensions: 47.3'W x 18.5'H



Sign Face #: 64
Address: 8225 Sunset
Type: Billboard, Pole (1)
Dimensions: 32.9'W x 57.9'H



Sign Face #: 65
Address: 8225 Sunset
Type: Billboard, Pole (Multi)
Dimensions: 47.8'W x 13.6'H



Sign Face #: 01
Address: 9229 Sunset
Type: Tall Wall
Dimensions: 76'W x 83.2'H



Sign Face #: 02
Address: 9201 Sunset
Type: Tall Wall
Dimensions: 60'W x 83.1'H



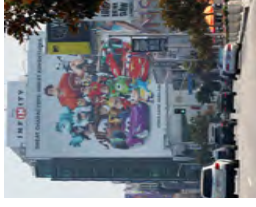
Sign Face #: 11
Address: 9000 Sunset
Type: Tall Wall
Dimensions: 67.4'W x 117.4'H



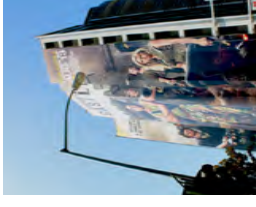
Sign Face #: 12
Address: 9000 Sunset
Type: Tall Wall
Dimensions: 72.2'W x 167.5'H



Sign Face #: 29
Address: 8730 Sunset
Type: Tall Wall
Dimensions: 132'W x 78.9'H



Sign Face #: 35
Address: 8560 Sunset
Type: Tall Wall
Dimensions: 85.9'W x 99.3'H



Sign Face #: 36
Address: 8560 Sunset
Type: Tall Wall
Dimensions: 82'W x 118.4'H



Sign Face #: 45
Address: 8440 Sunset
Type: Tall Wall
Dimensions: 61.5'W x 112.3'H



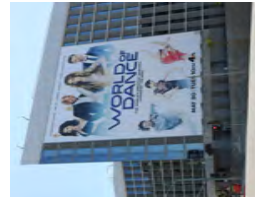
Sign Face #: 48
Address: 8440 Sunset
Type: Tall Wall
Dimensions: 57.9'W x 83.8'H



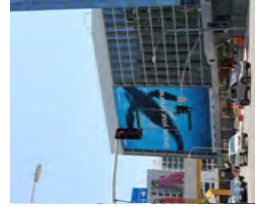
Sign Face #: 49
Address: 8401 Sunset
Type: Tall Wall
Dimensions: 57.9'W x 83'H



Sign Face #: 69
Address: 8500 Sunset
Type: LED backlit Tall Wall
Dimensions: 61'W x 82'H



Sign Face #: 70
Address: 8490 Sunset (East Parcel)
Type: LED backlit Tall Wall
Dimensions: 65'W x 80'H



Sign Face #: 71
Address: 8490 Sunset (East Parcel)
Type: LED backlit Tall Wall
Dimensions: 65'W x 80'H

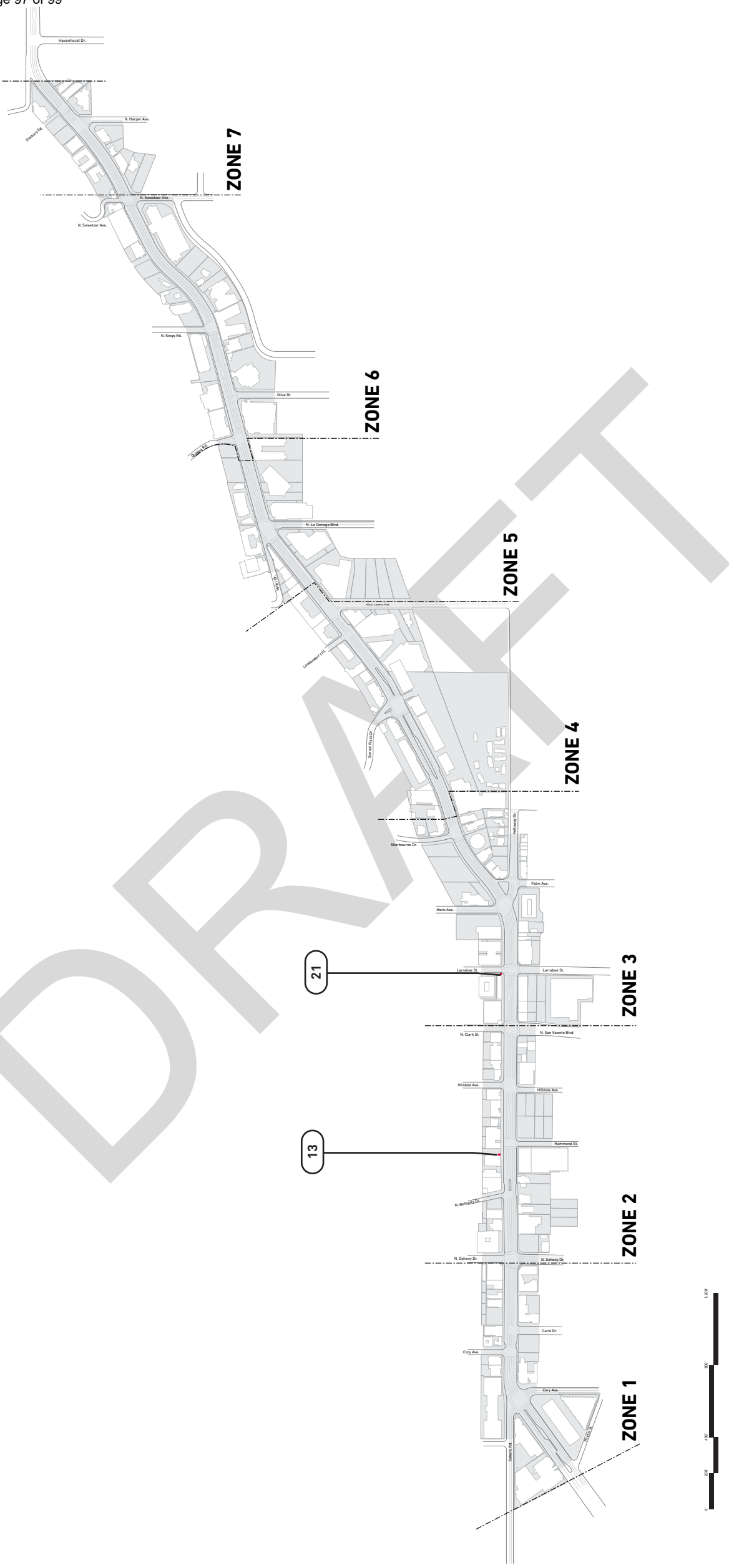


Sign Face #: 72
Address: 8490 Sunset (East Parcel)
Type: LED backlit Tall Wall
Dimensions: 61'W x 83'H



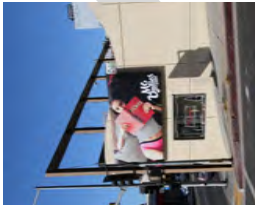
Sign Face #: 73
Address: 8490 Sunset
Type: LED backlit Tall Wall
Dimensions: 61'W x 83'H

SUB-STANDARD BILLBOARD LOCATIONS





Sign Face #: 13
Address: 9009 Sunset
Type: Billboard, Building
Dimensions: 14.8'W x 8.6'H
Substandard Billboard:
Creative sign or other
improvements not permitted.



Sign Face #: 21
Address: 8849 Sunset
Type: Billboard, Building
Dimensions: 11'W x 5'H
Substandard Billboard:
Creative sign or other
improvements not permitted.

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The following document is not included in the Thursday June 15, 2017 Planning Commission agenda packet intended for:

ITEM 10.A. EXHIBIT B:

**Sunset Strip Off-Site Signage Policy Project
Final Study
Negative Declaration**

The following link, from the City's website has been provided for your review:

<http://www.weho.org/home/showdocument?id=31160>

ITEM 10.A. EXHIBIT B

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This Exhibit enumerates minor Changes to the *Draft Sunset Boulevard Off-Site Signage Policy* since public circulation. These changes do not alter the analysis of the Final IS/ND.

Section Number	Language Change
2.A and 3.C	Clarifying notes on Figures1 and 2
3.A.2.b and 5.0	Clarifying the definition of “Significant Facade Remodel”.
3.A.2.c	Clarifying process for “Significant Facade Remodel” site with existing billboards.
3.B.10.d	Clarification to Modifications approvals
3.C.2	Removing references to a lottery selection process, pending evaluation of alternate selection programs.
3.C.2.a	Changing the restrictions of digital conversions of traditional billboards on designated cultural resource sites so they are not limited by region.
3.C.5.d.	Adding digital operations regulations to prohibit signage that could appear to be a traffic safety sign and to prohibit scrolling text.
3.H.	Clarifying reference to <i>Secretary of Interior Standards for Rehabilitation</i> .
3.J.2	Clarifying process for modifications to Large Screen Video Art Signs.
APPENDIX	Inclusion of 2017 Off-Site Signage Inventory