



INSTRUCTIONS

A Creative Billboard may be approved as a temporary modification to an existing billboard. 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.

LIMITATION ON LOCATION Creative Billboards may be approved only within the Sunset Specific Plan (SSP) zoning district and only in conjunction with an existing billboard.

APPROVAL AUTHORITY Creative Billboards are subject to approval by the Director or the Planning Commission based on the proposed length of display of the Creative Billboard. A Director-approved Creative Billboard shall not be subsequently considered for approval or extension by the Commission.

TIME LIMIT

- The Director may approve the placement of a Creative Billboard for a maximum period of six months. NO EXTENSIONS OF THE APPROVED TIME LIMIT ARE PERMITTED and the Creative Billboard shall be removed immediately upon expiration.
- The Commission may approve the placement of a Creative Billboard for a maximum of two years, and may grant extensions of time to the two-year limit at its discretion, provided that the sign continues to meet the intentions and requirements of this section.

STANDARDS The design and location of a Creative Billboard must meet all of the following standards:

- The Creative Billboard shall alter an existing billboard without changing its location, or exceeding the height limitations identified in the Sunset Specific Plan. Any enlargement of the billboard shall be designed as an integral part of the billboard and contribute to the overall creativity of its design.
- The Creative Billboard shall be properly sited and well integrated within the context of its surroundings.
- The Creative Billboard shall not have more impact on public or private views than the building envelope allowed by the Sunset Specific Plan.
- The Creative Billboard shall exhibit one of the following elements:
 - Architectural: The proposed Creative Billboard is compatible with the architectural elements of the structures or site; or
 - Media: The proposed Creative Billboard incorporates neon, unique lighting techniques, electronic graphics, moving or animated mechanical elements, three-dimensional elements, City of West Hollywood logo, or other creative concepts deemed appropriate by the Review Authority. Use of LCD or LED technology as part of a creative sign may only be approved by the Planning Commission
- Moving or changing visuals shall be timed to not cause confusion 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.
- The Creative Billboard shall not result in removal or substantial alteration of trees or landscaping in nearby public parks or in the public right-of-way. Any trimming deemed by the City to be reasonable to accommodate a sign shall be undertaken only by the City's Landscape and Maintenance Division.
- Lighting of the Creative Billboard shall be designed to minimize glare onto other properties and uses.

[continued]



Creative Billboard Permit Application

INSTRUCTIONS, CONT'D

PUBLIC NOTICE For Commission-approved Creative Billboards: Public Notice is required in the form of a 1/4 page advertisement in a local newspaper and a mailing to all owners and occupants of parcels within 500 feet of the site where the billboard is proposed. All notification shall be at least 10 days before the Commission hearing.

REVOCAION Any Creative Billboard approved by the Commission may be subject to revocation or modification in compliance with **Section 19.80.060** of the Zoning Code (Revocation and Modifications).

APPLICATION CHECKLIST

Requests for Creative Billboards on Sunset Boulevard must be submitted with the following:

- A completed Planning Division Permit Application
- A completed Creative Billboard Permit Application Supplement
- Site plan, floor plan(s), elevations, landscape plans, renderings, Green Building Program Point Sheet and any additional drawings requested in specific circumstances, drawn to scale and folded to a maximum of 8 1/2" x 14." FRONT AND REAR ELEVATIONS MUST SHOW ADJACENT BUILDINGS. (Additional sets will be required prior to final planning approval or prior to any required public hearing.)

You must include:

- o One CD with architectural drawings, renderings, simulations in pdf format; photos in jpeg format.
- o Two (2) sets of full sized plans
- o Two (2) reduced sets at 11" x 17"

Indicate the following information in the submitted plans:

- Boundary line of the subject property
- Footprint of buildings
- Building elevations
- Size and location of existing billboards and/or proposed creative billboards. If the application is to alter the size of an existing billboard, the size of the billboard before and after alteration must be included.
- Height of existing or proposed billboard(s) from grade
- Height of existing or proposed billboard(s) from roof surface
- Location and size of any other existing billboard(s) to remain on the property
- Scale drawing of intended design, including color rendering, with specific measurements and statistics for any non-standard parts, reflective surfaces, and extensions of any sorts, including lights.
- Lighting plan, showing location, direction, intensity and color of light sources
- Specification of any noise-making elements and their decibel levels

- Photographs showing all sides of the billboard and showing its current location on the ground or building.
- Filing Fee (See Permit Fee Sheet)



Planning Division Permit Application

PERMIT NUMBERS:

PROPERTY INFORMATION:

STREET ADDRESS _____

PRESENT/LAST USE OF PROPERTY _____

PROJECT PROPOSAL

Summarize the project below or attach a narrative on additional pages that describes:

1. Demolition of structures and new construction (in square feet for commercial; number of units for residential).
2. Proposed use or activities.
3. For map or text amendments, include a specific proposal for new language and a statement as to how the amendment is consistent with the General Plan. The statement should cite specific sections in the General Plan.

PROPERTY OWNER

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE NUMBER _____

FAX _____

E-MAIL _____

APPLICANT (If different than property owner)

(This is the person who will be contacted regarding this application. This person will be named as the applicant in all documents relating to the permits.)

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE NUMBER _____

FAX _____

E-MAIL _____

LEGAL DESCRIPTION:

Assessor's Parcel Number - Book: _____ Page: _____ Parcel: _____ INIT _____

Applicant's Signature _____ Date _____



CREATIVE BILLBOARD INFORMATION	
HEIGHT TO TOP OF BILLBOARD MEASURED FROM GRADE:	
IF ON A BUILDING, HEIGHT TO TOP OF BILLBOARD MEASURED FROM ROOF SURFACE	
DIMENSIONS OF BILLBOARD	SQUARE FOOTAGE OF BILLBOARD

Describe those characteristics of the Creative Billboard which differentiate it from a traditional flat surface billboard: (enlarged size, irregular shape flashing lights, moving parts, inflated additions, electronic media, participatory attributes, three dimensional or structural projections)

Creative Billboards can be approved only if the Community Development Director only if the the following findings can be made. In the space provided, please indicate how the proposed Creative Billboard meets these requirements:

The Creative Billboard is properly sited and well integrated into its context.

The Creative Billboard does not impact public views.

The Creative Billboard exhibits one of the following elements:

Architectural: The proposed billboard structure is compatible with and enhances the architectural elements of the building(s) or site; or

Media: The proposed billboard structure incorporates neon, unusual lighting techniques, electronics, graphics, moving parts or other creative concepts deemed appropriate by the Director of Community Development.

OTHER EXISTING BILLBOARDS ON SITE	
HEIGHT TO TOP OF BILLBOARD MEASURED FROM GRADE:	
IF ON A BUILDING, HEIGHT TO TOP OF BILLBOARD MEASURED FROM ROOF SURFACE	
DIMENSIONS OF BILLBOARD	SQUARE FOOTAGE OF BILLBOARD