



## INSTRUCTIONS

THE FOLLOWING INFORMATION APPLIES 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. No more than one new billboard may be incorporated into any parcel or lot.

(In all other locations in the City of West Hollywood, billboards that were legally constructed prior to City Incorporation are now "non-conforming uses." Permits for new billboards or replacement of existing billboards may not be issued in these locations.)

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 Zoning Code.

ADJUSTMENTS/REPLACEMENTS OF EXISTING BILLBOARDS REQUIRE THE COMMUNITY DEVELOPMENT DIRECTOR'S APPROVAL AND MUST MEET THE FOLLOWING STANDARDS:

1. The height of the replacement billboard shall not exceed the height of the previous billboard. If the billboard was higher than the height allowed by the Sunset Specific Plan, then none of the following provisions shall apply and the billboard must be replaced in exactly the same location and dimensions as previously existed. Notwithstanding this paragraph, the billboard may be relocated below or up to the height limit and adjusted as described below.
2. 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.
3. The position of the replacement billboard face shall not vary more than 10 degrees of rotation from the previous position.

In certain specific situations, new billboards are permitted. NEW BILLBOARDS REQUIRE THE PLANNING COMMISSION'S APPROVAL AND MUST MEET ALL OF THE FOLLOWING STANDARDS:

1. Billboards must be located, designed, constructed and maintained in compliance with the provisions of the Sunset Specific Plan (SSP).
2. A site or parcel is allowed to have only one new billboard and this is further limited to sites that are specifically identified in the SSP.
3. A new billboard is permitted only in conjunction with new construction of at least 10,000 square feet or a substantial remodel, pursuant to Section 19.48.020.E of the Zoning Code.

ADDITION OF SECOND BILLBOARD FACE. In some situations, the Code allows a second billboard face to be added to an existing billboard in order to cover the unsightly supporting back structure of the existing billboard.

ADDITION OF A SECOND FACE TO AN EXISTING BILLBOARD REQUIRES A PUBLIC HEARING AND APPROVAL BY THE PLANNING COMMISSION AND MUST MEET **ALL** OF THE FOLLOWING CRITERIA:

1. The new billboard face may be no larger than the existing billboard face and no part of the new billboard face may exceed the dimensions of the existing face.
2. The height of the billboard may not be increased.

[continued]



## INSTRUCTIONS, CONT'D

3. If the existing billboard height exceeds the height limitation of the zoning district, the existing billboard **must be lowered** to comply with the height limitation of the Sunset Specific Plan. **However, for rooftop-mounted billboards only**, a second side may be allowed above the height limit if the existing billboard is kept in the **exact** location with no change of angle. Second faces on rooftop billboards are only allowed if both the existing face and the proposed second billboard face are fully visible from a point along Sunset Boulevard at ground level and the proposed second billboard face otherwise meets all Code requirements.
4. The angle of the billboard in relation to Sunset Boulevard may not be changed by more than 10 degrees, based on a certified survey.
5. The new billboard face must be visible from a generally stand perpendicular to Sunset Boulevard.
6. Existing vegetation may not be removed or significantly trimmed in order to create a view corridor for the second billboard face.
7. One-sided billboard faces that are part of an existing "V-shaped" billboard may not be converted into a two-sided billboard.
8. The addition of a second face may not create a "V-shaped" billboard.
9. The angle of the billboard may be changed only once.
10. Any change in the angle of the billboard shall not have a negative impact on any residential property.
11. The maximum distance that will be allowed between billboard faces is six (6) feet. The new billboard face must be mounted on the same support structure as the existing billboard.
12. The new billboard face must serve to effectively screen the back supporting structure of the existing billboard.

### Application Checklist

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

- A completed Planning Division Permit Application
- A completed Standard Billboard 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:

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

The plans must include the following information:

- Boundary lines of the subject property
  - Footprints of buildings
  - A certified survey providing the size, height, angle of the existing billboard in relation to Sunset Boulevard, any buildings on the property and trees on the property or adjacent properties.
  - A scaled drawing of and/or proposed creative billboards.
  - Height of existing and/or proposed billboard(s) from grade
  - Height of existing and/or proposed billboard(s) from roof surface
  - Location and size of any other existing billboard(s) to remain on the property
  - Proof that the application meets all Code standards in order to qualify for the requested billboard
- 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.

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**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 \_\_\_\_\_



**BILLBOARD INFORMATION**

PLEASE FILL OUT FOR ALL EXISTING AND NEW BILLBOARDS

This application is for (check appropriate box):

- Legalization of an existing billboard
- Replacement and/or repositioning of an existing billboard
- A new billboard in the Sunset Specific Plan Area with a valid Concept Award issued by the City of West Hollywood
- Enlargement of one side of an existing two-sided billboard
- Conversion of an existing single-sided billboard into a double-sided billboard

FOR LEGALIZATION, REPLACEMENT AND REPOSITIONING OF EXISTING BILLBOARDS

**EXISTING BILLBOARD TO BE LEGALIZED, REPLACED OR REPOSITIONED**

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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

**REPLACEMENT OR REPOSITIONED PROPOSED BILLBOARD**

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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

IF REPOSITIONING AN EXISTING BILLBOARD, SITE PLANS MUST BE SUBMITTED WHICH CLEARLY SHOW THE LOCATIONS OF BOTH THE EXISTING AND PROPOSED NEW BILLBOARD STRUCTURES

FOR NEW BILLBOARDS IN CONJUNCTION WITH NEW DEVELOPMENT:

**NEW BILLBOARD**

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HEIGHT TO BOTTOM OF BILLBOARD MEASURED FROM GRADE

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HEIGHT TO TOP OF BILLBOARD MEASURED FROM GRADE

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DIMENSIONS OF BILLBOARD      SQUARE FOOTAGE OF BILLBOARD

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SQUARE FOOTAGE OF PROPOSED NEW DEVELOPMENT

Describe how the proposed billboard is integrated into the context of the proposed new development or substantial remodel:

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[continued]



FOR ENLARGEMENT OF ONE SIDE OF A TWO-SIDED BILLBOARD

FOR THE EXISTING BILLBOARD TO REMAIN

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HEIGHT TO TOP OF BILLBOARD MEASURED FROM GRADE

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IF ON A BUILDING, HEIGHT TO TOP OF BILLBOARD MEASURED FROM ROOF SURFACE

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DIMENSIONS OF BILLBOARD      SQ. FOOTAGE OF BILLBOARD

FOR THE BILLBOARD TO BE ENLARGED

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HEIGHT TO TOP OF EXISTING BILLBOARD MEASURED FROM GRADE

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IF ON A BUILDING, HEIGHT TO TOP OF EXISTING BILLBOARD MEASURED FROM ROOF SURFACE

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DIMENSIONS OF BILLBOARD      SQ. FOOTAGE OF BILLBOARD

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HEIGHT TO TOP OF ENLARGED BILLBOARD MEASURED FROM GRADE

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IF ON A BUILDING, HEIGHT TO TOP OF ENLARGED BILLBOARD MEASURED FROM ROOF SURFACE

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DIMENSIONS OF ENLARGED BILLBOARD      SQ. FOOTAGE OF ENLARGED BILLBOARD

FOR CONVERSION OF A SINGLE-SIDED BILLBOARD INTO A TWO-SIDED BILLBOARD

FOR THE EXISTING BILLBOARD TO REMAIN

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HEIGHT TO TOP OF BILLBOARD MEASURED FROM GRADE

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IF ON A BUILDING, HEIGHT TO TOP OF BILLBOARD MEASURED FROM ROOF SURFACE

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DIMENSIONS OF BILLBOARD      SQUARE FOOTAGE OF BILLBOARD

NEW SECOND FACE OF BILLBOARD

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HEIGHT TO TOP OF BILLBOARD MEASURED FROM GRADE

\_\_\_\_\_

IF ON A BUILDING, HEIGHT TO TOP OF BILLBOARD MEASURED FROM ROOF SURFACE

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DIMENSIONS OF BILLBOARD      SQUARE FOOTAGE OF BILLBOARD

**Please answer the following questions regarding the proposed project.**

Does the new billboard face exceed the size of the existing billboard face? Does any part of the new billboard face exceed the dimensions of the existing face?

Identify the maximum allowed height for the site under the Sunset Specific Plan. Does the height of the existing billboard exceed the allowable height?

Will the angle of the billboard in relation to Sunset Boulevard change? If so, by how many degrees will it change?

Is the new billboard face visible from Sunset Boulevard and is it generally perpendicular to Sunset Boulevard?

Are there any existing trees on the site or in the nearby public right of way? (If so, please show them on the site plans.)

Is the existing billboard face part of the "V-shaped" billboard?

Will the addition of a second face create a "V-shaped" billboard?

Has the angle of the billboard ever been changed?

Will the new billboard face effectively screen the back supporting structure of the existing billboard?