



INSTRUCTIONS

The City of West Hollywood’s Zoning Ordinance includes a Creative Sign Program (Section 19.34.060) that may provide an opportunity to install a sign that does not meet the general size and placement requirements of the sign ordinance, but which displays creativity and unique design. The goals of the program are to:

1. Encourage signs of unique design, and that exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit
2. Provide a process for the application of sign regulations in ways that will allow creatively designed signs that make a positive visual contribution to the overall image of the City, while mitigating the impacts of large or unusually designed signs.

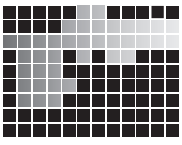
A proposed sign that is 50 square feet or less is subject to review and approval by the Director of Community Development. Signs larger than 50 square feet require Planning Commission approval. Prior to issuance of the permit, notice of the request must be posted on the property for 10 days to allow for public comment.

APPLICATION CHECKLIST

A Creative Sign permit requires the submittal of the following:

- A completed Planning Division Permit Application
- A completed Sign Permit Application Supplement
- A complete narrative explaining how the proposed sign(s) meet(s) the design criteria for creative signs
- Three (3) copies (10 copies if Commission approval required) of a minimum 11”x 17” site plan and elevations, fully dimensioned and drawn to scale indicating the following:
 - Boundary line of the subject property
 - Property dimension of street frontage and side streets
 - Size and location of existing signage and proposed new signage
 - Dimensions of building wall area on which sign is to be located (if applicable) shown in square feet
 - Height of proposed sign from grade level
 - Location of sign in relation to development and property lines
 - Location and size of any existing sign(s) to remain
 - Description of types, sizes, color, materials, lighting and orientation of all existing and proposed signs
- At least one colorized artist’s rendering of the proposed signage for the entire building
- One CD with architectural drawings, renderings, simulations in pdf format; photos in jpeg format.
- At least one sample of the proposed material type of signage and colors to be used
- Filing fee

FAILURE TO FULLY COMPLETE THE APPLICATION AND SUBMIT REQUIRED SITE PLANS MAY CAUSE YOUR APPLICATION TO BE DEEMED **INCOMPLETE** AND WILL DELAY THE PROCESSING OF THE APPLICATION.



CREATIVE SIGN DESIGN CRITERIA

The Director of Planning Commission may only approve an application for a Creative Sign if the proposal meets **all** of the following design criteria. **Please submit a narrative explaining how the proposed sign(s) will comply with the criteria.**

○ **DESIGN QUALITY**

The sign shall:

- Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area
- Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit
- Provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion

○ **CONTEXTUAL CRITERIA**

The sign shall contain at least one of the following elements:

- Classic historic design style
- Creative image reflecting current or historic character of the City
- Symbols or imagery relating to the entertainment or design industry
- Inventive representation of the use, name, or logo of the structure or business

○ **ARCHITECTURAL CRITERIA**

The sign shall:

- Utilize or enhance the architectural elements of the building
- Be placed in a logical location in relation to the overall composition of the building's facade and not cover any key architectural features and details of the facade

○ **NEIGHBORHOOD IMPACTS**

The sign shall be located and designed not to cause light and glare impacts on neighboring residential uses



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 _____



SIGN INFORMATION

A. LENGTH OF PRIMARY (LONGEST) BUILDING FRONTAGE (STREET FRONTAGE FOR THIS ESTABLISHMENT ONLY)

B. AMOUNT OF SIGNAGE ALLOWED FOR THIS PROPERTY (A. FROM ABOVE X 1 SQ. FT.)

C. NUMBER OF EXISTING SIGNS

D. NUMBER OF EXISTING SIGNS TO REMAIN

E. NUMBER OF NEW SIGNS PROPOSED

F. TOTAL NUMBER OF SIGNS

SIGN 1
TYPE OF SIGN: _____
NEW SIGN <input type="checkbox"/> EXISTING SIGN <input type="checkbox"/>
HEIGHT TO TOP OF SIGN MEASURED FROM GRADE _____
DIMENSIONS OF SIGN _____
SQUARE FOOTAGE OF SIGN _____
AMOUNT OF PROJECTION FROM BUILDING FACE _____

SIGN 2
TYPE OF SIGN: _____
NEW SIGN <input type="checkbox"/> EXISTING SIGN <input type="checkbox"/>
HEIGHT TO TOP OF SIGN MEASURED FROM GRADE _____
DIMENSIONS OF SIGN _____
SQUARE FOOTAGE OF SIGN _____
AMOUNT OF PROJECTION FROM BUILDING FACE _____

SIGN 3
TYPE OF SIGN: _____
NEW SIGN <input type="checkbox"/> EXISTING SIGN <input type="checkbox"/>
HEIGHT TO TOP OF SIGN MEASURED FROM GRADE _____
DIMENSIONS OF SIGN _____
SQUARE FOOTAGE OF SIGN _____
AMOUNT OF PROJECTION FROM BUILDING FACE _____

SIGN 4
TYPE OF SIGN: _____
NEW SIGN <input type="checkbox"/> EXISTING SIGN <input type="checkbox"/>
HEIGHT TO TOP OF SIGN MEASURED FROM GRADE _____
DIMENSIONS OF SIGN _____
SQUARE FOOTAGE OF SIGN _____
AMOUNT OF PROJECTION FROM BUILDING FACE _____

ADDITIONAL SIGN INFORMATION: Please fill out the following if they pertain to any existing or proposed signs.

CANOPY AND AWNING SIGN (Sign # _____)

TOTAL EDGE OF CANOPY/AWNING _____

DISTANCE FROM CURB TO BUILDING _____

DISTANCE FROM CURB TO SIGN _____

WINDOW SIGN (Sign # _____)

TOTAL AREA OF WINDOW(S) _____

PROJECTING SIGN (Sign # _____)

AMOUNT OF SIGN PROJECTING FROM BUILDING _____

MONUMENT SIGN (Sign # _____)

DISTANCE FROM PUBLIC RIGHT-OF-WAY _____

DIMENSIONS OF LANDSCAPED PLANTER AROUND SIGN _____

BUILDING IDENTIFICATION SIGN (Sign # _____)

HEIGHT TO BOTTOM OF SIGN MEASURED FROM GRADE _____