

THE CITY OF WEST HOLLYWOOD

SUNSET BOULEVARD

Arts & Advertising Program

DESIGN EXCELLENCE SCREENING - TOP SCORING PROJECTS
DATE ISSUED: JULY 7, 2020



EXECUTIVE SUMMARY

Always on the cutting edge, the City of West Hollywood is bringing the billboard into the 21st Century. Last year the City adopted the Sunset Arts & Advertising Program – a groundbreaking effort to reimagine the world’s premier locations for outdoor advertising. After a competitive vetting process, the first 21 projects are set to move forward. These artistic and imaginative installations will re-energize the world-famous Strip and set the new standard for digital outdoor advertising. This report showcases these projects, including the associated new proposed development, building renovations, preserved historic buildings, and new public open spaces. The selection process for these was hard-fought and based on the merits of design and their compatibility with boulevard’s culture, history, buildings, and streetscape. These initial projects will kick-start the transformation of the Sunset Strip and set the stage for the Sunset Arts & Advertising Program’s future vetting rounds.

The Sunset Strip has long been one of the most iconic places for outdoor advertising in the world. Creative billboards have long characterized the Strip and remain an integral part of the culture on this famous boulevard – from the memorable rock ‘n’ roll billboards to the iconic Marlboro Man. These new projects build on this legacy and reinvent the idea of what a billboard can be. They use high quality and thoughtful design to enhance the unique relationship between the street, buildings, and the advertising installation. They will increase the visibility of West Hollywood’s Sunset Strip as a preeminent location for advertising and entertainment. These innovative new installations will demand thoughtful and bespoke advertising content befitting of the legendary boulevard.

Advertising will not be the only thing on display. The Sunset Arts & Advertising Program also includes a digital art experience unlike any other. At the top of the hour and at sunset each day, the billboards up and down the Strip will display required coordinated digital art, creating an outdoor digital art experience. The City will handpick artists to create the artistic content for these novel digital canvases.

This new generation of signage will integrate art, advertising, and architecture to act as a catalyst for new and/or upgraded development, building renovations, facade remodels, historic preservation, and public spaces. Each will reflect the City’s commitment to sustainability, with requirement for clean power and designs that can adapt to changing technology to create lasting value.

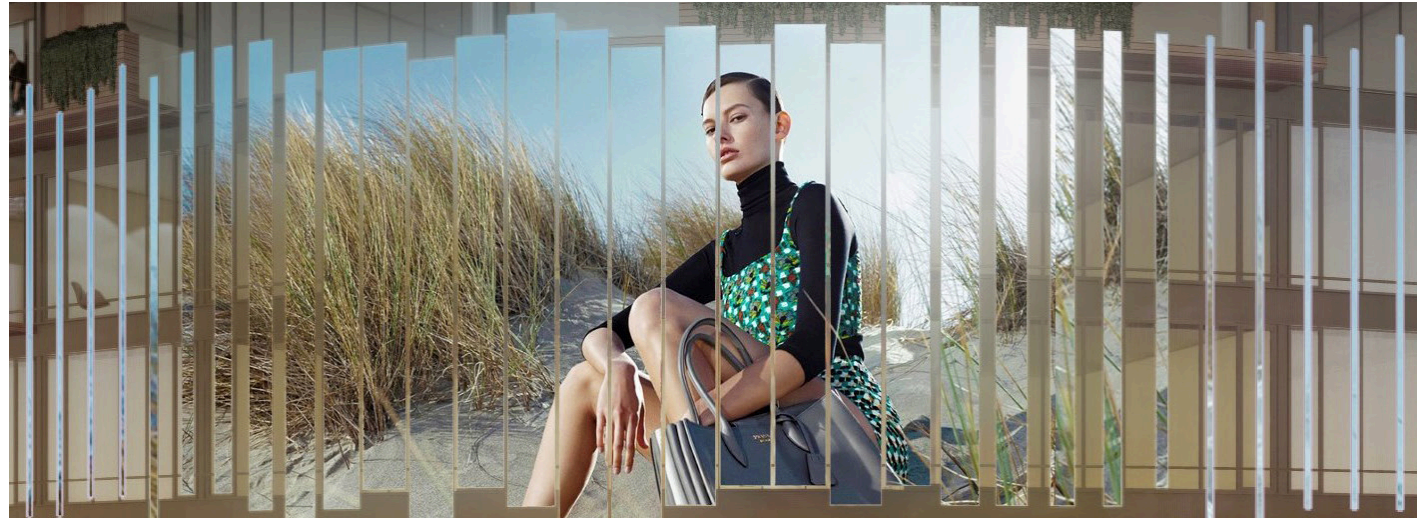
Finally, a crucial aspect of the Program is that the new billboards are designed and regulated to be good neighbors. Strict controls on illumination and requirements for best-in-class technology will curb excessive brightness and distractions, protecting the Strip’s pedestrians, drivers, businesses, visitors, and surrounding neighborhoods. A digital arts and advertisement project of this scope and scale is unprecedented and the caliber and innovation of many of the proposed billboards are truly impressive. The top-scoring projects will set a standard for innovative and architecturally-integrated signage that will solidify the Sunset Strip as one of the world’s premier locations where art, culture, and advertising collide.



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On April 1, 2019, the West Hollywood City Council adopted an update to off-site advertising signage policy for Sunset Boulevard. The goal was to ensure new high-quality signage projects that are highly creative, contextual for Sunset Boulevard, and sensitive to adjacent land uses. The update – The Sunset Arts & Advertising Program - created new opportunities for digital off-site advertising signage and billboards along Sunset Boulevard. As requested by the City Council, all potential projects must be screened for design excellence before filing an official application with the City.

Concluding on November 4, 2019, hopeful applicants were allowed to submit screening applications to the City. In total 43 applications were received by the City. The City Manager selected a representational group of experts from the fields of architecture, urban design, advertising, digital sign technology, arts, media, historic preservation to evaluate the proposals. The Design Excellence Review Committee began its review in December 2019 and concluded in May 2020.

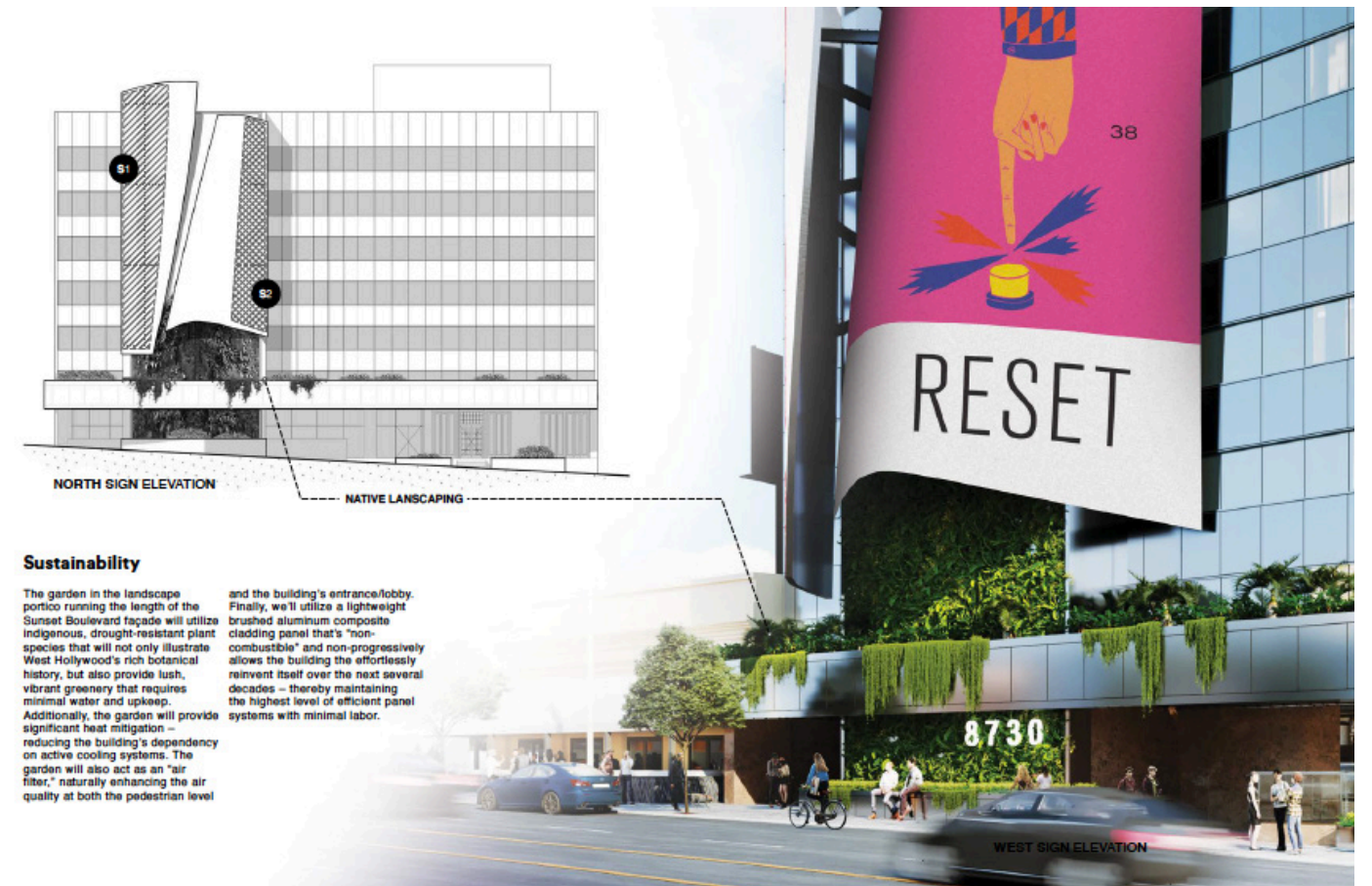
Each screening application was independently reviewed and scored based on 33 specific criteria related to design quality, economic development, public benefit, sustainability, and adaptable design, which were formulated based on the policy's adopted design principles. Once the Design Excellence Committee members finished scoring, the seven committee member scores for each application were averaged and then sorted from highest to lowest. The top-scoring projects across the submitted categories are shown in the proceeding pages.

While this only represents the first step in these projects becoming reality – each will require review by the Planning Commission and approval by the City Council – it marks an exciting moment for the iconic Sunset Strip. A project of this scope and scale is unprecedented and the caliber and innovation of many of the proposals received are truly impressive. The competitive process inspired project applicants to meet the demanding objectives of the program and elevate the level of creativity and quality of design that were submitted across all applications.

A significant aspect of the updated Sunset Arts & Advertising Program is the expected public benefit that any approved advertising signage project would bring to the Sunset Strip and the City of West Hollywood. The proceeding pages profile the design aspects and project features of each of the 21 new projects. This section provides an overview of the aggregate benefits from the overall program. If approved, the top-scoring projects would bring the following public benefits to the City:

Building Improvements

In order to qualify, projects either needed to propose significant building renovations, make substantial upgrades to their facades, and/or undergo required seismic building upgrades. Fourteen (14) of the projects will include varying degrees of building upgrades that will enhance the Sunset Strip and breathe new life into these buildings. Three (3) ground-up new development projects are proposed with the program and mark a major investment for Sunset Boulevard. Along with the signage component, these would require the review and approval of the West Hollywood City Council.



Public Space Improvements

These projects include new and improved enhancements to the public realm, including a new outdoor public gathering space as part of the Sunset Urban Theater, landscaping improvements at the Comedy Store, new parklets, and new seating. These will provide beautification, places to gather, and views to the public art and advertising projects.



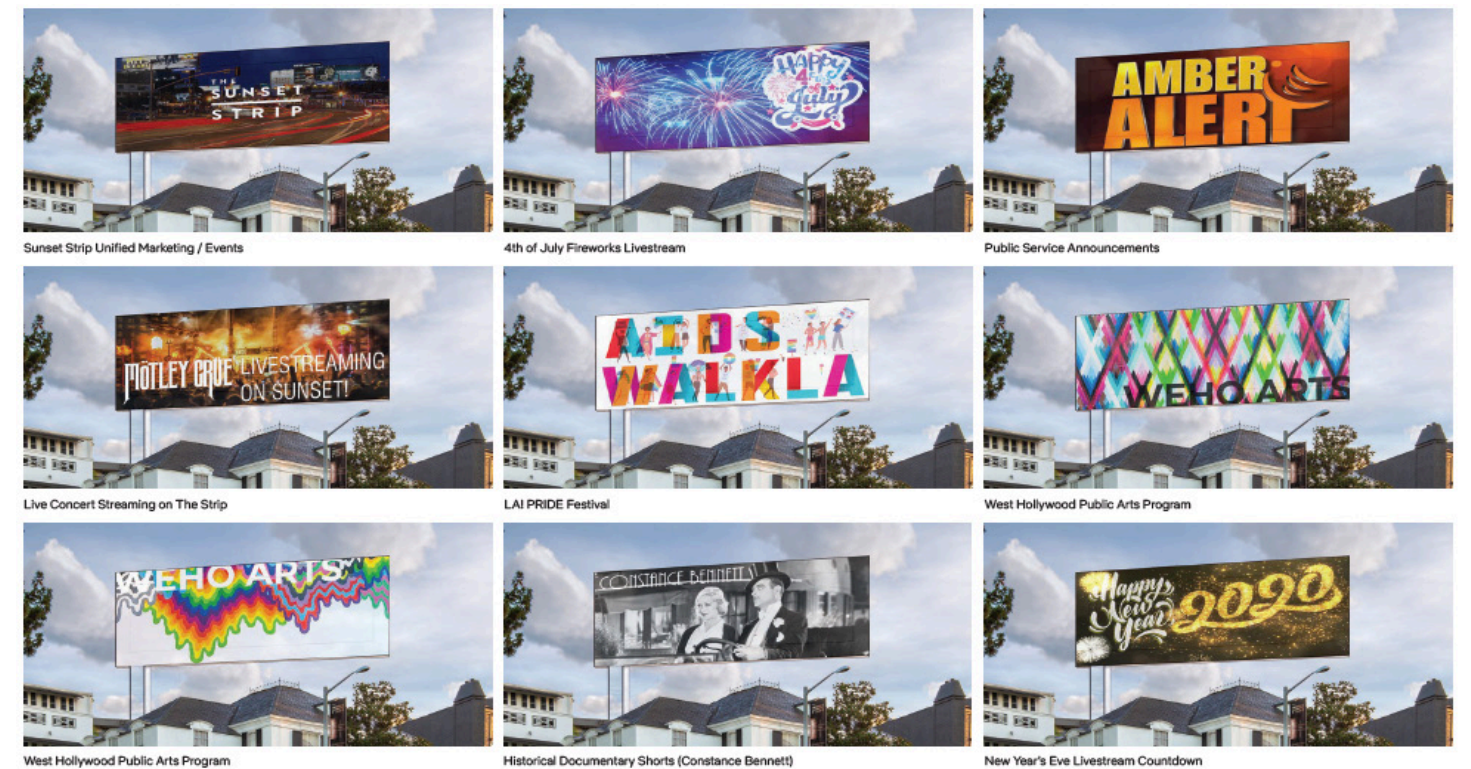
Historic & Cultural Preservation

Five (5) buildings have been directly selected to become designated as city cultural resources as part of the program. Another 5 have taken part in the program and will use advertising revenue for the ongoing maintenance and upgrades to historic and culturally-significant buildings. This includes the iconic venues such as the Whiskey, Roxy, Rainbow, and Comedy Store. Others include Gil Turner's (9101 Sunset), The Beauty Pavilion (8760 Sunset), Constance Bennett Building (8743 Sunset), Burman Furs Building (9069 Sunset), 9157 Sunset, and Piazza del Sol (8439 Sunset).



Arts Programming & Civic Announcements

Each project will contribute to a new digital arts program. The digital signs will dedicate 17.5% of operational time (91,980 minutes per year) to art and/or civic announcements. Each new sign shall include a monetary contribution that will include funding for City's arts programming, such as curator and artist fees. The West Hollywood Arts and Cultural Affairs Commission will review and approve the arts program, in accordance with the Commission's established guidelines for public art programming. This coordinated program will create an outdoor digital arts experience along the entirety of the Sunset Strip with art display at the top of every hour and at other set times – such as at sunset each day and during coordinated events. Two of the sign projects have proposed an integrated artwork into their design, including work by such artists as Alex Israel and Refik Anadol.



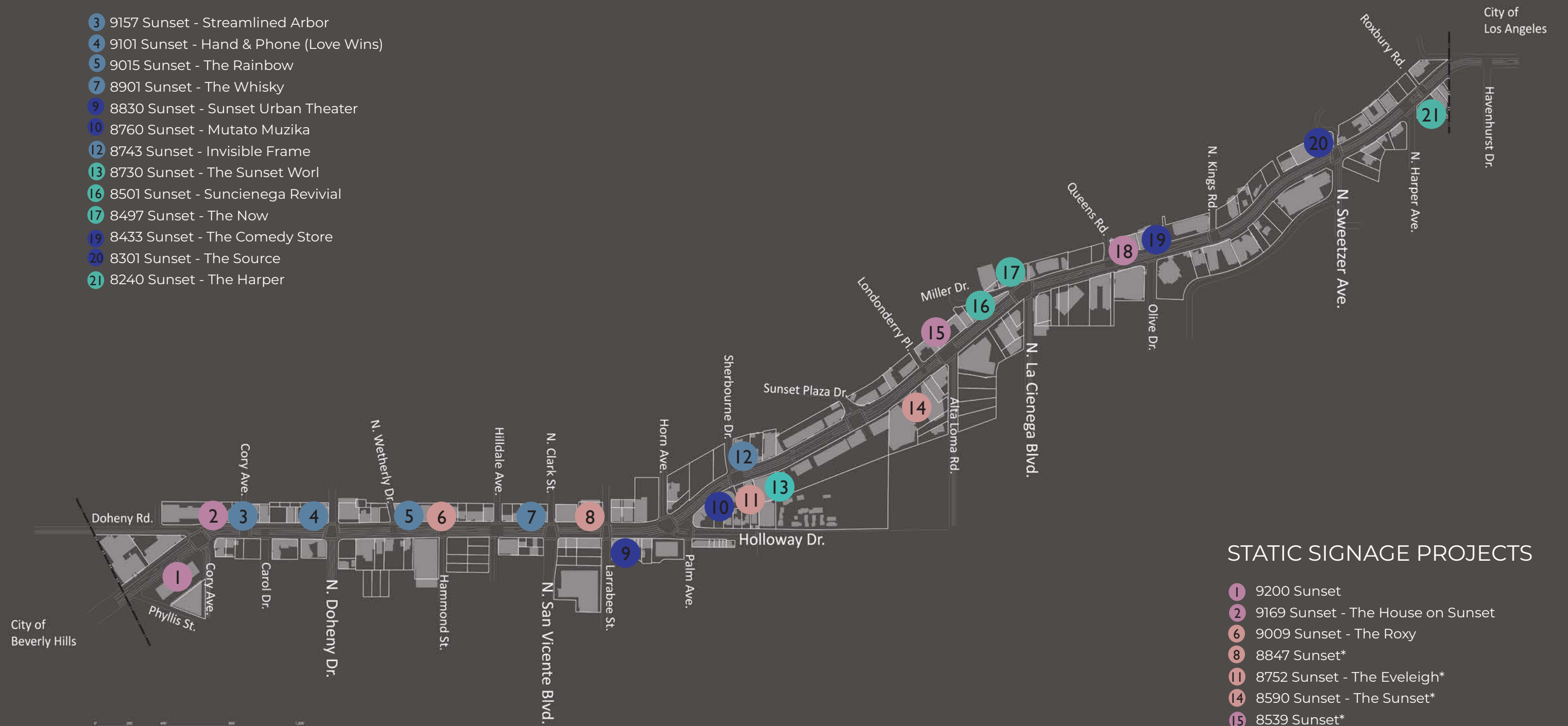
Revenue Sharing with the City

Each project is a partnership with the City of West Hollywood and will include a revenue-sharing component. Additional funding is required for arts curation and improvements to the public realm. A digital sign can bring in significantly higher revenue compared to a typical static billboard and, if approved, these projects can bring in tens of millions of annual revenue to the City.

SUNSET ARTS & ADVERTISING CONCEPT AWARD LOCATIONS

TOP-SCORING DIGITAL SIGNAGE PROJECTS

- 3 9157 Sunset - Streamlined Arbor
- 4 9101 Sunset - Hand & Phone (Love Wins)
- 5 9015 Sunset - The Rainbow
- 7 8901 Sunset - The Whisky
- 9 8830 Sunset - Sunset Urban Theater
- 10 8760 Sunset - Mutato Muzika
- 12 8743 Sunset - Invisible Frame
- 13 8730 Sunset - The Sunset Worl
- 16 8501 Sunset - Suncienega Revival
- 17 8497 Sunset - The Now
- 19 8433 Sunset - The Comedy Store
- 20 8301 Sunset - The Source
- 21 8240 Sunset - The Harper



STATIC SIGNAGE PROJECTS

- 1 9200 Sunset
- 2 9169 Sunset - The House on Sunset
- 6 9009 Sunset - The Roxy
- 8 8847 Sunset*
- 11 8752 Sunset - The Eveleigh*
- 14 8590 Sunset - The Sunset*
- 15 8539 Sunset*
- 18 8439 Sunset - Piazza del Sol*

**featured on pages 38-39*

LEGEND

of projects & type of submission

- | | | | |
|---|-------------------------------|---|----------------------|
| 5 | Cultural Resource | 4 | Static |
| 4 | New Development/Major Remodel | 4 | Creative Non-Digital |
| 4 | Alternative | 4 | Other Static |

PROJECT PROFILES

(Shown west to east)

I

9200 Sunset

ARCHITECTURE & DESIGN
STANDARDVISION

MEDIA COMPANY
OUTFRONT MEDIA



DESCRIPTION

This sign is conceived as an iconic and expressive sculpture. Its form is fluid, drawing upon the neighboring streets and constant movement along Sunset Boulevard in a coiling, looping gesture that nestles two oval-shaped non-digital canvases in a continuous stainless-steel band. These two non-traditional sized signs are designed to be in constant narrative with each other creating a sort of sibling relationship in order to allow for unique narrative combinations within creative ad content and public art.

PROJECT FEATURES

The Sunset Strip is rife with supergraphics and boards on sticks, and this design wants to assert itself as a new landmark that pays homage to the Strip's legacy of iconic signage. The design creates a unique gateway at the west end and ensures that travelers know when they have entered West Hollywood. The design is inspired by the sloping curves of the hillside streets above Sunset Boulevard. A westbound approach to the site leaves the signage hidden from view until the driver turns the corner and the sculpture is revealed, creating a moment of visual surprise and discovery, serving as an essential gateway to the Sunset Strip.

9169 Sunset

THE HOUSE ON SUNSET

ARCHITECTURE & DESIGN
ORANGE BARREL MEDIA

MEDIA COMPANY
ORANGE BARREL MEDIA



THE HOUSE ON SUNSET



DESCRIPTION

The proposed sign reinstates a historic gantry sign but abandons neon letters for more environmentally friendly technology. This one-of-a-kind sign is composed of internally illuminated static commercial content held off a gantry sign. The layered, mixed media assembly evolves the original Berman Furs gantry sign into something new and unexpected. A band of transparent LED architectural lighting sits behind the commercial content, displaying content secondary to, and supportive of, the static commercial content on the non-digital billboard. The mixed-media gantry sign proposed at The House on Sunset is highly customizable and will change with each new advertising campaign. Internally illuminated commercial content mounted to the face of the gantry will be unique to each campaign.

PROJECT FEATURES

The sign location, facing eastbound to traffic near the edge of Beverly Hills, also contributes to the gateway as travelers arrive into West Hollywood. Advertising revenue generated from the commercial content shown on the sign creates a viable business model that offsets the high cost of preservation efforts and allows continued operation without changes to the interior of this historic building. The organic quality of the new gantry and the innovative campaigns brings surprise and delight to pedestrians and travelers. The flexibility of the gantry sign also allows it to be engaged in events hosted at The House on Sunset as it becomes an exterior extension of events in the interior. The building's facade can serve a canvas for projected imagery in conjunction with permitted special events (as shown in each rendering).



STREAMLINED ARBOR

ARCHITECTURE & DESIGN
OFFICE UNTITLED

MEDIA COMPANY
BIG OUTDOOR



DESCRIPTION

The proposed signage at 9157 Sunset seeks to advance Sunset Boulevard's reputation as a world-class destination for creative billboards. By elevating the existing building's historic character and modernizing its utility, the transformation from a static to digital billboard will allow the project to readdress the billboard's relationship to the historic Sentney Building in a more compelling and meaningful way. Replacing the dated and visually incompatible steel structure, the design of the new sign celebrates the significance of the existing building by respecting its aesthetic achievements and artfully pairing old with new. Through careful consideration of the Sentney Building's Streamline Moderne design, the sign's armature synthesizes the natural forms of large, shaded tree canopies surrounding the project into a more fluid interpretation. The result is a "Streamlined Arbor," intentionally restrained and simultaneously Modern and Moderne.

PROJECT FEATURES

Through careful consideration of the Streamline Moderne style in which the 9157 Sunset building was constructed, "Streamlined Arbor" provides a poetic abstraction of the leafy, shady recess underneath a welcoming tree combined with the machine-like modern technological references. The existing building will conserve reverence for its original character, and is strengthened by a modern interpretation of its stylistic references. "Streamlined Arbor" provides a unique yet elevated formal composition at the Western boundary of the Sunset Strip; a fitting design at the gateway that symbolizes West Hollywood's rich history and cultural significance while celebrating one of the city's most defining characteristics of its long-standing support of creative expression. Pairing natural form and machine technology, the project establishes a unique and poetic moment at the Western boundary of the Sunset Strip.



HAND & PHONE (LOVE WINS)

ARCHITECTURE & DESIGN
ALEX ISRAEL
IAN DICKENSON (LOHA)

MEDIA COMPANY
IKAHAN MEDIA



Love Wins Tattoo Design, future collaboration with Mark Mahoney of Shamrock Social Club

DESCRIPTION

The Love Wins sculpture is a signal of the community West Hollywood has stewarded. This new landmark is meant to be a first: the first digital advertising structure imagined specifically for cultural relevance and homage to the history of its residing place. In order to achieve these heady aims, artist Alex Israel took a concept so ubiquitous it is rarely thought about: the phone in our hand. The phone screen is the digital billboard component in which advertisements will be displayed. This active design of a phone being held out in a unifying gesture of moment capturing is a direct representation of current pop-culture but also emblematic of the Sunset Strip's longtime focus on artistic expression.

PROJECT FEATURES

The Love Wins sculpture is a creative innovation designed to be contextually astute and enhance the Sunset Strip pedestrian experience. It will be a signal of the community West Hollywood has stewarded and will provide a honing light for those around the world. The phone screen is the digital billboard component in which advertisements will be displayed along with civic discourse and local art that will consistently mix the critical strands of West Hollywood DNA into a display of content that shows how humanity is progressing forward while maintaining the values that matter most.



9015 Sunset

THE RAINBOW

ARCHITECTURE & DESIGN
HUNT DESIGN
RCDF STUDIOS

MEDIA COMPANY
ACE



DESCRIPTION

The project at The Rainbow Bar and Grill revitalizes an existing sign to create a modern digital signage experience. The new sign maximizes every part of the structure from the top to the base. The cylindrical column supporting the sign will be an engaging experience. An internally illuminated LED display will glow through a perforated metal shroud, and it'll display some of the Strip's most iconic faces. The base of the structure will be the bottom of the cylindrical is backlit and will have changeable displays that celebrate the Rainbow's rich past through images and stories of its most famous personalities. Seating will also encircle this sign, inviting pedestrians to get up close to history.

PROJECT FEATURES

In addition to a preserved and rehabilitated Cultural Resource, an expanded sidewalk or parklet joins the new sign to give people a gathering space and invigorate a vibrant pedestrian life on the Sunset Strip. Light projected through decorative stencil shapes—called "gobo lighting"—will illuminate the sidewalk near the sign to define the space and activate the ground plane—without taking up space or adding clutter. Various images and colors can be projected for different seasons or events—for example, holiday visuals, images of past rock 'n' roll icons associated with the Rainbow, or images of current stars who are performing there. Its gorgeous, towering structure will contribute heartily to the visual spectacle of the Boulevard, whether you're coming from the east or the west.

9009 Sunset

THE ROXY

ARCHITECTURE & DESIGN
HUNT DESIGN
RCDF STUDIOS

MEDIA COMPANY
ACE



DESCRIPTION

The Roxy's proposal eliminates present off-site signage in return for one 16-foot by 50-foot sign. The sign has a clean, sleek design and is slanted in such a way that no existing views from the street, from any direction, will be obscured. This reallocation of existing advertisement space from multiple focal points to just one focal point dramatically reduces visual clutter on and around the structure. The new sign also brings a visual element to a blank, concrete wall. This will bring alluring imagery to an area that is presently devoid of interest. A pocket park will be located at the base of the signpost. This will be a unique and visually compelling green space in the densely packed urban environment of the Sunset Strip.

PROJECT FEATURES

A pocket park combines organic shapes, benches and drought-tolerant plants to create an inviting contrast to the surrounding dense urban environment. It also features a trellis wall over which vines will grow. Not only does this provide additional green space, but it helps camouflage what is presently a plain brown windowless wall on the side of the building east of The Roxy Theatre. The cumulative effect of the park's landscape is a soothing escape from the bustling urban environment of the Sunset Strip. The pocket park enhances the pedestrian experience at street level, even as it offers an escape from it. Passersby can sit and admire its lovely green landscape, or take in the street scene in front of The Roxy.



THE WHISKY

ARCHITECTURE & DESIGN
HUNT DESIGN
RCDF STUDIOS

MEDIA COMPANY
ACE



DESCRIPTION

The revitalized sign at Whisky a Go Go will join two separate signage panels into a clean, consolidated, graceful shape. The new sign takes the shape of a streamlined arrow pointing out over the Sunset Strip. Sunset Strip. The sign is sleek and simple to offer the eye respite from the surrounding urban complexity. One of the two display panels will be digitized to allow for dynamic storytelling. The space surrounding the two panels will be a decorative frame, with the “nose” of the arrow (between the two display panels) creating a valuable space for public art. The supporting structure will be mostly hidden, so the billboard will appear to float above the Whisky—creating a more elegant, ethereal feel.

PROJECT FEATURES

Whisky a Go Go is an iconic venue of the Sunset Strip. This project complements, frames, and highlights the ornate facade of The Whiskey. The pavement leading from the curb to the venue’s entrance will be replaced with a decorative terrazzo “rug”—visually suggesting a red-carpet space and making the Whisky’s exterior feel just even more special. The sign will add to an iconic Sunset Strip “look”—to be a beautiful, streamlined shape, a beacon of vibrant color, and a storytelling space that adds a new visual layer to the Strip experience. As such, the sign will help give visitors another reason to enjoy the Strip on foot—and stimulate more spontaneous foot traffic between venues.



8830 Sunset

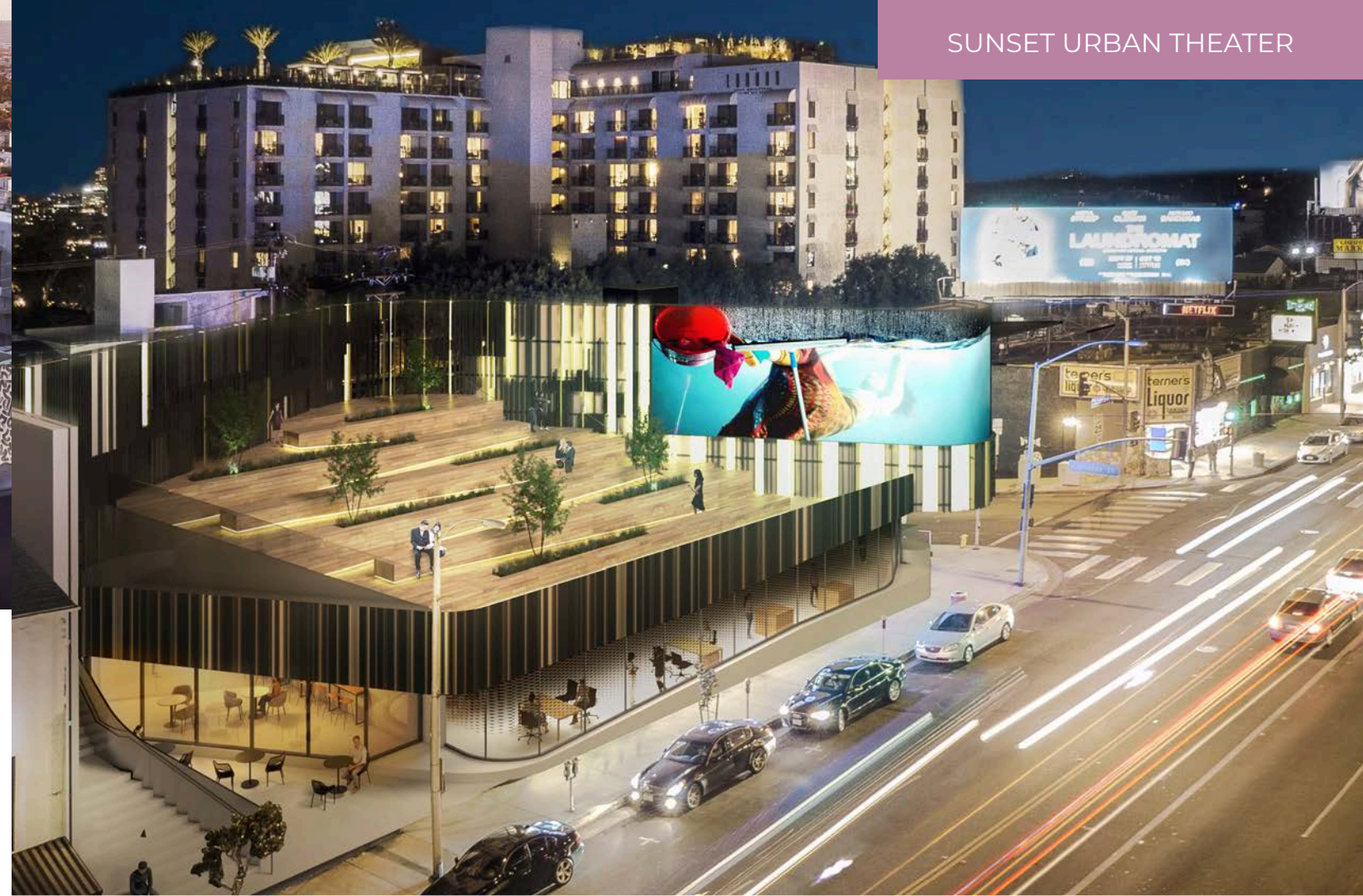
SUNSET URBAN THEATER

ARCHITECTURE & DESIGN
P-A-T-T-E-R-N-S

MEDIA COMPANY
POP OUTDOOR MEDIA



SUNSET URBAN THEATER



DESCRIPTION

This project seamlessly incorporates digital and static signage within a larger design scheme and social narrative. The off-site advertising digital signage is an embedded wide-format video screen that lives in the continuous ribbon media wall. A static sign placed in vertical format and adjacent to the green wall, concludes the technological tour-de-force of the surrounding Media-Green-Wall, while creating a beacon which physically and visually connects the sidewalk with the viewing deck. The lighting components act as a programmable installation, which echoes with shifting color hues the changing nature of the Digital Sign. All lighting as well as the digital and static media components are designed to minimize any undesirable impact and light spills-over into neighboring properties and adjacent buildings.

PROJECT FEATURES

A large public mural located on Larrabee Street is articulated across two separate walls so as to give a sense of continuity and engage viewers in a different experience of public art. This surface of 1,250 square feet becomes a perfect canvas for enjoying contemporary art at the scale of the city. Furthermore, it is also a perfect gateway to welcome visitors the upper deck via a new elevator and a secondary staircase. The project also features 5,000 square feet of public open space including a Green Roof-top Viewing Gallery. It will be free and accessible to the public. The space can be utilized in all manner of community gatherings

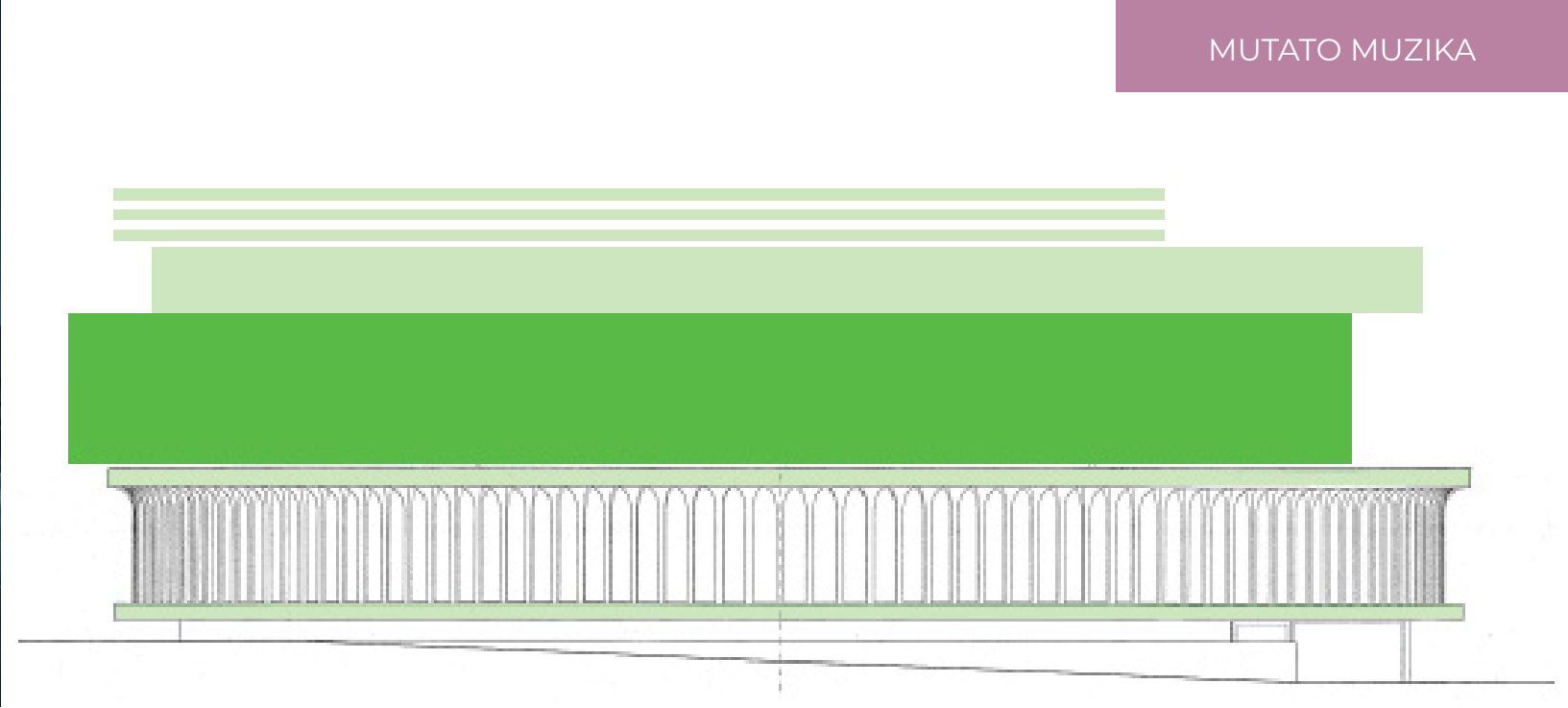


8760 Sunset

MUTATO MUZIKA

ARCHITECTURE & DESIGN
MUTATO MUZIKA
FORM BY HEIDI
STANDARD VISION

MEDIA COMPANY
STANDARDVISION



DESCRIPTION

Drawing their initial inspiration from the design of Mutato Muzika’s 1960’s modernist studio, the team behind this project conceived circular bands of digital media that appear to float above the building like a stack of records. The primary band houses a curving media display that stretches across the properties Sunset edge, wherein 1000 square feet of signage media will utilize custom programming to afford views from both East and Westbound travelers. The media’s effect is extended by various accent lighting fixtures which feather, loop and sparkle to create subtly different illuminated textures that shift on each ring. Part light sculpture, part sign, this design proposes a hybrid structure that re-introduces the project’s unique architecture in a new and exciting way.

PROJECT FEATURES

The project utilizes the bold, iconoclastic visual characteristics of the building. Designs for exterior electronic art installations have been part of their plan for years. This program presents an ideal opportunity to revive and expand those concepts beyond simple signage. The team behind this project envisions an interactive destination art space, serving not only as an iconic stop on the WeHo tour, but as a potential “digital venue” for visual and performing arts - dance, music, film, video. Hosting world-wide performance premieres is just one way in which their vision for 8760 Sunset could generate revenue and artistic goodwill for the city of WeHo for years to come.

DIGITAL - 1000 SQFT TOTAL
NARRATIVE LIGHTING



INVISIBLE FRAME

ARCHITECTURE & DESIGN
OFFICE UNTITLED

MEDIA COMPANY
NETFLIX



DESCRIPTION

Re-imagining the signage at 8743 Sunset, The Invisible Frame integrates information as a backdrop to the historic Constance Bennett building. The signage at 8743 Sunset is designed to contribute to the future of Sunset Boulevard by building connections through experience. Trading large, sculptural forms for a more nuanced approach, the design combines functional minimalism with the desire to create better experiences for people on the street. Celebrating the open flow of both the public and people who access the site daily, the “back” face of the billboard is as carefully considered as the main side oriented to Sunset. LEDs and cameras continue to the back face to create a cohesive “invisibility” to the sign’s frame. Looking to the 1930s and the character of the Constance Bennett Building, the new signage project exquisitely compliments the building by creating a “floating billboard” as a model for increasing the value and visibility of off-site signage.

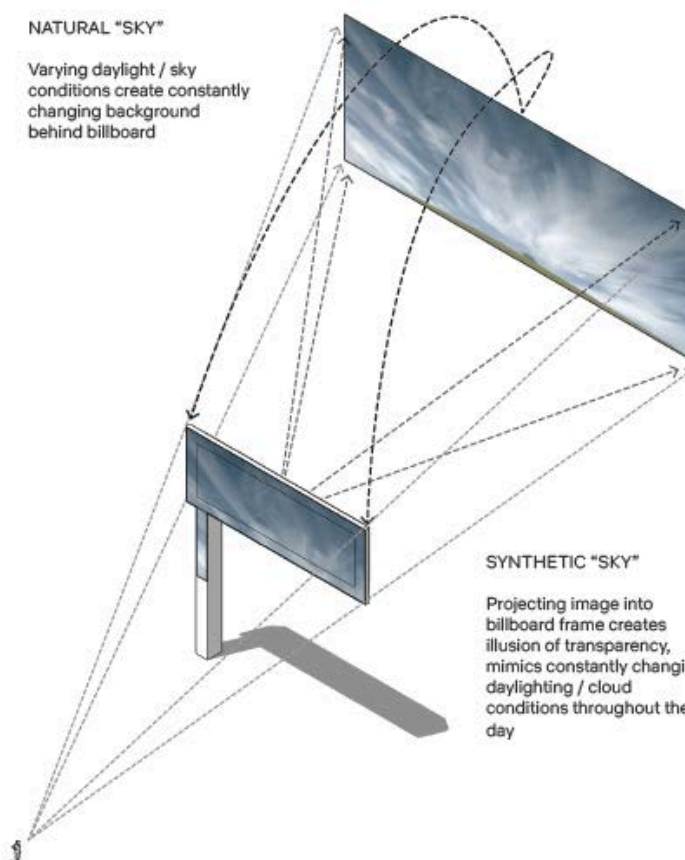
PROJECT FEATURES

By retaining the project’s historic character, the design differentiates new from old through an invisible frame. This approach builds off the idea that billboards and signage shape how we experience the city, and in turn, the design celebrates these relationships by creating a subtle spectacle. The Invisible Frame integrates technology to create additional space for the city and its public art initiatives to showcase seasonal programs, new campaigns and events. The signage at 8743 Sunset respects history by giving it space, and as a result, it models a new approach to how information and ideas can be shared in West Hollywood.

USING LED TECHNOLOGY TO “MIRROR” SURROUNDINGS

NATURAL “SKY”

Varying daylight / sky conditions create constantly changing background behind billboard



SYNTHETIC “SKY”

Projecting image into billboard frame creates illusion of transparency, mimics constantly changing daylighting / cloud conditions throughout the day



THE SUNSET WORL

ARCHITECTURE & DESIGN
ARROGANT STUDIOS
FOUNDATIONS FOR FORM

MEDIA COMPANY
PORTER24



DESCRIPTION

The Sunset Worl draws its inspiration from a blooming flower – extending skyward from its green axle and unfurling dramatically like two broad leaves. Just as Sunset Boulevard gently flows around Sunset Plaza, The Sunset Worl's illuminated panels contour to embrace street and pedestrian traffic alike. This near-vertical format and asymmetrical shape allows for unique content that defies the rigid rectangular format of a traditional billboard. The Sunset Worl includes a landscaped portico running the length of the building and planter beds buffering pedestrians from Sunset Boulevard traffic. The end result is a versatile and unforgettable canvas – capable of easily accommodating a wide range of advertising applications and messages.

PROJECT FEATURES

In addition to enhancing the Sunset Strip with an eye-catching and unique structure, The Sunset Worl serves as a component of an innovative design plan for the Sunset Towers at 8730 Sunset Boulevard. The building will also be endowed with new architectural lighting along the Sunset Boulevard façade – not only enhancing the modern look, but also drawing attention to the improved landscape features and added greenery. This unique architectural feature, couples with modifications to both the landscape and lighting, will increase foot traffic and boost commerce all along the area. The team also plans on identifying and connecting with promising and hungry new artists to generate an array of vibrant content – refreshed and reimagined every month.



SUNCIENEGA REVIVAL

ARCHITECTURE & DESIGN OFFICE UNTITLED

MEDIA COMPANY BIG OUTDOOR

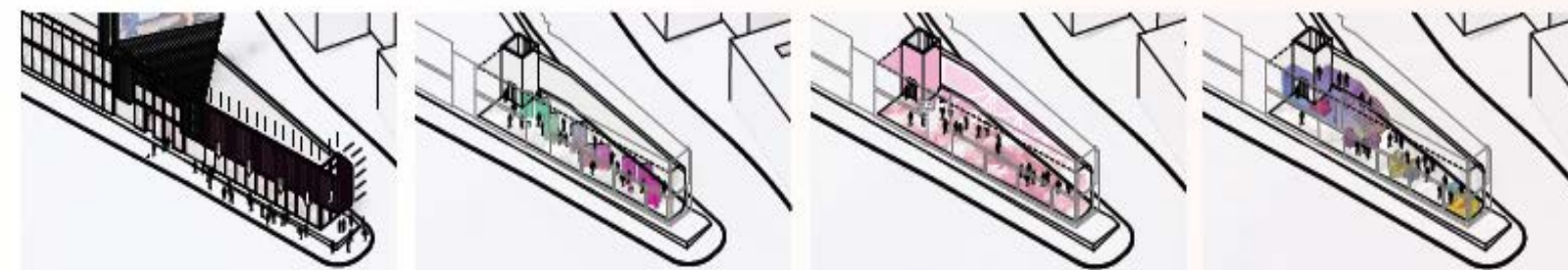


DESCRIPTION

This project re-envisions the base building property and its existing billboard, unifying them into an integrated gateway landmark at the intersection of Sunset and La Cienega. The proposed redesign is a ground-breaking blend of glass, steel, open spaces, and cutting-edge technology. The signature design element is the architectural illumination to create the allusion of a building constructed from light that blends with the LED signage. This effect makes the La Cienega gateway a more vivid and innovative intersection on the Sunset Strip. The project combines building design, architectural lighting and digital billboard faces for long distance visibility from La Cienega. With the carefully angled digital display, the City's billboard arts programming will be visible to viewers from multiple vantage points on the Strip.

PROJECT FEATURES

The revitalized building will engage the public realm with a community space that opens onto the street. It will activate a key Sunset locale by repurposing a building that has been vacant for over two decades. The project provides pedestrian interactivity, a public community space and creative office space for the City. This site will also be a beacon for the synchronized video arts events that the City plans for the Strip. It creates a viewer experience corridor that didn't exist before, utilizing the long view down La Cienega to broadcast that "something exciting is happening now!"



DIGITAL EXPERIENCE - STREET ACTIVATION FINEARTS EXHIBITION DIGITAL EXPERIENCE PERFORMANCE, PRESENTATION/LECTURE, & SPECIAL EVENTS

THE NOW

ARCHITECTURE & DESIGN
HODGETTS + FUNG
REFIK ANADOL

MEDIA COMPANY
ORANGE BARREL MEDIA

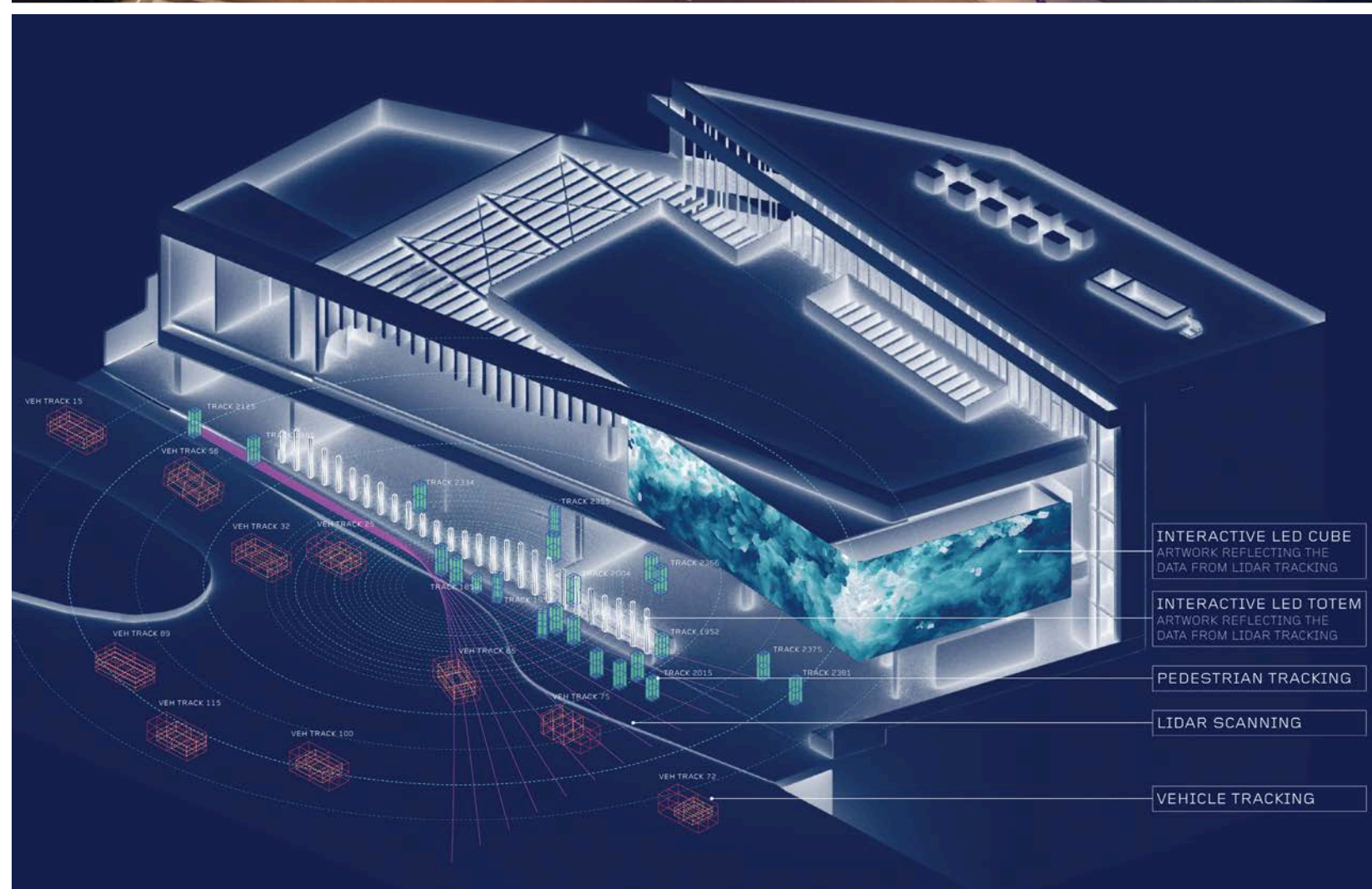


DESCRIPTION

The project features a dynamic “media cube”—a gorgeously vivid apparition made of three seamlessly integrated LED panels. The panels dynamically cycle through a kaleidoscope of colorful visuals—original art by Refik Anadol on two panels and 1,000 square feet of bespoke advertising facing south on the third. Anadol’s art periodically occupies all three panels. The high visibility and innovative display format of the media cube give advertisers both the opportunity and the encouragement to invest in unique content for this site. The diverse elements in this structure—art, advertising, dynamic architectural form, and dense landscaping throughout—merge to create fluid, evolving experiences as you move around and through the building.

PROJECT FEATURES

The Now’s concrete frame is peeled and cut to allow internal programmatic uses to flow onto the exterior facade into landscaped terraces. The terraces combine lush landscaping with views of adjacent billboards to create indoor/outdoor spaces unique to Sunset Boulevard. The open terraces invite pedestrian and vehicular gaze and the views across the undulating facade evolve as people move past or enter the building. The cascade of internal programming onto terraces results in a facade which combines advertising, an interactive digital art installation, social activity, public space, and landscaping to create an iconic facade along the Sunset Strip.



INTERACTIVE LED CUBE
ARTWORK REFLECTING THE
DATA FROM LIDAR TRACKING

INTERACTIVE LED TOTEM
ARTWORK REFLECTING THE
DATA FROM LIDAR TRACKING

PEDESTRIAN TRACKING

LIDAR SCANNING

VEHICLE TRACKING

8433 Sunset

THE COMEDY STORE

ARCHITECTURE & DESIGN
RCH STUDIOS

MEDIA COMPANY
ORANGE BARREL MEDIA



DESCRIPTION

This project brings a new two-sided digital marquee at the western end of The Comedy Store. With a nod to the tradition of historical marquees and a deep respect for the history of the venue, the digital Marquee combines digital and analog media to make a striking visual impact on Sunset Boulevard while enhancing the pedestrian experience. The Marquee draws on the history of striking signage at premier performance venues along the Sunset Strip and beyond. Its size and proportions are carefully calibrated to resonate with the iconic language of The Store. By adopting the language of classic marquees and The Comedy Store's own iconic signage in the design, the lines blur between contemporary media and old-time showmanship.

PROJECT FEATURES

For nearly 50 years, The Comedy Store has been a cultural institution on the Sunset Strip, helping to define the very essence of West Hollywood as a unique hub of creative activity and artistry. Proceeds from commercial content hosted on the Marquee will support the ongoing curation of creative content on the wall sign, transforming the sidewalk in front of the Store into an extension of the interior performance space and allowing travelers a glimpse into one of West Hollywood's great institutions. The reimagined letterboard along Sunset Boulevard will enliven the already bustling pedestrian life in front of the venue with Comedy Store curated content.

8301 Sunset

THE SOURCE

ARCHITECTURE & DESIGN
ERIC OWEN MOSS ARCHITECTS
SYMBLAZE, INC.

MEDIA COMPANY
BIG OUTDOOR



DESCRIPTION

The Source is a simple, minimalist design that blends naturally into both the landscape upon which it is situated and the surrounding cityscape. To maximize building efficiency, signage exposure, and public space, the project consolidates the existing collection of buildings into a single, cohesive design incorporating: the sign itself forms 1,500 square feet of the south- and east-facing façade of a 4-story structure. The three-dimensional screens wrap organically around the corner to form the south- and east-facing façade of the sign structure, maximizing views going either west on Sunset Boulevard, or north on Sweetzer Avenue. Both the building façade and the sign panels share the same surface. The sign's unique shape and multiplanar surface are also innovations for the Strip and beyond.

PROJECT FEATURES

Sweetzer to Sunset is an important gateway into the Sunset Strip. The structure and sign will serve as a landmark that signals to vehicles and pedestrians the world-famous location they are entering. The project will also include an outdoor public plaza to revitalize the space as a pedestrian haven. It also contains a highly usable outdoor and indoor space above the restaurant and plaza for events and pedestrians, events, growth, and community. The architecture of the building and integrated sign sets out to create a positive and memorable experience for visitors. The sign building will have at least one level of its four-level interior devoted to civic use, such as public art gallery space, meeting rooms, and/or displays on the site which pay homage to the legendary Sunset Strip.

THE HARPER

ARCHITECTURE & DESIGN
 AXIS/GFA
 STEVE KENT ARCHITECTS
 STANDARDVISION

MEDIA COMPANY
 Outfront



DESCRIPTION

The Harper contains a remarkable digital billboard display wrapping around the highly visible Southeast corner of Sunset Boulevard and Harper Avenue and includes feathered accent fixtures designed as a floating scrim. The concept responds to the rhythm and curvature of the new hotel/residential project being developed for this site, announcing the design as a new landmark eastern gateway to the Sunset Strip. In harmony with the sweeping curve of the street and building, the digital elements of the proposed signage merge to define the architectural concept. Through uncommon use of transparency and separation, the digital display presents as both functional and innovative. With natural sensitivity to the surrounding community, light and media will be programmed to enhance the entire façade as a cohesive whole.

PROJECT FEATURES

When driving West, a rooftop “Welcome” sign is proposed at the North East corner of the building as a civic gesture and cultural gateway. The balcony edges and curtainwall mullions serve as grid lines that subtly connect the design of light and media elements with the material and proportions of the building at an elevated scale. Architecturally integrated media walls at the ground floor level are visible from the building exterior and draw pedestrian traffic into the sunken courtyard and towards the building's main entrance. The ground floor art mural wall will create an opportunity for ongoing curation of culturally relevant artwork and promote enhanced public engagement of the space.



13 THE SUNSET 8590 Sunset

ARCHITECTURE & DESIGN
JF()AK

MEDIA COMPANY
ORANGE BARREL MEDIA

Cumulus, the eye-catching sign at The Sunset, is a sign and frame structure that sits atop The Sunset's western most building. Cumulus' commercial content is highly visible to those heading west along Sunset Boulevard. The frame takes the form of a cumulus cloud and integrates elements of the sky with the green, dense manifestations of nature found on the earth's surface



11 EVELEIGH 8752 Sunset

ARCHITECTURE & DESIGN
RCH STUDIO

MEDIA COMPANY
ORANGE BARREL MEDIA

This project reimagines an existing freestanding sign at 8752 Sunset Boulevard. The two-sided, edge-to-edge internally illuminated screen is anchored to the support along its base and vertically on its southern edge, with distinctive areas of native planting material softening the transition from frame to content.



18 PIAZZA DEL SOL 8439 Sunset

ARCHITECTURE & DESIGN
MEDIA COMPANY
Outfront

The proposed sign sits atop the roof of the Piazza Del Sol with a similar placement to a sign originally located on the southwest corner of the building. The sign's square format will create a unique character for the sign, differentiating it from neighboring advertising displays.



Final Designs Pending

8 8847 Sunset

14 8539 Sunset

SELECTION COMMITTEE PROFILES

With the ambitious goals of the program the City of West Hollywood assembled an independent outside review panel of experts in the fields of architecture, media, arts, advertising, historic resource preservation who independently scored projects based. The Design Excellence Reviewers include:

Frances Anderton

Frances Anderton is host of DnA: Design and Architecture, a weekly radio show broadcast on KCRW NPR station in Los Angeles. For many years she produced KCRW's acclaimed current affairs shows, To The Point, and Which Way, LA? She has served as correspondent for the New York Times and Dwell magazine. Her books include Grand Illusion: A Story of Ambition, and its Limits, on LA's Bunker Hill, based on a studio she co-taught with Frank Gehry and partners at USC School of Architecture. Honors include the Esther McCoy 2010 Award for her work in educating the public about architecture and urbanism from USC School of Architecture's Architectural Guild; she was SCI-Arc's "Honored Guest" at its 2018 Main Event. Anderton was raised in Bath, England, and studied architecture at the Bartlett at University College London.

David Agnew

David Agnew is a business executive, consultant and lawyer to clients in the entertainment, fine arts, architecture and hospitality industries. David is also co-owner of Vinyl Moon, an innovative vinyl record subscription service. David has held executive positions with some of the world's largest media companies, including the Walt Disney Company, where he served as President of the Disney Music Group, and Sony Music Entertainment, where he served as a business affairs executive.

He was also a founding member and President of StandardVision, a leading architectural media and design firm. David began his career as an associate at the law firm of Mitchell, Silberberg & Knupp. He completed his undergraduate education at Georgetown University and Oxford University and holds a law degree from Columbia University.

David Ehrlich

Ehrlich is the founder FinWater Advisors, LLC, a sports, entertainment and outdoor media consulting firm specializing in the creation of interactive media platforms. Ehrlich's primary business focus is a national practice based on the creation, launch and operation of urban outdoor media districts. Taking the model created in Denver for the Denver Theatre District (the first public purpose urban sign district), Ehrlich has assisted cities—including West Hollywood—in developing their outdoor media assets. He is a national leader in this area and an advocate for public-private partnerships that develop downtown cores creatively through outdoor media. Ehrlich's past and present clients include the Denver Theatre District, of which he is the Executive Director, DreamHack – the world's largest digital media festival, Superfly Presents, Anschutz Entertainment Group, and the Cities of Denver, Broomfield Colorado, Allen Texas and Independence Missouri.

Rick Robinson

Rick Robinson is a Partner and the Chief Strategy Officer at Billups. Billups is a tech-enabled media company with the largest US independent OOH (Out of Home) managed services group. Rick started in the OOH business in 1986 as a local salesperson and has sold, planned or bought virtually all forms of traditional and non-traditional OOH media over his 34-year career. His legacy of achievement stretches across multiple disciplines including local and national sales, media planning & buying, product development, promotions, legislative testimony, creative, data science applications and executive leadership. Rick is also internationally recognized as one of the most versatile, influential and passionate advocates in the OOH industry today. and Adweek to Juxtapose, Art Voices and PBS Television. Rick's personal pursuits include local pro bono work for the arts as Board President and Advisor for Art Share LA.

Manny Rodriguez

Manny directs in all areas of television, from late-night to daytime talk, reality, music/variety, comedy specials and series television. Winner of a Daytime Emmy and Latin Grammy Award for Directing. Previous to his directing career, he spent 20 years as a camera operator, a recipient of 11 Emmy nominations and winner of a Prime Time Emmy Award. He has been a resident of West Hollywood for 18 years, currently serves as Vice-President of the West Hollywood West Residents Association and formally chaired and served on the West Hollywood Public Facilities Commission.

Elizabeth Timme

Elizabeth is a third generation architect born in Houston and raised in Los Angeles. Watching her parents build in remote locations and start a design school meant that Elizabeth grew to see the practice of architecture as a community-based profession. Growing up in Texas where land use planning and zoning is limited and California where exclusionary zoning practices are historic, Elizabeth is excited by the challenge of Los Angeles where rules are plentiful but often contradictory. Elizabeth co-founded LA-Más because she saw a need for a design approach to be integrated early on in public projects and civic planning. She believes designers can help create a unified vision, identify creative alternatives, and work in partnership with communities. Elizabeth provides leadership at LA-Más by ensuring all projects are thoughtfully designed and critically engage systemic problems.

Nels Youngborg

Nels is a Senior Associate at Chattel, a historic preservation consulting firm based in Los Angeles. The firm specializes in applying the Secretary of the Interior's Standards for the Treatment of Historic Properties (Secretary's Standards) and interpreting federal, state, and local historic preservation law and regulations. Nels holds a Master of Science in Historic Preservation from the University of Pennsylvania.

AWARDEES

Signage, Media, and Advertising Companies

- Ace
- Big Outdoor
- Consumer Experience Group
- Daktronics
- iKahan Media
- Orange Barrel Media
- OutFront Media
- Netflix
- Pop! Outdoor Media
- Porter 24
- Prismview/Samsung
- Sensory Interactive
- StandardVision
- SYMBLAZE, Inc.
- 3.0 Outdoor
- ~sedna

Architecture/Design Firms & Artists

- Alex Israel
- AXIS/GFA Architecture + Design
- Eric Owen Moss
- Hunt Design
- Lorcan O’Herlihy Architects [LOHA]
- Mark Mothersbaugh/Mutato Muzika
- MITHUN | HODGETTS + FUNG
- Office Untitled
- P-A-T-T-E-R-N-S
- RCDF Studio / Rogerio Carneiro
- RCH Studios
- Refik Anadol
- Steven Kent Architecture

