

SUNSET BOULEVARD

off-site advertising signage program



DESIGN EXCELLENCE SCREENING - EASTSIDE RECONSIDERATION
APPLICATION SUBMISSION GUIDE V2

DATE ISSUED: AUGUST 2020
PROPOSALS DUE: SEPTEMBER 30, 2020



SUNSET BOULEVARD OFF-SITE ADVERTISING SIGNAGE
DESIGN EXCELLENCE RECONSIDERATION SCREENING
INFORMATION PACKET

On April 1, 2019 the West Hollywood City Council adopted an update to off-site advertising signage policy for Sunset Boulevard to ensure high-quality signage projects that are highly creative, contextual for Sunset Boulevard, and sensitive to adjacent land uses. The update created new opportunities for digital off-site advertising signage and billboards along Sunset Boulevard. The City of West Hollywood has elected to limit the initial number of new signage applications under review by screening proposals by a process determined by the City Manager, as is outlined in the terms of the Sunset Specific Plan.

APPLICATION PROCESS OVERVIEW

Beginning on October 14 and concluding on November 4, 2019, hopeful applicants were allowed to submit screening applications to the City. In total 43 applications were received. Following training and site visits to the Sunset Strip, the Design Excellence Review Committee began its review on the submissions in December 2019. After review of each of the projects, committee discussions, and individual site visits, and independent member scoring, the review concluded in May 2020.

Each screening application was independently reviewed and scored based on specific criteria related to design quality, economic development, public benefit, sustainability, and adaptable design. These 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. Final scoring sheets were independently reviewed, averaged, and rankings were certified by the auditing firm White Nelson Diehl Evans LLP.

On July 20, 2020 the West Hollywood City Council voted in support of a recommendation to allow the reexamination and screening of project submittals on the east end of the Sunset Strip, at the City's eastern gateway, and for sites that include legacy video screens. The intent was to encourage a continuous and curated digital arts experience across the entire Sunset Strip within in the next few years.

The City anticipates details about the next open round of screening to be shared in early 2021.



FEES & APPLICATION INSTRUCTIONS

Applicants are required to pay a fee of \$10,050 prior to the submittal of their screening application, including reexamination applicants. Screening application fees will not be refunded if an applicant does not secure a concept award. Fees will not be refunded because they are used to cover the costs of City expenses (staff time and material costs) to prepare and implement the screening application process, as well as expenses of the Design Excellence Screening Committee.

Proof of payment must be included with the screening application submittal. The only proof of payment that will be accepted is a City of West Hollywood cashier receipt.

To submit your application please contact planning@weho.org or call (323) 848-6475 to make an appointment with a planner. Be sure to include both email and phone number so that a planner can reach you.

Applications will be reviewed in the order they are received. Once a complete application has been submitted to the City, staff will work in conjunction with the Design Excellence Screening members to provide detailed feedback on the proposal. Applicants will have two opportunities to resubmit designs based on this feedback prior to final scoring by the committee members.

MAP OF THE SUNSET SPECIFIC PLAN AREA

City of Los Angeles

Havenhurst Dr.

Subarea 4

N. Harper Ave.

Roxbury Rd.

Subarea 3

N. Sweetzer Ave.

Subarea 2

N. Kings Rd.

Olive Dr.

Subarea 1

Queens Rd.

N. La Cienega Blvd.

Miller Dr.

Alta Loma Rd.

Lomboderry Pl.

Sunset Plaza Dr.

Sherbourne Dr.

Holloway Dr.

Palm Ave.

Horn Ave.

Larrabee St.

N. Clark St.

N. San Vicente Blvd.

Hilldale Ave.

Hammond St.

N. Wetherly Dr.

N. Doheny Dr.

Cory Ave.

Carol Dr.

Cory Ave.

Doheny Rd.

Phyllis St.

City of Beverly Hills



SUBMISSION CATEGORIES

Eastside Reexamination (limited by subarea)

This submission category is open to sites for which an application was submitted during the first round of review, did not secure a concept award, and are located east of La Cienega Boulevard. To secure a concept award a proposed project must reach a threshold of 2550 points and be top-scoring within each of the following subareas (see map above):

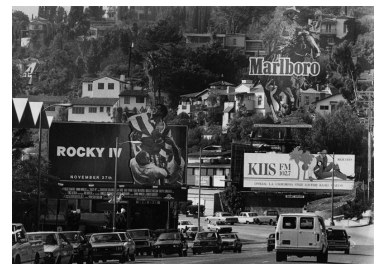
- Subarea 1 (1 potential concept award)
 - Subarea 2 (2 potential concept awards)
 - Subarea 3 (2 potential concept awards)
 - Subarea 4 (1 potential concept award)
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Eastern Gateway (between Marmot & Roxbury)

This submission category is open to sites at the City's eastern gateway identified in the Sunset Specific Plan that can create a digital art and advertising experience visible traveling westbound into the City of West Hollywood. To secure a concept award a proposed project must reach a threshold of 2550 points and have unobstructed visibility from 2500' from outside of the City of West Hollywood facing westbound travelers. One potential concept award is available for this category of submissions.

Sites with Legacy Video Screens

This submission category is open to sites that contain legacy video screens permitted by the City of West Hollywood. To secure a concept award a proposed project must reach a threshold of 2550 points and remove any existing outdated video screens that do not conform with the standards and policy objectives of the Sunset Specific Plan. Two potential concept awards are available for this category of submissions.



Historical Images of Billboard on Sunset Boulevard

SCREENING APPLICATION REQUIREMENTS

Required Items

- Application/Owner Information Form
- Proof of Payment
- Cover Letter and Project Narrative – Concise Overview of the applicant’s proposal, including the type of project submittal, the design concept, and how the submission meets the overall intent of the policy. (max 5000 words)
- Design Excellence Criteria Description – Detailed narrative for each major category or individual criterion of how the submission meets the objectives.
- Site Plan
- Table indicating the site zoning designation, FAR limitation, existing or proposed square footage (*not required for Cultural Resource Projects)
- Building/Sign Elevation Drawings
- Project renderings (including all proposed on- and off-site signage) that demonstrate the proposed project in relation to adjacent parcels
- Site lines studies from at least four viewing angles (east, west, north and south)
- Design and Project Team Bios/Relevant Project Experience

Cultural Resource Project Requirements

- Historic Assessment
- Narrative describing how work complies with Secretary of Interior standards for rehabilitation

Optional Items

- Financial Feasibility Analysis
- Video/Animations
- Project Fly-Through
- Signage Technology Schematics
- Virtual/Immersive Experience

Items That Will Not Be Accepted

- Physical Models

SUBMITTAL PERIOD

Design Excellence Screening Applications may be submitted to the City of West Hollywood during normal business hours between August XX, 2020 and September 30, 2020. Notification of complete and on-time applications will be provided within 3 business days of submission. Staff will review submissions in the order received. Incomplete or inoperable submissions will be issued a notice to cure those identified submission portions. Once submitted a project applicant will have 1 week to resubmit final materials.

DOCUMENT SUBMITTAL

Each submission shall be submitted electronically to the City of West Hollywood in PDF format.

NUMBER OF APPLICATIONS & PROJECT ALTERNATIVES

Only one application for any project type may be submitted for each property, with the exception of Creative Reallocation or Advertising Conversion projects which may be submitted as a separate proposal for a property that also includes another type of application. Each proposal may only contain one single, consistent design concept.

PROJECT APPROVALS

A concept award does not constitute a project approval for any sign proposal or associated development project, building renovation, cultural resource designation, or any other permit type. Top-scoring applications will be required to acquire all necessary entitlements and permits to construct the proposed project.

ADDITIONAL CEQA ANALYSIS

Successful project submissions that do not totally conform to the provisions of the Sunset Boulevard Off-Site Advertising Policy provisions may require additional analysis and review per the California Environmental Quality Act.

APPEALS

Scores from each of the Design Excellence Screening Committee members will be averaged and will be final. The composition of the committee represents perspectives from multiple design, architecture, and signage experts and non-experts alike and the committee's collective decision making shall be the final decision and function as an appeal.

SUBSTANTIAL CONFORMANCE

It is understood that changes need to be accommodated in design due to various factors; however, successful applicants will be expected to bring forward a sign proposal as part of a complete permit application that is in substantial conformance with the materials reviewed and scored by the evaluation committee.

PUBLIC RECORDS REQUESTS AND PROPRIETARY DATA

All screening applications will become the property of the City when received. Information contained in the screening applications may be subject to disclosure under the California Public Records Act.

TIES

After scoring is complete, if a tie exists that impacts which applicants are in a top-scoring position, the project that has a higher averaged score in the Design Quality shall be deemed the higher scoring application.

DISCLOSURE REGARDING CHANGES TO PUBLISHED INFORMATION

While it is not anticipated that any changes to published information will occur, the City of West Hollywood does reserve the right to update any information on the project webpage as necessary to resolve any unanticipated issues that may arise prior to, during, or after the screening period. Any updated information will be noted as updated. All applicants are encouraged to check the City's webpage before submitting their final application materials.

Precedent Images of Creative Integrated Digital Advertising



CONTACT WITH DESIGN EXCELLENCE REVIEWER PANEL MEMBERS

Contact with any member of the Design Excellence Screening Committee is strictly prohibited. Any violation will result in the dismissal of the applicant's screening application. Additionally, applicants should be aware that all Design Excellence Screening Committee members are required to immediately report any attempted contact (email, phone, in-person, by mail, etc.) by an applicant to the City Manager.

Applicants are allowed to contact City Councilmembers, but they should be aware that the City Council will not be reviewing or scoring the screening applications. In addition, City Councilmembers, members of the Planning Commission, and members of the Historic Preservation Commission are not allowed to contact any members of the Design Excellence Screening Committee. Staff strongly encourages applicants to carefully review the weighting criteria, and focus their efforts on submitting a detailed and comprehensive screening application that aligns with the criteria.

QUESTIONS

Questions regarding the screening application and weighting criteria should be emailed to City staff at beck@weho.org until September 28, 2020. The City will endeavor to answer all questions in a timely manner and publish a list of common questions on the City's project website.

CONTACT INFORMATION

Bryan Eck, Acting Long Range Planning Manager
City of West Hollywood
beck@weho.org
323.848.6858



City of West Hollywood
California 1984



City of West Hollywood
**SUNSET BOULEVARD OFF-SITE ADVERTISING SIGNAGE PROGRAM
 DESIGN EXCELLENCE SCREENING APPLICATION**

SECTION A – APPLICANT INFORMATION Please provide the below business information for your sign project.
 THE APPLICANT MUST BE SITE OWNER

1. Project Type: (only check one)

- Eastside Reexamination Eastern Gateway
- Legacy Video Screen

2. Project Location Address

3. Applicant/Site Owner Name

4. Mailing Address	5. City	6. State	7. Zip Code
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SECTION C - PRIMARY CONTACT INFORMATION (This will be the contact person for any questions regarding the screening application)

4. Name	5. Title/Company	6. Phone Number	7. Email Address
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Contact with Design Excellence Committee Members

Contact with any member of the Application Evaluation Committee is strictly prohibited. Any violation will result in the dismissal of the applicant’s screening application. Additionally, applicants should be aware that all Application Evaluation Committee members are required to immediately report any attempted contact (email, phone, in-person, by mail, etc.) by an applicant to the City Manager.

I hereby declare that I understand that any contact by anyone associated with the Design Excellence Screening Application with Committee Members directly related to the project submission shall result in the automatic dismissal of the this application.

Signature	Printed Name	Date Signed
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AFFIRMATION & CONSENT

Under penalty of perjury, I hereby declare that the information contained within and submitted with the screening application is complete, true, and correct. I understand that a misrepresentation of fact is cause for rejection of this application, denial of a license, or revocation of a license issued. By signing below, I also hereby declare that I have read the application information packet and will adhere to the guidelines and requirements included in it:

Signature	Printed Name	Date Signed
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