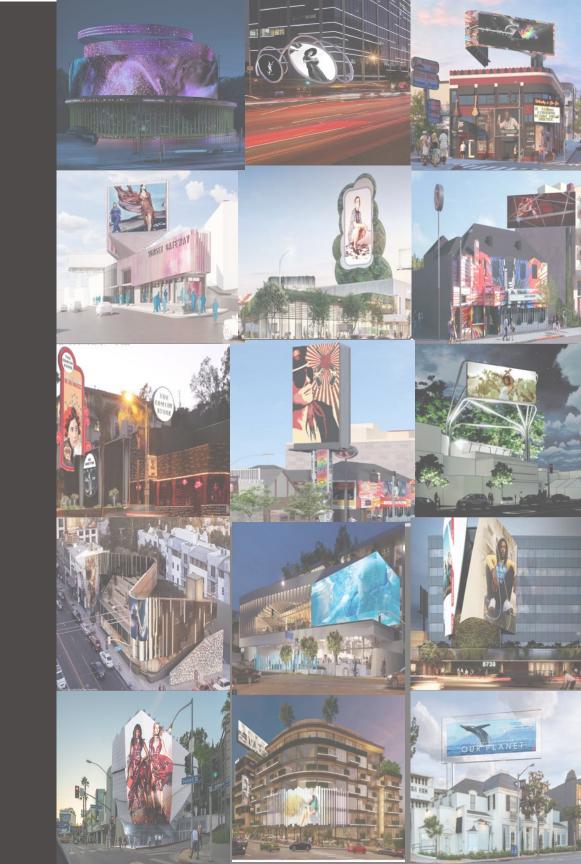


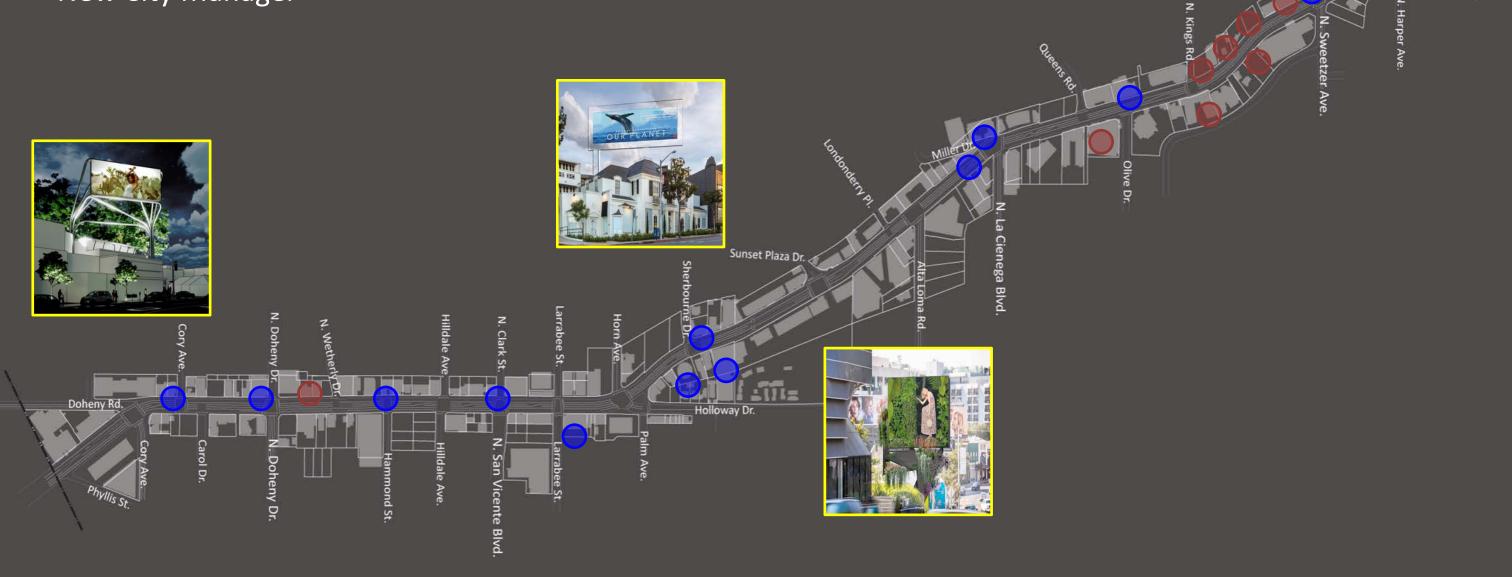
# **MEETING OVERVIEW**

- Why the delay?
- Sunset Arts & Advertising Screening Basics
- Round 2 Review Details & Processes
- Timelines
- Q&A



# Why the delay?

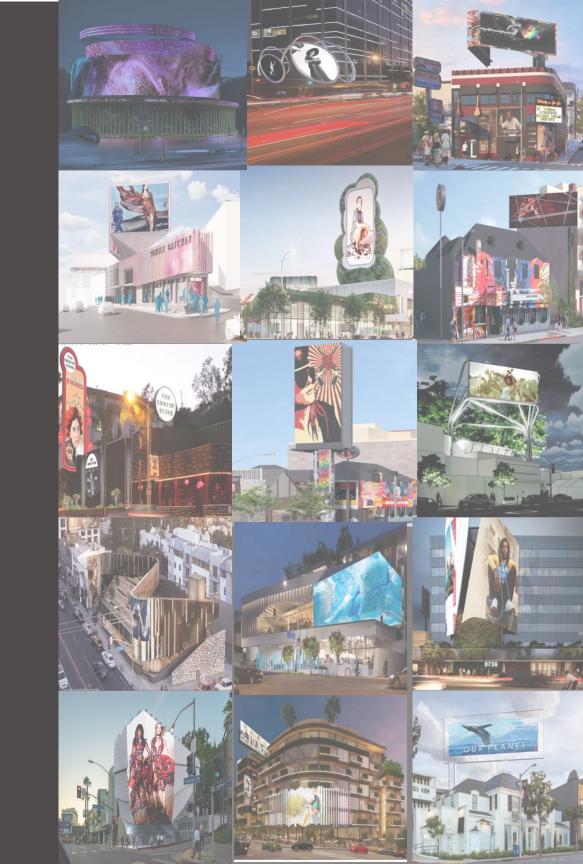
- Working on Project Approvals (3 Approved, 6 at Hearings)
- Valuation/Saturation Study
- New City Manager



#### DESIGN EXCELLENCE SCREENING

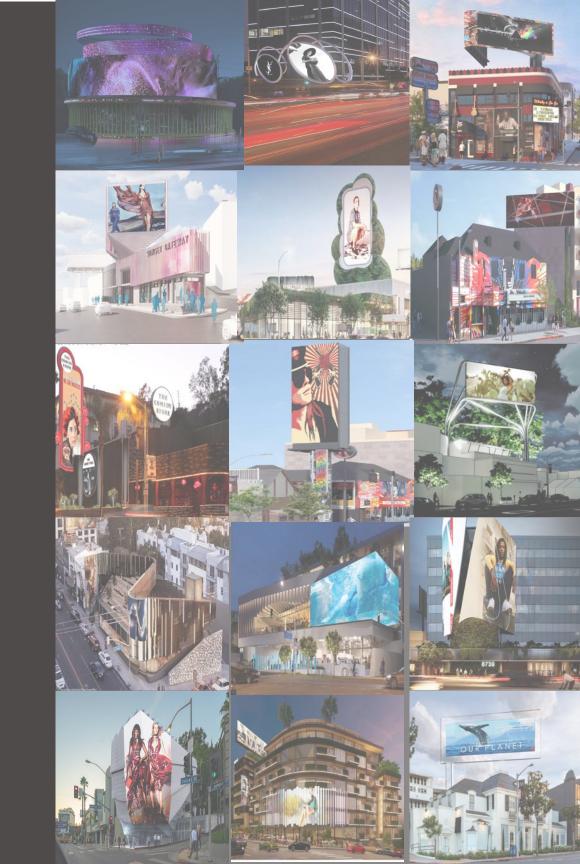
- All new off-site advertising projects need to be screened for "Design Excellence"
- To manage the number of projects under review, the City Manager determines the screening details, including process, timing, and number of awards
- Submissions are Reviewed by Panel of Outside Experts
- Review is based on the design principles in the signage chapter of the Sunset Specific Plan

Design Excellence
Contextual & Compatible Design
Responsive to Culture & History of Sunset
Architectural Integration
Economic Development Potential
Public Benefits



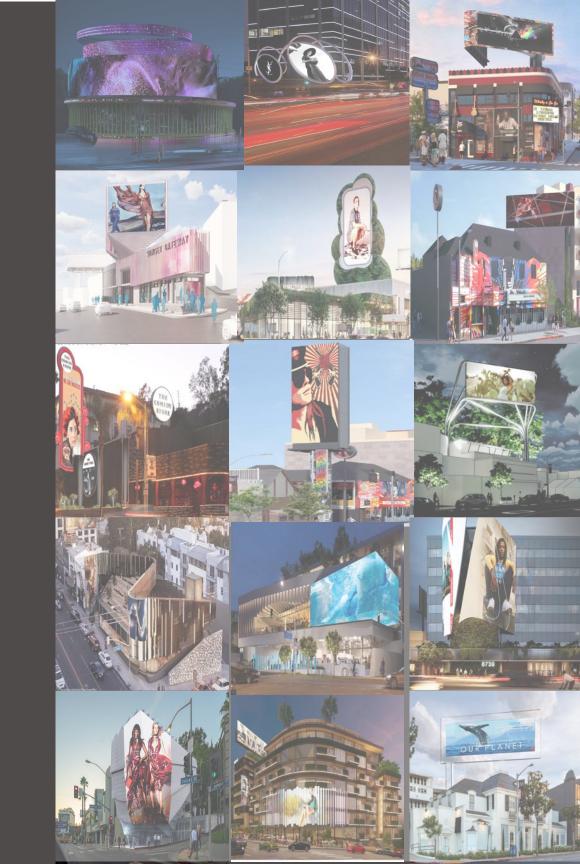
## PROJECT APPROVAL BASICS

- Only exceptional projects are granted a Concept Award (valid for 2 years)
- Every project must then go through the City Approval Process
   Staff Design Review
   Sunset Arts & Advertising Subcommittee
   \*Historic Preservation Commission
   Development Agreement Negotiations
   Planning Commission
   City Council
- Only approved with a Development Agreement with the City
   Defines Public Benefits
   Provides Long-Term Signage Rights For the Property Owner



#### PROJECT EXPECTATIONS

- Reward Positive Land Use Outcomes
  - New Development/Building Remodels
  - **Historic Preservation**
  - Public Realm Improvements/Open Space Creation
- Increased Design Expectations
- Extraordinary Public Benefits
  - 17.5% of programming time controlled by the City
  - Revenue Sharing
  - Public Space Creation/Improvements/Funding
  - Ongoing Technology Improvements
  - Social Equity Component



### **ROUND 2 PROJECT AWARDS**

• Round 2 Rescreens (4 Potential Awards)

West of La Cienega

Applied in Round 1

New Development or Major Remodel (75% of allowable FAR)

Open Submission (4 Potential Awards)

Any location in the Sunset Specific Plan Area 1 Reserved for Cultural Resource No submission categories

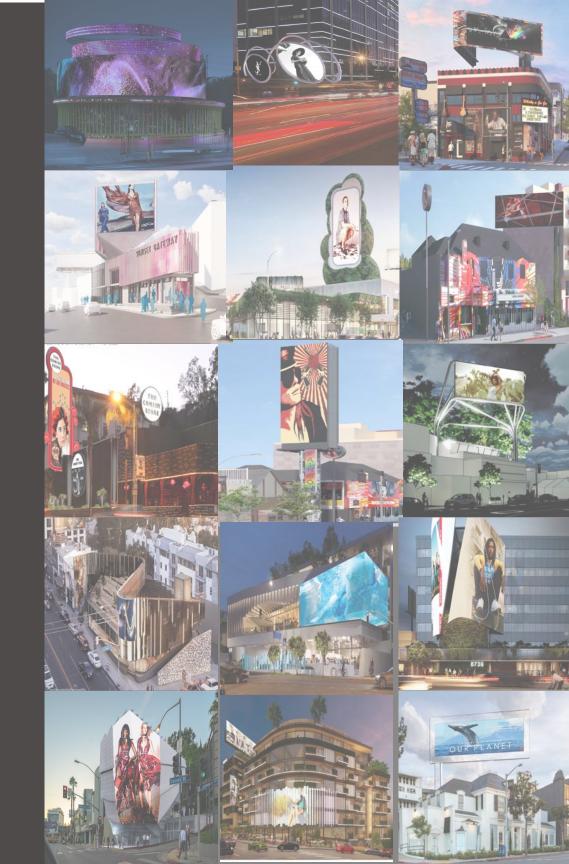


Potential Gateway Approvals

Coordination of existing, awarded and/or awarded projects

#### PROPOSED TIMELINE

- February 2021 Information Session
- AUGUST 2021 STAKEHOLDER BRIEFING
- September 20, 2021 City Council Report of Draft Materials
- September 24, 2021 Release of Final Materials
- October 15, 2021 Rescreen Applications Due
- December 3, 2021 Mid-Point Session\*
- January 31, 2022 Rescreen Designs Due
- January 31, 2022 Open Submission Applications & Designs Due
- April 15, 2022 Project Selection Published



# **KEY RESOURCES**

www.weho.org/sunsetdigital

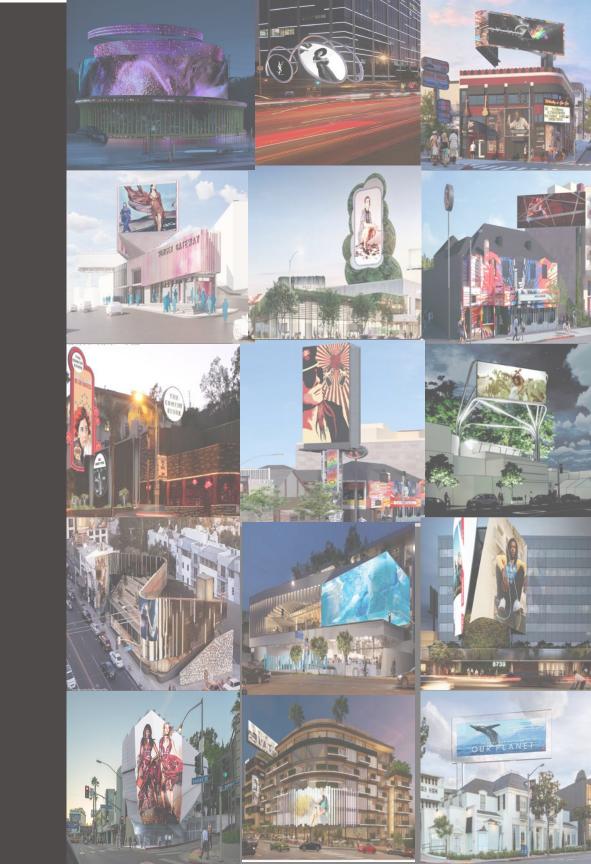


Round 1 Overview Report



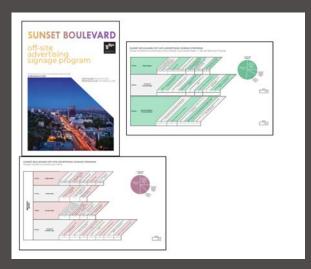
Example Submissions

Downloadable Media Kit (ZIP)



# KEY RESOURCES

Round 1 Evaluation Materials



Program Rules and Regs

#### **ADDITIONAL RESOURCES:**

Adopted Sunset Boulevard Off-Site Advertising Policy & Guidelines

