

SUNSET ARTS & ADVERTISING PROGRAM

ROUND 2
STAKEHOLDER
BRIEFING

August 3, 2021

**TOURIST
INFORMATION**

**HOLLYWOOD
GUIDE SERVICE
TOURS BY THE
TRIP HOUR or DAY**
PHONES:
DAY HI-7911 | NIGHT HE-3449
TILL
HRS 9 A.M. SUNSET

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LIFE

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



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



SUNSET BOULEVARD ARTS & ADVERTISING PROGRAM

Round 2 Stakeholder Briefing
August 3, 2021

MORE INFORMATION

www.weho.org/sunsetdigital

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