

SUNSET BOULEVARD

ROUND 2

EVALUATIVE CRITERIA EXPLANATION HANDOUT



IS THE DESIGN EXCEPTIONAL?

Innovative media formatting integrated with excellent building design

- Size, proportion, display materials/methods differentiates from standard billboard formats and display methods.
- Is there a consistency of style, a cohesive approach between the proposed sign and development? This includes: vertical orientation, curved or multi-planar surfaces, and/or non-standard proportions to which create an original and imaginative sign.
- Creatively uses the latest in technology to ensure digital image quality.
- Durable, functional, beautiful, harmonious with context.

Timeless design approach that contributes to the iconic nature of Sunset Blvd

- Simple, durable, classic proportions, minimal, relatively unadorned.

Quality of design approach for the billboard, building architecture, public spaces

- Such as architectural lighting elements, green walls, or other innovative design features. Especially those that complement, integrate, or operate with any proposed off-site signage and public art.

Responds to topography and curves of the street.

- Aligns to curves and topography creating focal points, visual surprise and interest.

Quality & cohesion of creative features, signage, and architecture integration

- How well do the features integrate into the overall project?
- Is there a cohesive design approach through materials, style, colors, lighting, texture, and other features?

DOES THE PROJECT CREATE A UNIQUE OPPORTUNITY FOR THE DISPLAY AND EXPERIENCE OF PUBLIC ART?

Innovative opportunities for integrated public art

- Integration between digital media and traditional mediums

Furtheres the City's vision for enhancing public art on the Sunset Strip

- Describe the operation public art plan for the sign(s), and are there other types of public art on-site

DOES THE PROJECT SHOWCASE A COMMITMENT AND SENSITIVITY TO THE IMPORTANCE OF DIVERSITY IN THE ARCHITECTURAL DESIGN AND/OR ADVERTISING INDUSTRY?

Acknowledges the importance of diversity regarding its project team makeup, collaborators and/or partnerships

- Does the proposal incorporate and engage diverse voices, artists or other professionals who may be unheard or excluded from projects such as this?
- To what extent does your proposal ensure these partnerships will be long-standing and long-term throughout the project (design phase to programming)?

Demonstrates thoughtful inclusive design & public benefit concepts

- Does the design concept or team consider the diverse backgrounds of the public who will be noticing or interacting with the project - those of various socioeconomic status, race, ethnicity, individuals with disabilities, age, gender identity, individuals within the LGBTQ community, etc.

DOES THE PROJECT CREATE AND SUSTAIN A POSITIVE LAND USE OUTCOME?

Maximizes full land use potential

- Location with high relative value include SSP target sites, city gateway locations, highly visible locations on Sunset or from afar, locations that will have higher than average number of impressions.

Results in signage that is secondary to the land uses on the lot

- Narrow, small, irregular or otherwise constrained lots. Lots with cultural resources exempt from this category.

DOES THE PROJECT ADD VALUE TO THE PUBLIC REALM, THE EXPERIENCE OF PLACE AND THE EXPERIENCE ALONG SUNSET BLVD?

Quantity and quality of exceptional public benefits, legacy uses, or other features that address identified City priorities and community needs

- *See priorities found in the West Hollywood Public Benefits Framework and the Sunset Specific Plan.

Incorporation of innovative public space in the design concept

- Creates a visually interesting/intriguing area for the public that enhances the humanity of life on the street. Establishes a multi sensory experience for the pedestrian.

Enhances adjacent public spaces and the overall pedestrian experience

- Creates, expands, or enhances public spaces on-site or adjacent to the property, improves or creates the ground-level experience that supports pedestrian movement or places to congregate.

DOES THE PROJECT CREATE VALUABLE SIGNAGE THAT REINFORCES SUNSET AS THE PREMIER DESTINATION FOR CREATIVE ADVERTISING?

Increases value and visibility of off-site signage that attracts new viewers and resonates with the City's creative identity

- Does the sign provide a reason for pedestrians to stop and observe?
- Will people come to specifically watch or interact with the sign? Does the quality of the sign(s) or project help reinforce Sunset Boulevard as one of the primary nodes of off-site advertising locations around the world?
- The sign has the potential to become an iconic sign.
- Memorable, recognizable, place-maker.

Envisions and is capable to evolve with future technology and provides the opportunity for upgrades

- Recognizes, considers and can adapt to future technological upgrades. Longevity of the design/concept/project overall.
- Programmable, adjustable to accommodate new technology.

Designed to respond to and evolve with future cultural and lifestyle events and trends

- Captures and furthers the iconic nature of Sunset Boulevard by responding to the history, culture, spirit, and energy of Sunset Boulevard and helping define the next layers of history and culture.

DOES THE PROJECT CREATE POSITIVE ECONOMIC DEVELOPMENT OUTCOMES ON THE SUNSET STRIP?

Incorporates a well established plan to generate consistent, long-term revenue for the City

- Does it generate revenue for the City?

Incentivizes the preservation of significant Cultural Resources through off-site signage revenue

DOES THE PROJECT ALIGN WITH THE CITY OF WEST HOLLYWOOD'S ONGOING AND FUTURE INITIATIVES TOWARD SUSTAINABILITY AND BEST GREEN PRACTICES?

Quantity and quality of innovative sustainability features

- Clean energy features, storm-water capture, heat island reduction elements, etc.

Recognition and incorporation of the natural habitat of the area

- Integrates native or indigenous plants, biodiversity, and other climate-appropriate vegetative elements into the site area.

Consideration of climate change and green practices through the design, operation, or maintenance

- Does the project concept and design align with the City's goals to eliminate carbon emissions? (e.g., use of non-toxic, durable materials, energy-efficient, etc.) *See the WeHo Climate Action Plan for more details.

DOES THE PROJECT BUILD ON THE HISTORIC AND CULTURAL ASPECTS OF THE SUNSET STRIP?

Compliments and protects the character-defining features of neighboring and/or on-site cultural resources

- Does not obscure or alter the important character-defining features of cultural resources on-site or on neighboring sites. Improves, revitalizes, restores, and/or protects character-defining features on-site.

Builds on and respects the historical, cultural identity, and energy of Sunset Boulevard

- Including all eras of development and cultural relevancy of the Sunset Strip.
- Captures and furthers the iconic nature of Sunset Boulevard by responding to the history, culture, spirit, and energy of Sunset Boulevard and helping define the next layers of history and culture.

IS THERE A POSITIVE RELATIONSHIP BETWEEN THE PROPOSED SIGN & EXISTING OR OTHER PROPOSED SIGNAGE PROJECTS?

Compatible with surrounding buildings and natural features

- Use of color, material, style that reflects the context of Sunset Boulevard and surroundings.
- Facing digital screens away from windows, especially those with sensitive uses (residential, hotel, etc.).
- Avoids poorly designed and uncoordinated elements that may not align with the area.
- Does the proposal prioritize design elements that enhance the quality of the area for residents and visitors alike? How does the proposal demonstrate the it will be a “good neighbor”?

Complements existing signage, showing a seamless approach to all on- and off-site signage on the project site

- Consistency of materials, size, proportion, font, style, rhythm.
- Not obscuring or obstructing access or views, improved/enlarged/enhanced elements when compared to existing, new open spaces, improved/new facade treatments that create an pedestrian-supportive environment.

SCORING RUBRIC

	POINTS	% of TOTAL
1) Is the design exceptional? (see Section 2.1 'Design Quality' of the 2019 Billboard Policy)	50	20%
2) Does the project create a unique opportunity for the display and experience of public art?	30	12%
3) Does the project showcase a commitment and sensitivity to the importance of diversity in the architectural design and/or advertising industry?	30	12%
4) Does the project create and sustain a positive land use outcome? (New development project, rehab of building, preserve an important building or use)	30	12%
5) Does the project add value to the public realm, the experience of place, and the pedestrian experience along Sunset?	25	10%
6) Does the project create valuable signage that reinforces Sunset as the premier destination for creative advertising?	25	10%
7) Does the project create positive economic development outcomes on the Sunset Strip?	25	10%
8) Does the project align with the City of West Hollywood's ongoing and future initiatives toward sustainability and best green practices?	15	6%
9) Does the project build on the historic and cultural aspects of the Sunset Strip?	10	4%
10) Is there a positive relationship between the proposed sign and existing or other proposed signage projects?	10	4%
	TOTAL 250	100%