

# SUNSET BOULEVARD

## Off-site advertising signage program



DESIGN EXCELLENCE SCREENING APPLICATION  
SUBMISSION GUIDE | ROUND 2

DATE ISSUED: SEPTEMBER 24, 2021  
PROPOSALS & DESIGNS DUE: FEBRUARY 28, 2022





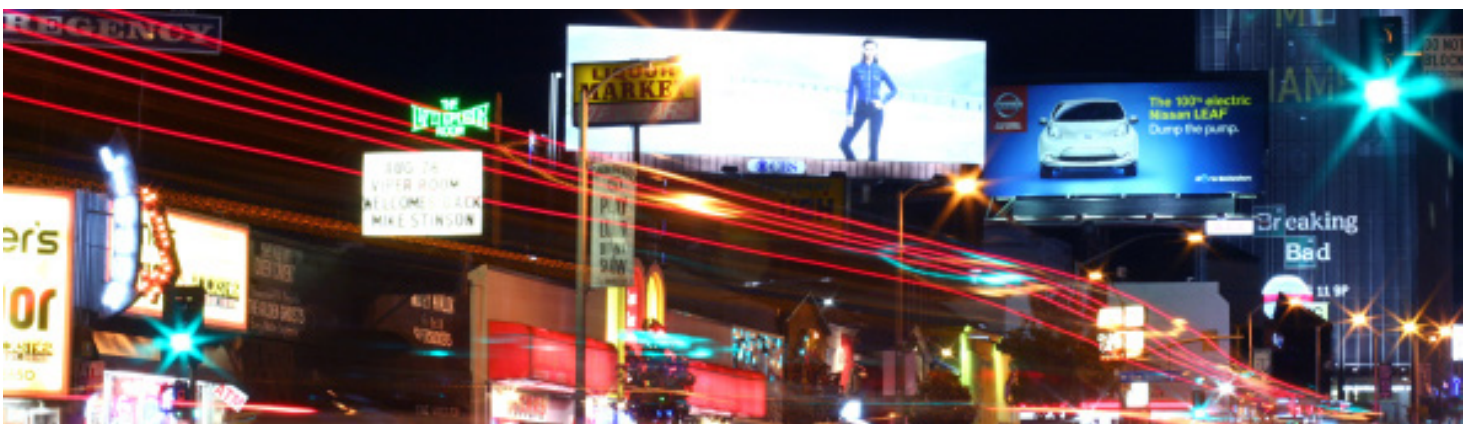
## SUNSET BOULEVARD OFF-SITE ADVERTISING SIGNAGE DESIGN EXCELLENCE SCREENING INFORMATION PACKET

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 across several project categories. This marks the first opportunity to evaluate and permit new sign projects as part of the recent policy adoption. Subsequent application periods will be available at later dates as determined by the City of West Hollywood.

### APPLICATION PROCESS OVERVIEW

As part of the policy, the City of West Hollywood will screen applications for new off-site advertising signs on Sunset Boulevard. A limited number of new sign opportunities will be granted through a selection process to screen for design excellence. Each screening application will be reviewed and scored by an independent Design Excellence Screening Committee comprised of members selected by the City Manager. Each committee member will independently score submitted projects for design excellence based on specific criteria and weighting (points) that were formulated based on the policy's design principles adopted by the City Council. The Design Excellence Screening Committee members' scores will be totaled and averaged for each application. The weighting criteria are included on Page 11.

After the Design Excellence Screening Committee has reviewed and scored all the screening applications, the top-scoring projects for each of the categories will be granted a concept award valid for a period of 24 months. Top-scoring applicants will then have 24 months to submit a complete application to the Department of Planning and Development Services.



## FEES

Applicants are required to pay a fee of \$10,362 upon submitting a screening application. Screening application fees are non-refundable. This rule applies even if an applicant does not secure a concept award. Fees will not be refunded because they are used to cover the cost of City expenses (i.e. staff time and materials) to prepare and implement the screening application process, as well as expenses of the Design Excellence Screening Committee.

Applicants will submit payment Online through the City's Online payment portal:  
<https://heartlandpaymentservices.net/WebPayments/WEHOOnlinePaymentsFees/bills>

To submit the payment Online, applicants will click on the link above and select 'Planning'. Applicants must have the required information such as the project number, invoice number, location address and amount at the time of payment. This information will be emailed to the applicant once City staff has received a completed screening application. All fees must be paid within three (3) business days of receiving an invoice from City staff.

If an applicant is not able to pay Online they may submit a mailed check to the City's Revenue Management Division for payment processing. Mailed checks must include a cover letter with an email address where a copy of the payment receipt can be emailed. If applicants choose to mail their payment, they should do so well in advance of the screening application submittal deadline; the City of West Hollywood is not responsible for checks that are not received on time.

Checks mailed to the City should be sent to the following address:

City of West Hollywood  
Attn: Revenue Management Division  
8300 Santa Monica Blvd.  
West Hollywood, CA 90069

Please note, proof of payment must be submitted with a screening application in order to be reviewed by staff and the Design Excellence Committee. The only proof of payment that will be accepted is an official City of West Hollywood receipt.

# MAP OF THE SUNSET SPECIFIC PLAN AREA



City of  
Beverly Hills

City of  
Los Angeles

## SUBMISSION CATEGORIES

### Round 2 Rescreens (up to 4 potential awards)

Projects located west of La Cienega Boulevard which were previously submitted in the initial round of design excellence screening and create positive land use outcomes as outlined in the signage chapter of the Sunset Specific Plan. These projects may include new development, façade improvement, interior remodel, seismic building upgrades, historic preservation of cultural buildings/uses, and/or open space creation/enhancements .

Rescreen Projects may submit a screening application and draft design proposal by October 15, 2021 for preliminary feedback from City staff and members of the Design Excellence Committee. Final project design materials are due by February 28, 2022.

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### Open Submission (up to 4 potential awards)

Projects of exceptional design that further the vision, goals, and policies of the Sunset Specific Plan. Projects may be located anywhere in the Sunset Strip Plan Area. If a project is eligible, one award may be reserved for a Cultural Resource Project. Open Submission screening applications and final project design materials (including Cultural Resource Projects) are due by February 28, 2022.

### Cultural Resource Project

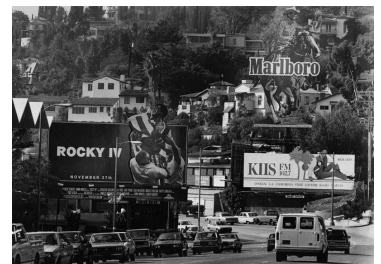
Projects that eligible or designated as a West Hollywood Cultural Resource site (<https://www.wehopreservation.org/database-search/>) with an existing off-site advertising sign. Cultural Resource Projects must create, modify, or improve a sign that is no larger than the existing sign area found in the 2019 Sign Inventory.

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### Gateway Submissions

Projects that showcase a cohesive design approach and provide programming coordination opportunities for a broader expression of digital art. Gateway Projects may achieve this through a multi-parcel designs and that include existing and/or awarded signs in combination with newly proposed signs. Eligible projects must include two or more parcels, include a combination of existing, approved, new, and converted billboards, and be located and visible from at key Sunset Boulevard gateway locations - Holloway Drive, La Cienega Boulevard, Cory Avenue & Marmont Lane. Gateway Submission screening applications and final project design materials are due by February 28, 2022.

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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 between September 24, 2021 and February 28, 2022. Rescreen Project preliminary applications are due by October 15, 2021 for any applicants that wish for preliminary feedback from staff and the Design Excellence Committee. Open Submission and Gateway Submission Projects will not receive preliminary feedback and therefore, will not be reviewed prior to February 28, 2022. Notification of complete and on-time applications will be provided within three (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.

## DOCUMENT SUBMITTAL BY FILE HOSTING SERVICE

Applicants will provide their screening applications and design proposals through a file hosting service such as Dropbox or Box.com. Links to the file hosting service will only be accepted by email and should be sent to [planning@weho.org](mailto:planning@weho.org).

## NUMBER OF APPLICATIONS & PROJECT ALTERNATIVES

Only one application for any project type may be submitted for each property. 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.

## TOP-SCORING PROJECTS

Screening applications are reviewed and scored by an independent Design Excellence Committee. Each committee member scores proposals based on the specific criteria and weighting (points) outlined on Page 11. To secure a concept award, a proposed project must reach a threshold of 225 points to be deemed as one of the highest top-scoring projects within the designated submission category.

## 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.

Precedent Images of Creative Integrated Digital Advertising



## 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.

## 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 Council members, but they should be aware that the City Council will not be reviewing or scoring the screening applications. In addition, City Council 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 [pportwood@weho.org](mailto:pportwood@weho.org) until February 28, 2022. 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

Paige Portwood, Associate Planner  
Antonio Castillo, Senior Planner  
City of West Hollywood  
[pportwood@weho.org](mailto:pportwood@weho.org)  
[acastillo@weho.org](mailto:acastillo@weho.org)

## ROUND 2 EVALUATIVE CRITERIA

	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 <a href="#">ongoing and future initiatives</a> 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%



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:

- Rescreen Submission (Round I Applicants Only)       Open Submission  
 Gateway       Cultural Resource

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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