

ROUND 2 SUNSET ARTS AND ADVERTISING SCORES

RESCREEN SCORES

Site Address	Scores		Reviewer						Criteria (Average Score)									
	Average	% of Max	#1	#2	#3	#4	#5	#6	1	2	3	4	5	6	7	8	9	10
8801 Sunset	234	93.6%	250	240	226	237	241	210	47.8	27.7	26.7	28	24.7	24	24	12.8	9.5	8.8
8919 Sunset	231	92.5%	245	221	232	236	238	216	47	28.3	27.8	27.7	23.7	23.2	23	12.7	9	9
8850 Sunset	230	92.1%	240	215	227	233	242	225	47.8	28.3	26.8	28.7	23.3	23.5	22.5	12.8	7	9.5
9176 Sunset	226	90.3%	235	250	223	237	250	160	47	27	27.2	26.8	23.3	23	23.7	13.2	6.3	8.3
8760 Holloway	207.5	83.0%	140	230	201	214	232	228	42.8	25.2	21.8	24.8	21.3	21.7	21.7	11.7	7.5	9
8920 Sunset	206	82.5%	240	175	229	215	225	154	44.8	24.7	22	27.7	19.8	22.2	21.5	9.3	6.3	8
9035 Sunset	199	79.5%	220	160	216	213	230	153	38.3	22.2	23	25.5	21	21.3	21.8	12.2	5.7	7.7
9145 Sunset	189	75.5%	225	75	238	217	229	149	36.8	18.3	24.7	25.5	17.5	19.7	21.3	11.7	6.7	6.7
8590 Sunset	188	75.3%	200	185	183	169	218	174	39.7	21.2	22.2	23.5	18.7	19.3	19.3	8.3	7.5	8.5
8569 Sunset	169	67.5%	135	140	130	200	208	199	36.7	22.3	22.3	20.5	15.8	16.5	16.8	7.8	4	5.8
8917 Sunset	152	60.7%	165	160	152	107	169	158	33.3	20.7	14.2	20	16.3	13.7	12.8	10	6.3	4.5

OPEN SUBMISSION SCORES

Site Address	Scores		Reviewer						Criteria (Average Score)									
	Average	% of Max	#1	#2	#3	#4	#5	#6	1	2	3	4	5	6	7	8	9	10
9121 Sunset	233	93.1%	233	240	222	250	221	231	47.7	28.7	28.5	27.8	22.3	23.7	23.3	12	9.3	9.5
8250 Sunset	232.5	93.0%	222	235	230	235	236	237	48	28.2	28.3	28.8	22.3	23.8	24.2	11.7	7.5	9.7
8906 Sunset	231	92.5%	222	250	221	240	229	226	47.5	27.7	28.3	28.2	23.5	23.3	22.8	13.8	7.3	8.8
8873 Sunset	229	91.6%	229	225	228	245	224	223	46.7	27.2	27.8	27.8	22.7	23.8	23.2	12.7	8.7	8.5
8746 Sunset	228	91.3%	225	215	228	240	230	232	46.2	28.7	26.5	28.8	24.2	22.3	23.5	12.3	7.7	8.2
9059 Sunset	204.5	81.8%	231	180	214	225	167	210	41.3	21.3	22	25.5	22.7	21.8	21.5	13.8	6	8.5
9151 Sunset	203	81.1%	213	185	209	235	173	201	41.5	25.8	25.2	24.3	20.8	21.3	21.5	9.8	5.3	7
8459 Sunset	193	77.1%	228	145	216	220	170	178	39.8	24.5	21.5	22.8	18.5	19.8	21.7	14	4.2	6
8358 Sunset	185	74.1%	231	110	226	210	156	179	36.3	24.5	22.5	21.2	17.3	19.3	22	7.8	7.8	6.5
9021 Sunset	180.5	72.2%	211	95	191	230	168	188	33.7	21	16.8	23.2	19.7	21.3	21.2	13	3.8	6.8
8533 Sunset	172	68.8%	210	130	207	225	172	88	31.3	20.7	21.2	22.2	15	18.3	19.5	12.8	4.8	6.2

CULTURAL RESOURCE

9034 Sunset	187	74.9%	216	105	138	240	225	200	35	22	17	23	20	22	22	12	7	6
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GATEWAY SCORES

Site	Scores		Reviewer						Criteria (Average Score)									
	Average	% of Max	#1	#2	#3	#4	#5	#6	1	2	3	4	5	6	7	8	9	10
La Cienega Gateway	239	95.5%	236	240	222	240	250	245	48.3	29.3	29	29.3	24.7	23.8	24	13.2	7.5	9.7
9225-9229 Sunset	227	90.9%	234	215	202	235	237	240	45.8	27.7	22.2	28.7	24.2	24.2	23.8	14.2	7.2	9.3
9200-9201 Sunset	185	74.0%	225	150	123	200	225	187	37.5	25.3	16.2	25.8	20	21.3	16.7	9.5	5.8	6.8
Holloway Gateway	162	64.7%	184	55	122	205	221	184	33.3	24.3	20	18.2	15.8	16.7	14.5	10.5	2.8	5.7

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 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%