

**City of West Hollywood  
Economic Hardship Package**

<b>RECOMMENDATIONS IMPLEMENTED</b>		
<b>Entertainment</b>	Allow DJ's as ambient music in restaurants without requiring a minor conditional use permit. <i>Businesses are still required to obtain an entertainment license for DJs</i>	As of April 6, 2009
<b>Entertainment</b>	Allow promoters to operate under a single permit, rather than requiring a permit for each location in which they work.	As of April 20, 2009
<b>Marketing</b>	The West Hollywood Marketing and Visitors Bureau (MVB) will conduct business presentations to promote marketing services available to businesses.	April/May 2009 For more information contact the MVB at 310-289-2525
<b>Filming</b>	<p>In collaboration with PIO, the WHMVB will develop marketing and promotional information to encourage filming. On April 19, 2010 the City Council approved the establishment of a pilot project to create two new film permit categories to reduce film fees for low-impact filming on private property.</p> <p>The categories include fee reductions for: 1) <b>film production crew of three persons or less</b> (maximum 5 extras or guests) that is fully contained on private property - Fee will be waived and 2) <b>film production crew of five persons or less</b> (maximum 10 extras or guests) that is fully contained on private property, fee will be reduced by 50 percent of existing fee.</p>	<p>Approved by City Council on April 19, 2010</p> <p>Begins July 1, 2010</p> <p>For more information contact the Film Office at 323-848-6489.</p>
<b>Marketing</b>	The MVB will produce WH Insiders, an online campaign for West Hollywood businesses to promote special offers to local and regional consumers.	For more information contact the MVB at 310-289-2525
<b>Marketing</b>	The MVB will produce a Merchant Resource Guide promoting Marketing and PR opportunities for businesses	For more information contact the MVB at 310-289-2525
<b>Parking</b>	<p>Allow the conversion of retail spaces to art gallery or wholesale design showroom and back to retail without losing grandfathered status for retail.*</p> <p style="text-align: center;"><i>*Allowed only in the Avenues of Art &amp; Design district.</i></p> <p>Leases can be for any period of time, but must be signed between August 20, 2009 and December 31, 2011.</p>	<ul style="list-style-type: none"> <li>• As of August 20, 2009.</li> <li>• Expires December 31, 2011</li> </ul>
<b>Special Events</b>	Reduce Type C Special Event permit fee by 50% from May 1, 2009-June 30, 2010.	<ul style="list-style-type: none"> <li>• As of April 7, 2009</li> </ul>
<b>Special Events</b>	Increase the total number of special events allowed per business from four (4) per year to twelve (12) per year. Eight of the twelve must be Type C events.	<ul style="list-style-type: none"> <li>• As of August 20, 2009.</li> <li>• Expires December 31, 2011</li> </ul>
<b>Special Events</b>	Exempt businesses from the requirement to use any of their allowed special event permits for events that are City sponsored	As of August 20, 2009

<p><b>Special Events</b> Review the special events permitting process and identify ways to simplify the process for businesses.</p>	<ul style="list-style-type: none"> <li>• As of December 16, 2009</li> <li>• Expires December 31, 2011</li> </ul>
<p><b>Signage</b> Review real estate sign regulations to provide realtors with additional flexibility. Changes implemented:</p> <ol style="list-style-type: none"> <li>1. Real estate signs may be displayed an additional day (Saturday) with extended hours from 11 a.m. to 7 p.m.;</li> <li>2. The address of the property and the name of the brokerage house and/or agent may be displayed on the signs; and</li> <li>3. One flag may be allowed to attract attention if it is attached to the sign.</li> </ol>	<ul style="list-style-type: none"> <li>• As of December 16, 2009</li> <li>• Expires December 31, 2011</li> </ul>
<p><b>Signage</b> Allow temporary sales and promotional signs to be displayed up to four times per year for a maximum of forty-five days each. Temporary sales and promotional signs must be removed for a minimum of two weeks following each forty- five day display period. Expires December 31, 2011.</p>	<ul style="list-style-type: none"> <li>• As of December 16, 2009</li> <li>• Expires December 31, 2011</li> </ul>