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**2019 Off-Site Sign Survey.** The 2019 document that records all existing off-site signage as of the effective date of this amendment. Incorporated herein as *Attachment A*.

**Alternative Sign Area.** Any sign area intended for display of off-site advertising content as measured by a continuous 1' x 1' grid.

**Architectural Lighting.** Lighting features using any technology that may be integrated into a building façade that enhances the architectural design of the building.

**Animated Content.** Illuminated content on a sign that moves or otherwise changes via the use of motion picture or video technology, digital or otherwise.

**Billboard.** A large panel or display designed to carry outdoor off-site advertising content.

**Commercial Content.** Text, images, graphics, or objects in an off-site advertising display intended to promote a use, facility, service or product.

**Cultural Resource.** Please refer to West Hollywood Municipal Code, Chapter 19.90.

**Development Agreement.** Please refer to West Hollywood Municipal Code, Chapter 19.90.

**Development Project.** A stand-alone building that may or may not be part of a multi-phase development.

**Digital Billboard.** A billboard utilizing digital sign technology on an off-site advertising sign face to broadcast a message containing static or animated Content. For the definitions of a digital sign please refer to West Hollywood Municipal Code, Section 19.90.020.

**Director.** The Director of Planning and Development Services or successor department, or designee.

**Existing Billboard/Sign/Tall Wall.** Any billboard or tall wall included in the 2019 Inventory of Outdoor Advertising Signs on Sunset Blvd..

**Luminance.** Calculation (candelas) of amount of light emitted from a light source.

**Luminance Transition.** The process of smoothly adjusting intensity of luminance between designated levels.

**Moving Patterns.** Motion oriented Lighting effects that do not convey Commercial Content.

**New Billboards.** Billboards constructed or erected after the effective date of this amendment.

**Off-Site Sign.** Please refer to West Hollywood Municipal Code, Chapter 19.90.

**Sign Face:** The portion of an off-site sign designed to display advertising content. A single billboard may have multiple faces.

**Standard Billboard Format.** A Billboard face with a horizontally oriented rectangle of 14 x 48 feet, 20 x 60 feet or dimensions of the same proportions.

**Temporary Advertising Installations.** A temporary advertisement or promotional campaign that involves a series of related three-dimensional objects or structures.

**Traditional Billboard.** A billboard utilizing print technology to convey the advertising message and requiring physical installation, removal and maintenance of the messaging surface (such as, but not limited to stretched vinyl) on a recurring basis.