

2. **DESIGN PRINCIPLES:** The design principles build on the existing creative energy of the Sunset Strip to provide for new and modified off-site signage that synthesizes advertising, urban design, architecture, public art, entertainment, and 21st century technology. Off-site advertising projects that meet or exceed the following principles are encouraged, and each will be reviewed for design features that demonstrate the intent of the following principles.

DESIGN QUALITY

- a. Design Excellence
 - i. Off-site advertising signage that focuses on innovative media formatting thoughtfully integrated with excellent building design.
 - ii. Signage projects that create a timeless design that contributes to the iconic nature of Sunset Boulevard.
 - iii. Off-site advertising signage that is part of a cohesive design approach, bringing together signage with building architecture and high-quality pedestrian spaces or enhancements with the following design elements:
 - 1. Complementary and integrated design, style, and materials of signage and architecture.
 - 2. Signage that complements existing signage where applicable, showing a seamless approach to all signage on site.
 - 3. Off-site advertising signage must not hide or obscure the underlying uses, entrances, or open spaces of the building.
 - 4. Usage of high-quality and durable materials.
- b. Innovative Design
 - i. Integrates with other building features such as architectural lighting elements, green walls, or other innovative design features
 - ii. Utilizes innovative billboard formats including vertical orientation, curved or multi-planar surfaces, and/or non-standard proportions.
 - iii. Creatively uses the latest in technology to ensure digital image quality
 - iv. Uses innovative architectural features and materials.
- c. Context & Compatibility Design
 - i. Enhances adjacent public spaces and the overall experience of pedestrians.
 - ii. Is compatible with surrounding buildings and natural features.
 - iii. Responds to topography and curves of the street.
 - iv. Provides innovative opportunities for integrated public art.
 - v. Builds on and respects the historical and cultural identity and energy of the Strip.
 - vi. Acts as a good neighbor to surrounding area by limiting light spill-over and visual intrusion.
 - vii. Avoids and reduces the appearance of visual clutter.
 - viii. Does not contribute to an over-concentration of digital signs compared to the distribution allocation in the Digital Billboard Distribution map.

ADAPTABLE & SUSTAINABLE STRATEGIES

- d. Adaptability
 - i. Creates signs with lasting economic value through use of quality materials.
 - ii. Envisions future technology and provides opportunity for upgrades.

- iii. Designed to evolve with future cultural and lifestyle trends.
- e. Sustainable Practice
 - i. Uses 100% clean energy and/or generates energy on-site.
 - ii. Incorporates innovative sustainability features.
 - iii. Addresses and furthers the City's intent for a sustainable development.
 - iv. Uses durable, natural, and other sustainable materials.

LASTING VALUE

- f. Economic Development
 - i. Increases value and visibility of off-site signage that attracts new viewers and resonates with the City's creative identity.
 - ii. Represents the potential for an iconic sign, based on the combination of design and location that is responsive to the creative identity of West Hollywood and the Sunset Strip.
 - iii. Is part of a project that maximizes land use development potential, especially at the high-value locations on Sunset Boulevard.
 - iv. Results in signage that is secondary to the land uses on the lot, unless certain limitations preclude other uses.
- g. Community Benefits
 - i. Provides public benefits, uses, or other features that address identified City priorities and community needs as part of development agreements and that meet the vision and intent of the policy.
 - ii. Incentivizes the preservation of significant Cultural Resources through off-site signage revenue.
 - iii. Complements and protects the character-defining features of cultural resources.
 - iv. Furthers the City's vision for enhancing public art on the Sunset Strip.