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.