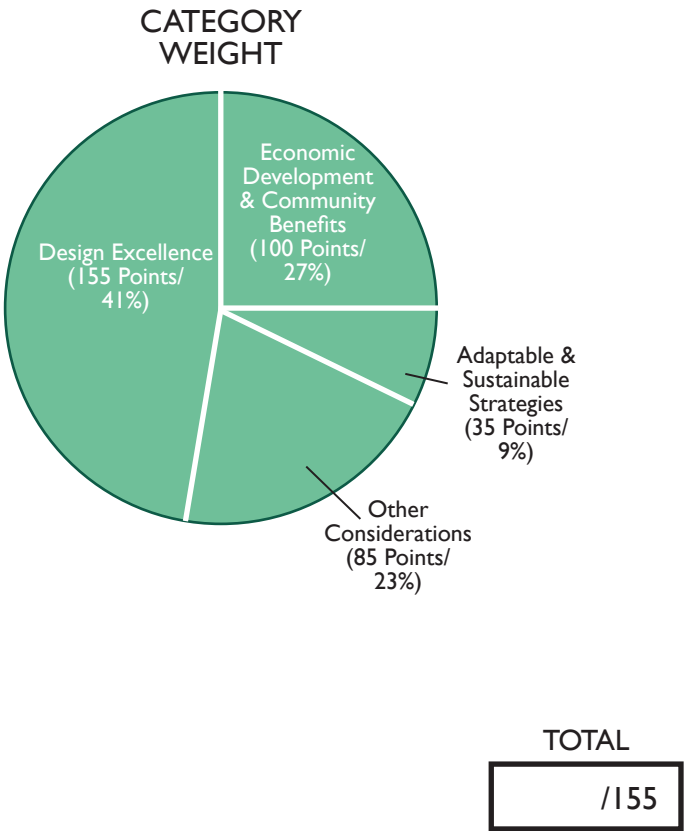


SUNSET BOULEVARD OFF-SITE ADVERTISING SIGNAGE PROGRAM

Design Excellence Screening Criteria Weighting & Score Sheet - Cultural Resource Projects

70 Points	Design Excellence	Quality and Thoughtful Integration of Signs, Building Architecture, and adjoining public spaces through style, materials, and features	Timeless Design	Contribution to an Iconic Sunset Blvd	Complements existing signage, showing a seamless approach to all on- and off-site signage on site.	Enhances uses, entrances, or open spaces of the building.	Creatively uses the latest in technology to ensure digital image quality	
		15	15	15	10	10	5	
85 Points	Contextual & Compatible Design	Builds on and respects the historical, cultural identity, and energy of Sunset Boulevard.	Quantity and quality building upgrades consistent with cultural resource best practice	Avoids and reduces the appearance of visual clutter on the project site.	Compatible with surrounding buildings and natural features.	Innovative opportunities for integrated public art.	Enhances adjacent public spaces and the overall pedestrian experience	Acts as a good neighbor to surrounding area by limiting light spill-over and visual intrusion.
		25	20	10	10	10	5	5
100 Points	Economic Development & Community Benefits	Quantity and quality of exceptional public benefits, legacy uses, building renovations, or other features that address identified City priorities and community needs	Quality of building condition, care, and maintenance	Complements and protects the character-defining features of neighboring and/or on-site cultural resources.	Potential to become 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.	Increases value and visibility of off-site signage that attracts new viewers and resonates with the City's creative identity.		
		25	25	25	15	10		



TOTAL
/155

TOTAL
/100

35 Points	Adaptable & Sustainable Strategies	Quantity and quality of innovative sustainability features.		
		Envisions future technology and provides opportunity for upgrades.		Designed to evolve with future cultural and lifestyle trends.
		25	5	5

TOTAL
/35

85 Points	MSC.	West Hollywood Cultural Resource Status (Approved by HPC at time of Application = 50 Points, in progress & status code 5 = 25 points)			
		Pending Application on file after: June 2012		Quality of proposed team	Quality and Completeness of Application
		50	20	10	5

TOTAL
/85

GRAND TOTAL
/375