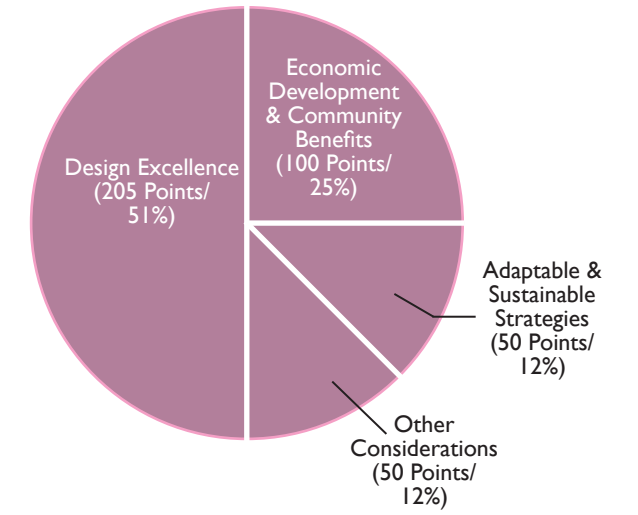


SUNSET BOULEVARD OFF-SITE ADVERTISING SIGNAGE PROGRAM

Design Excellence Screening Criteria

DESIGN QUALITY 205 POINTS	55 Points	Design Excellence	Innovative Media Formatting	Thoughtful Integration of Signs, Building Architecture, Public Spaces	Excellent Building Design	Timeless Design	Contribution to an Iconic Sunset Blvd	
			15	10	10	10	10	
35 Points	Cohesive Design	Complementary and integrated design, style, and materials of signage and architecture.	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				
		15	10	10				
45 Points	Innovative Design	Utilizes innovative billboard formats including vertical orientation, curved or multi-planar surfaces, and/or non-standard proportions to create an original and imaginative sign.	Quantity and quality of innovative building features such as architectural lighting elements, green walls, or other innovative design features	Quality of creative features, signage, and architecture integration	Creatively uses the latest in technology to ensure digital image quality			
		15	15	10	5			
70 Points	Contextual & Compatible Design	Enhances adjacent public spaces and the overall pedestrian experience	Builds on and respects the historical, cultural identity, and energy of Sunset Boulevard.	Avoids and reduces the appearance of visual clutter on-site.	Compatible with surrounding buildings and natural features.	Innovative opportunities for integrated public art.	Acts as a good neighbor to surrounding area by limiting light spill-over and visual intrusion.	Responds to topography and curves of the street.
		15	15	10	10	10	5	5

CATEGORY WEIGHT



TOTAL

/205

ECONOMIC DEVELOPMENT & COMMUNITY BENEFITS 110 POINTS	110 Points	Economic Development & Community Benefits	Quantity and quality of exceptional public benefits, uses, or other features that address identified City priorities and community needs	Incentivizes the preservation of significant Cultural Resources through off-site signage	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.	Results in signage that is secondary to the land uses on the lot, unless certain limitations preclude other uses.
			25	25	20	15	10

TOTAL
/100

ADAPTABLE & SUSTAINABLE STRATEGIES 40 POINTS	40 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.
			30	5	5

TOTAL
/50

OTHER CONSIDERATIONS 50 POINTS	50 Points	MSC.	Pending Application on file after June 2012	Quality of proposed team	Quality and Completeness of Application	Economic Feasibility of Project	Architectural/Construction Feasibility of Project	(-5 points for sites built at 50 - 75% of Base FAR, -10 points at 25% - 49.9% of Base FAR, -15 at 0 - 24% of Base FAR) - does not apply to Cultural Resource sites	(-1 point for each 75 square of sign area above policy allowance)
			25	10	5	5	5		

TOTAL
/50

Alternative Projects

GRAND TOTAL
/405