

**§ 19.34.080. Off-Site Signs.**

- A. *Purpose.* This section provides standards for off-site signs, including district identification signs and large screen video signs not on Sunset Boulevard. All off-site signs on Sunset Boulevard are governed by the Sunset Specific Plan.
- B. *Applicability.* District Identification Signs are governed by subsection (E) below and large screen video signs are allowed in the CR zone in compliance with subsection (F) below. (Also see Section 19.34.090 – Prohibited and Restricted Signs.)
- C. *Permit Requirement.* A sign permit issued in compliance with Section 19.34.100 (Sign Permits) shall be required for any off-site signs allowed under the provisions of this section, except where a different permit requirement is established by this section.
- D. *Approval Authority.* The Planning Commission shall have the authority to approve district identification signs and large-screen video signs. The Community Development Director may approve all other off-site signs and to the extent permitted under this Code.
- E. *District Identification Signs.* A district identification sign is an off-site sign for the identification of a specific district or center identified in the General Plan or a business improvement or redevelopment area approved by the Council.
  - 1. *Procedure.* Hearing notice shall be sent to all businesses within a district or redevelopment area, or to owners of property within 500 feet of the site, whichever is less.
  - 2. *Standards.* District identification signs shall not:
    - a. Interfere with pedestrian or vehicular safety to the satisfaction of the Director of Public Works;
    - b. Detract from the pedestrian quality of the surrounding area; or
    - c. Add to an over-proliferation of signs on one property or in an area.
  - 3. *Maintenance Agreement Required.* The owner of the sign shall enter into an agreement with the city for funding the ongoing cleaning, maintenance, and repair of the sign subject to the approval of the Director of Public Works.
- F. *Large Screen Video Signs.*
  - 1. *Criteria for Eligibility.* Large screen video signs shall be allowed only in conjunction with new construction of 5,000 square feet or more. Large screen video signs may be approved when the signs are located in the CR zone and meet all of the following criteria:
    - a. The site where the sign is located is designated gateway node under the General Plan.

- b. The site where the sign is located is designated a light way or glow way under the Santa Monica Boulevard Master Plan.
    - c. The large screen video sign is a component of a special lighting concept contributing the project's gateway status as a glow way or light way as required by the Santa Monica Boulevard Master Plan.
  2. Procedure. Public notice shall be provided as required by Chapter 19.48 for a development permit.
  3. Standards. Proposed video signs shall comply with the following standards:
    - a. The sign shall be at least 100 square feet in screen area.
    - b. If the sign is located in the CR zone, the sign shall be at least 200 feet away from any residentially zoned property and 1,000 feet away from any other large screen video in West Hollywood.
    - c. If the sign is located in the CR zone, the sign shall be no larger than 500 square feet in size.
    - d. Off-site advertising shall be limited to the large-screen video portion of the sign.
  4. Time Limits and Extensions. Large screen video signs shall be installed within two years from the date of approval. The Community Development Director may, upon request before the expiration date, extend the permit one time for an additional six months in compliance with Chapter 19.62 (Permit Implementation, Time Limits, and Extensions).

(Ord. 01-594 § 2, 2001; Ord. 01-604 §§ 5, 6, 2001; Ord. 03-672 § 5, 2003; Ord. 04-684 § 5 (Att. A), 2004; Ord. 14-940 § 22, 2014; Ord. 16-976 §§ 1 – 4, 2016; Ord. 19-1058 §§ 109 – 119, 2019; Ord. 19-1063 § 6, 2019; Ord. 24-16, 6/24/2024)