

6460 Sunset

Sunset/Wilcox

Signage Design Package

September 29, 2020

Gensler

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Help

Community Plan Area	Hollywood
Area Planning Commission	Central
Neighborhood Council	Central Hollywood
Council District	CD 13 - Mitch O'Farrell
Census Tract #	1908.02
LADBS District Office	Los Angeles Metro
Building Permit Info	View

▼ Planning and Zoning

Special Notes	None
Zoning	C4-2D-SN
Zoning Information (ZI)	ZI-2374 LOS ANGELES STATE ENTERPRISE ZONE
Zoning Information (ZI)	ZI-2277 Hollywood Redevelopment Project Area (Billboards)
Zoning Information (ZI)	ZI-2488 Hollywood
Zoning Information (ZI)	ZI-2433 Revised Hollywood Injunction
Zoning Information (ZI)	ZI-2452 Transit Priority Area in the City of Los Angeles

General Plan Land Use	Regional Center Commercial
General Plan Note(s)	Yes
Hillside Area (Zoning Code)	No
Specific Plan Area	None
Subarea	None
Special Land Use / Zoning	None
Historic Preservation Review	No
HistoricPlacesLA	View
CDO: Community Design Overlay	None
CPIO: Community Plan Imp. Overlay	None
Subarea	None
CUGU: Clean Up-Green Up	None
HCR: Hillside Construction Regulation	No
NSO: Neighborhood Stabilization Overlay	No
POD: Pedestrian Oriented Districts	None
RFA: Residential Floor Area District	None
RIO: River Implementation Overlay	No
SN: Sign District	Hollywood Signage
SB 35 Eligibility	View
Streetscape	No
Adaptive Reuse Incentive Area	Adaptive Reuse Incentive Area
Affordable Housing Linkage Fee	
Residential Market Area	Medium-High
Non-Residential Market Area	High
Transit Oriented Communities (TOC)	Tier 3
RPA: Redevelopment Project Area	Hollywood
Central City Parking	No
Downtown Parking	No



SITE PLOT PLAN

Hollywood SUD Sign Area Criteria -
For Sunset Blvd. frontage to 170' south
from Sunset Blvd.

Maximum Permitted Combined Sign Area.
The maximum permitted combined sign area
on a lot for all Architectural Ledge Signs,
Digital Displays, Information Signs, Monument
Signs, Pillar Signs, Pole Signs, legally permitted
Projecting Signs which do not comply with this
Ordinance, Wall Signs, and Window Signs,
is **two square feet of signage for each foot of
linear street frontage.**

Sign Area Allocation

2 x frontage allowed for combined sign types -
wall signs and projecting signs

Sunset Blvd. Frontage - 155' x 2 = **310 SF** allowed

Wilcox St. Frontage - 170' x 2 = **340 SF** allowed

Cole Pl. Frontage - 170' x 2 = **340 SF** allowed

Development Design (DUD) Sign Area Criteria -
From 170' south from Sunset Blvd. Follows LAMC

The combined sign area of wall signs, projecting
signs, monument signs, pole signs, off-site signs
shall not exceed **four square feet for each foot
of street frontage.**

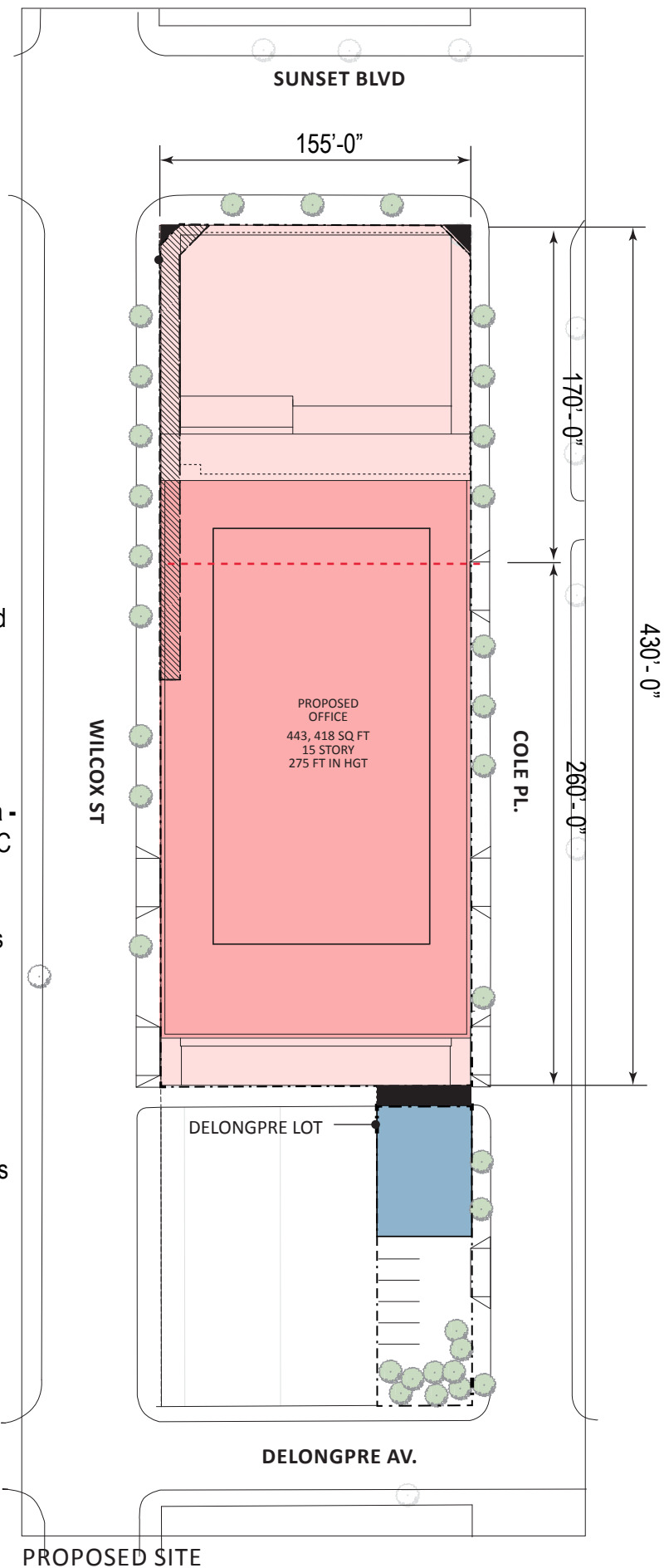
Sign Area Allocation

4 x frontage allowed for combined sign types -
wall signs, information signs, and projecting signs

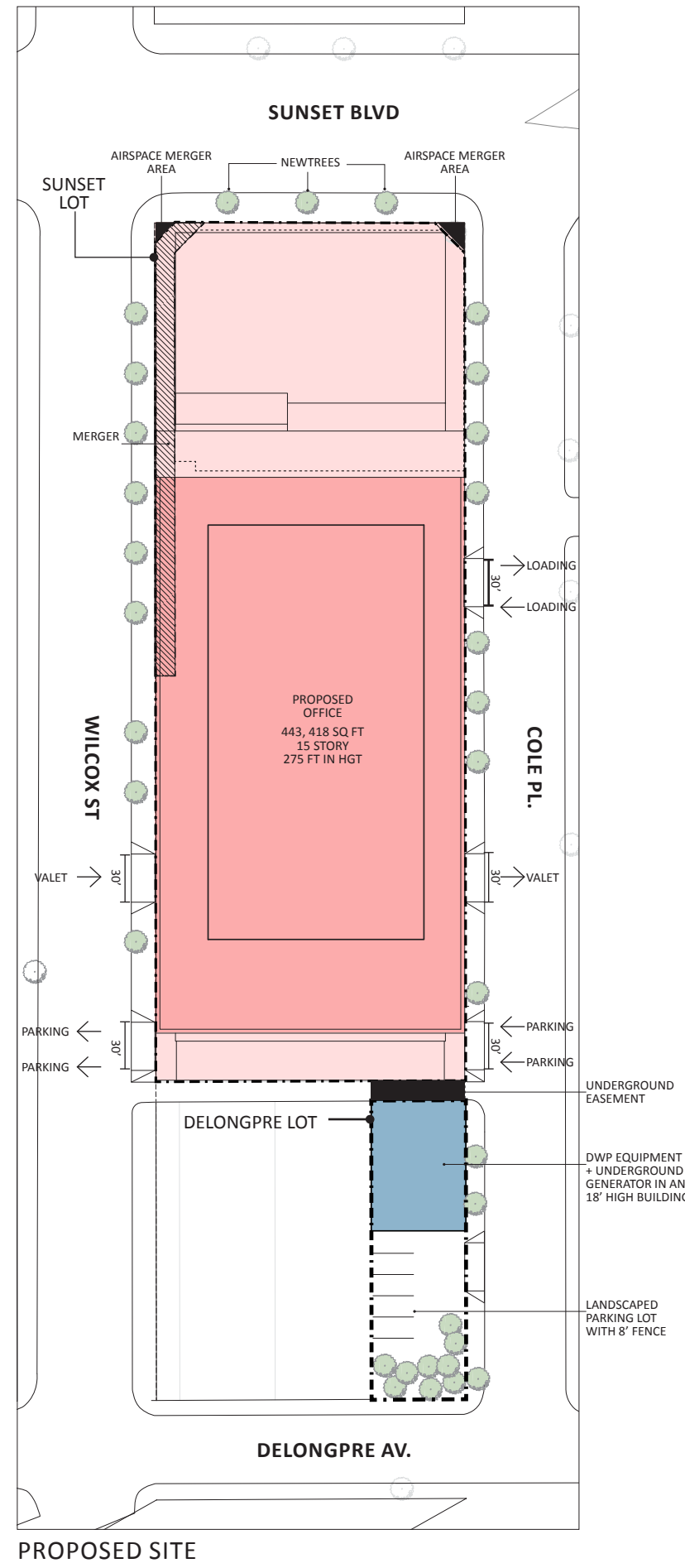
DeLongpre Frontage - 155' x 4 = **620 SF** allowed

Wilcox St. Frontage - 260' x 4 = **1040 SF** allowed

Cole Pl. Frontage - 260' x 4 = **1040 SF** allowed

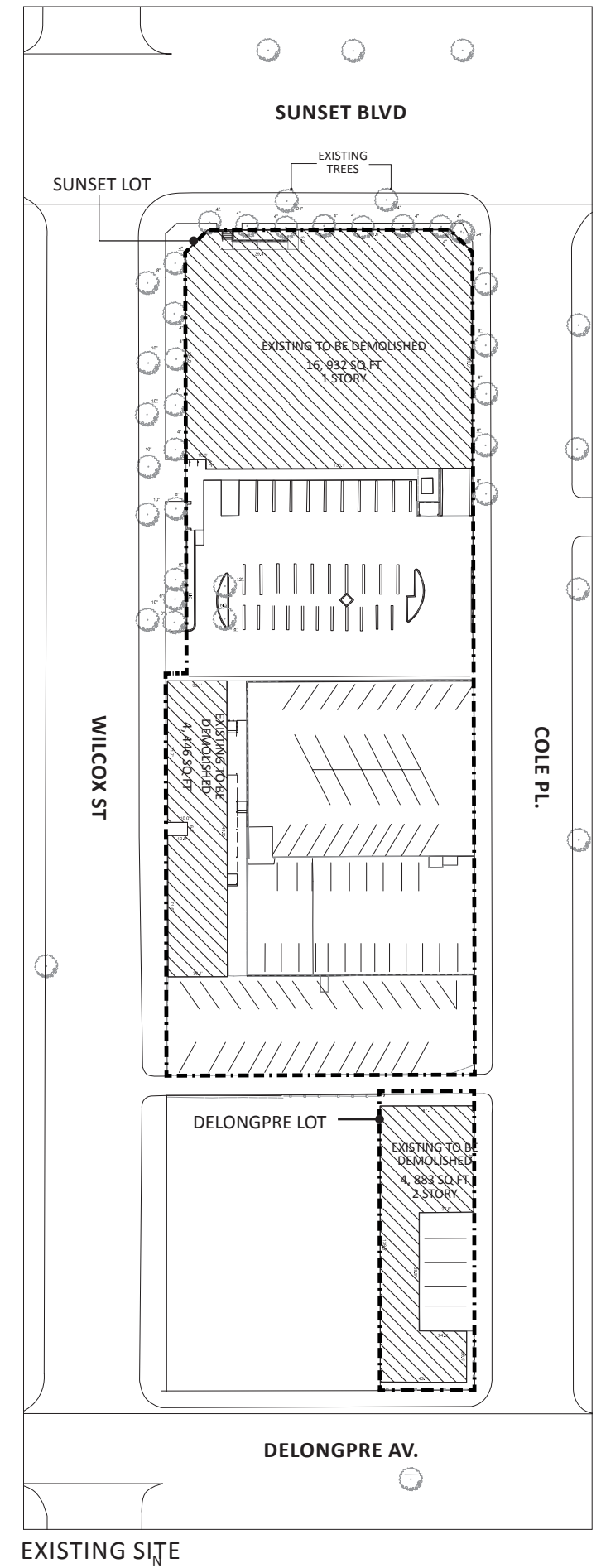


PROPOSED SITE



PROPOSED SITE

SCALE: 1" = 80'-0"

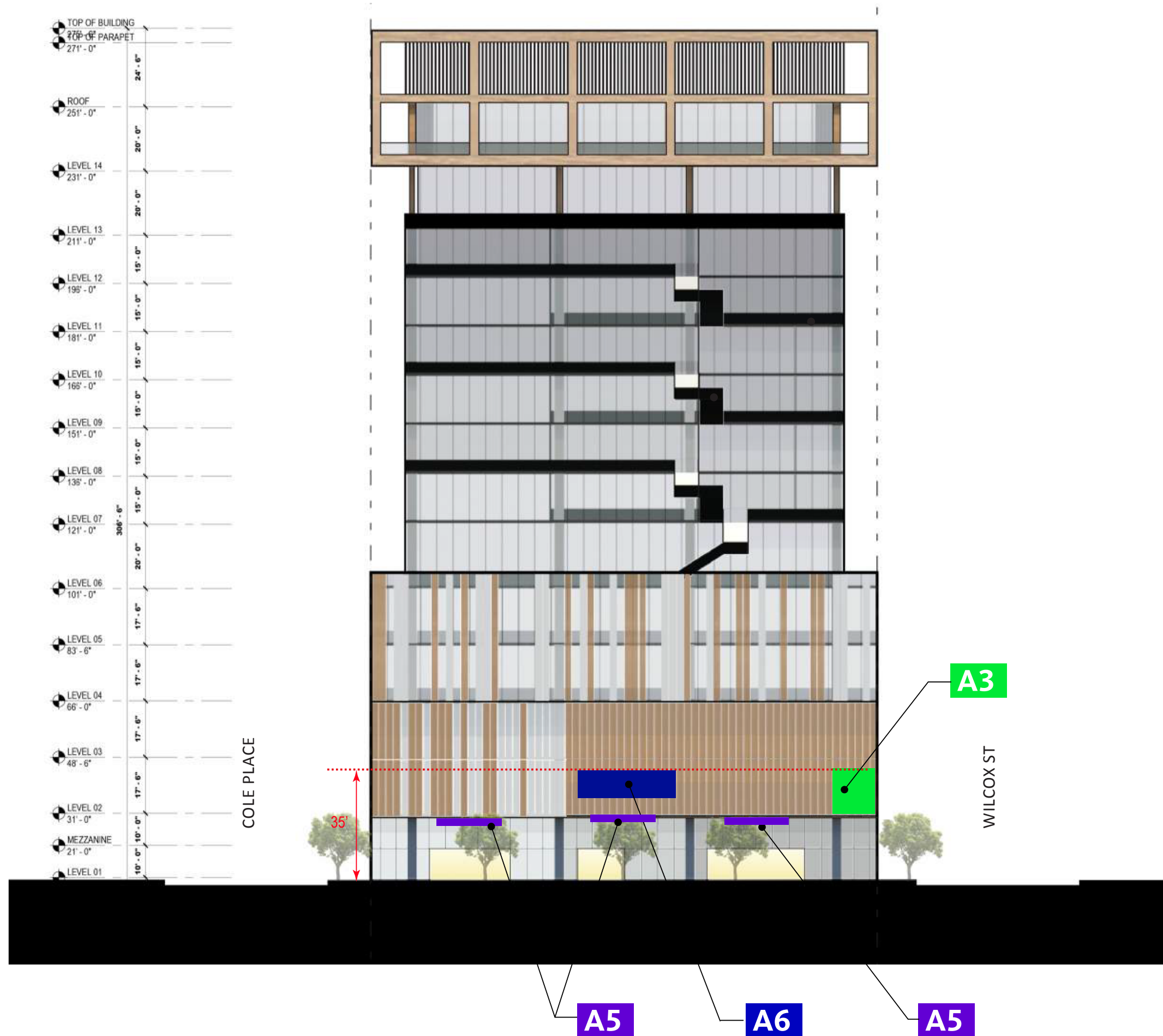


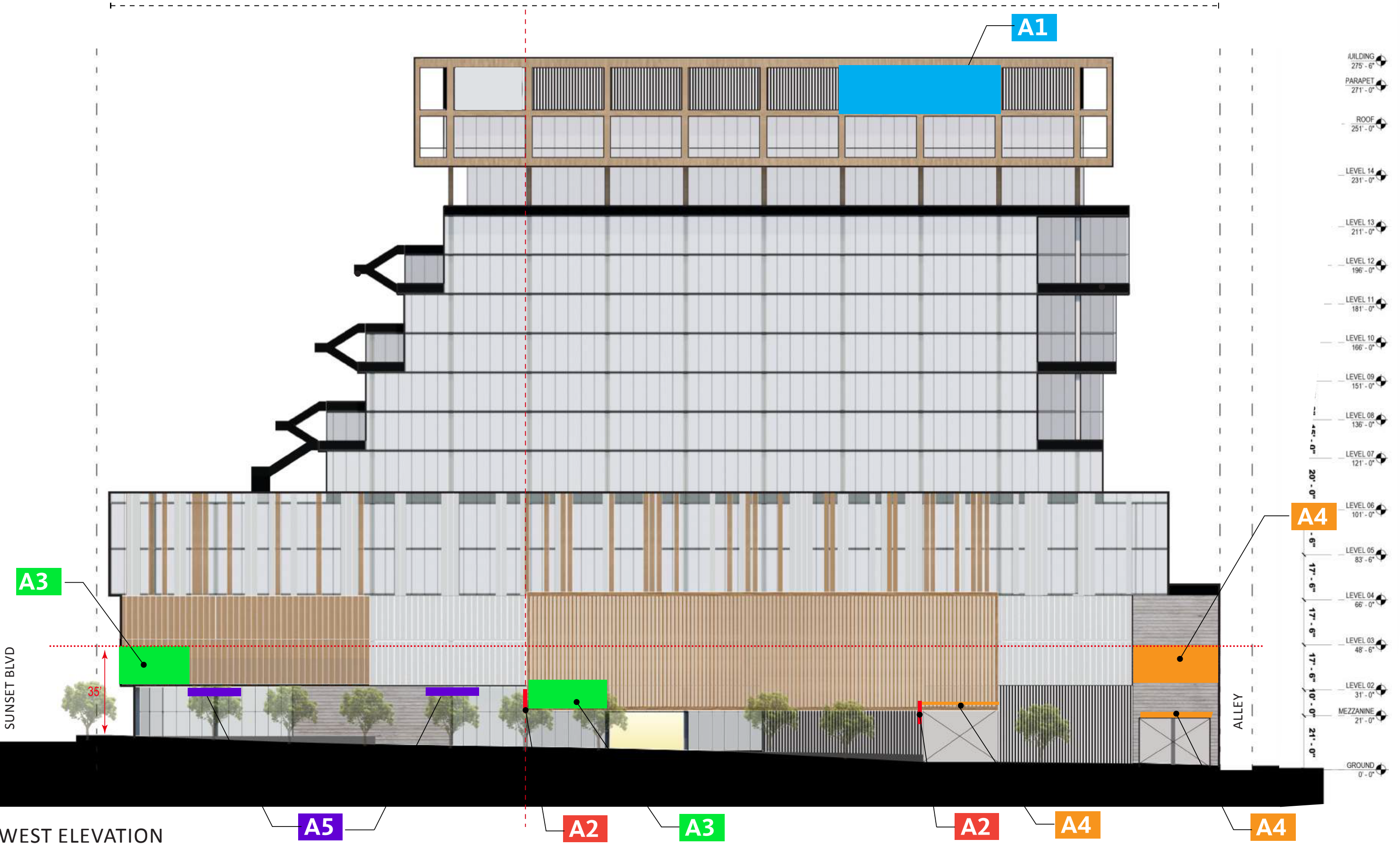
EXISTING SITE

Signage Calculations Matrix

	Sign ID/Definition Description	Illumination	Mounting	Quantity	Width	Height	Area
Sunset 155' frontage 310sf. allowed	A3 BuildingID - Wall sign Max. area - 300 SF	Yes	Facade Mounted	1	10'-0"	15'-6"	155 SF
	A5 Tenant ID - Wall sign Max. area - 300 SF	Yes	Facade Mounted	2	10'-0"	9"	7.75 x 3 = 23 SF 
	A6 Digital Display - Wall sign Max. area - 300 SF	Yes	Facade Mounted	1	16'-6"	8'-0"	132 SF
							310 sf total 310 sf allowed
Wilcox 170' frontage x 2 340 sf. allowed + 260' frontage x 4 1040 sf. allowed 1380 sf. total allowed	A1 BuildingTop ID - wall sign Max. area - 1000 SF	Yes	Facade Mounted	1	60'-0"	16'-6"	1000 SF (not included in total) 
	A2 Blade ID - Projecting sign Max. area - N/A	Yes	Facade Mounted	2	4'-0"	10'-0"	40 SF x 2 = 80 SF (not included in total)
	A3 BuildingID - Wall sign Max. area - 300 SF	Yes	Facade Mounted	2	24'-0"	10'-0"	240 SF x2 = 480 SF
	A4 Wall Sign Max. area - 300 SF	Yes	Facade Mounted	2	30'-0"	6'-0"	180 SF x 2 = 360 SF
	A4 Wall Sign Max. area - 300 SF	Yes	Facade Mounted	1	20'-0"	15'-0"	300 SF
	A5 Tenant ID - Wall Sign Max. area - 300 SF	Yes	Facade Mounted	2	30'-0"	4'-0"	240 SF 
							1380 sf. total 1380 sf. allowed
Cole 170' frontage x 2 340sf. allowed + 260' frontage x 4 1040 sf. allowed 1380 sf. total allowed	A1 Building Top ID - Wall sign Max. area - 1000 SF	Yes	Facade Mounted	1	60'-0"	16'-6"	1000 SF (not included in total)
	A2 Blade ID - Projecting sign Max. area - N/A	Yes	Facade Mounted	2	4'-0"	10'-0"	40 SF x 2 = 80 SF (not included in total)
	A3 Building ID - Wall sign Max. area - 300 SF	Yes	Facade Mounted	1	30'-0"	10'-0"	300 SF x2 = 600 SF 
	A4 Parking ID - Wall sign Max. area - 300 SF	Yes	Facade Mounted	3	30'-0"	2'-0"	60 SF x 2 = 120 SF 
	A4 Wall Sign Max. area - 300 SF	Yes	Facade Mounted	1	30'-0"	15'-0"	450 SF
	A5 Tenant ID - Wall Sign Max. area - 300 SF	Yes	Facade Mounted	1	15'-0"	2'-0"	30 SF
							1250 sf. total 1380 sf. allowed
Alley/Delongpre 155 frontage x 4 620 sf. allowed	A4 Wall Sign	Yes	Facade Mounted	2	20'-0"	15'-0"	300 sf x 2 = 600 SF
							600 sf. total 620 sf. allowed

NORTH ELEVATION



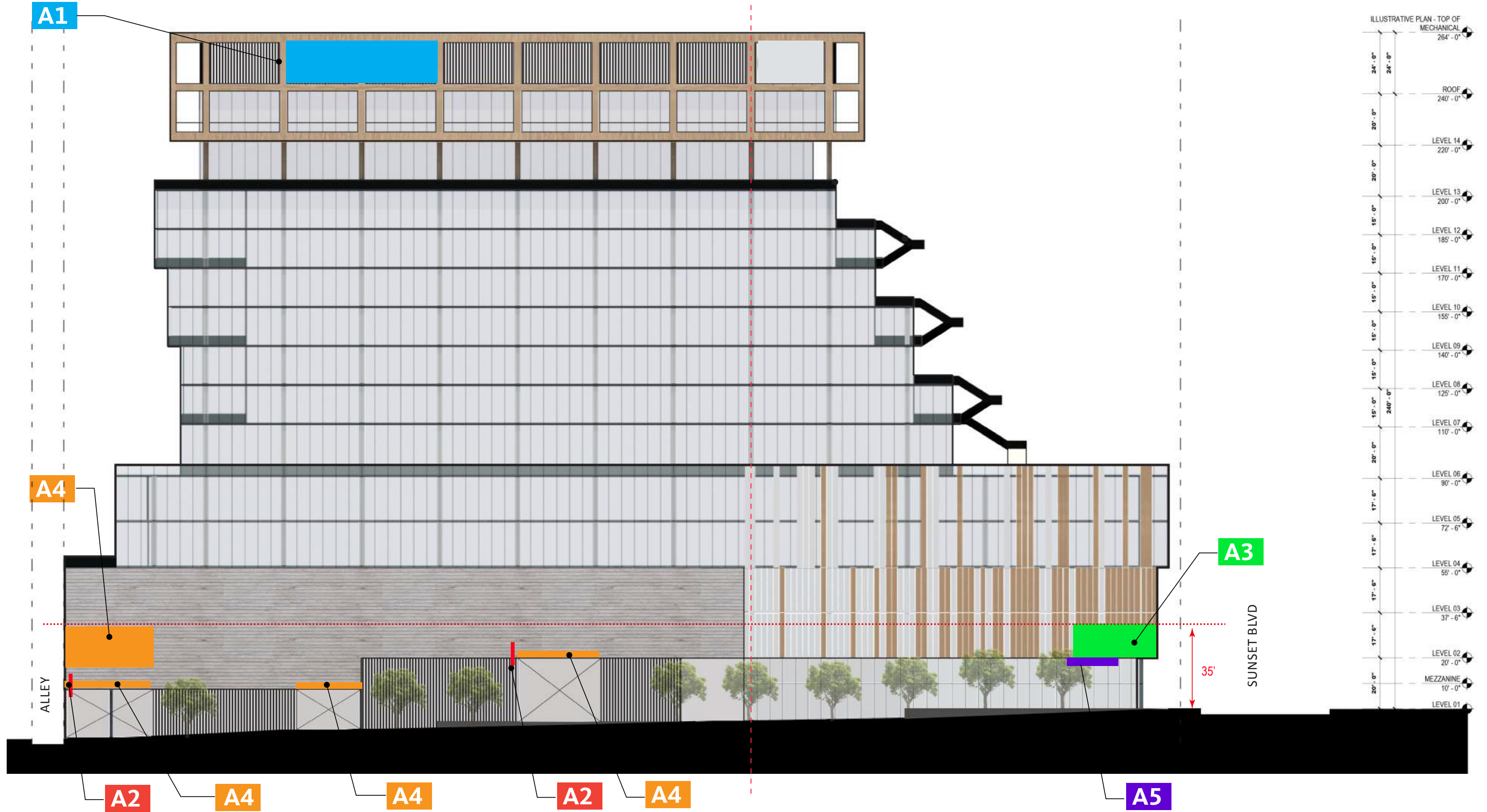


WEST ELEVATION

EAST ELEVATION

Hollywood Redevelopment Plan Design Guidelines and LAMC

Hollywood SUD



SOUTH ELEVATION

