8228 Sunset Boulevard Tall Wall Project
Draft Mitigated Negative Declaration

Prepared for:

City of West Hollywood
Community Development Department

8300 Santa Monica Boulevard
West Hollywood, California 90069

Prepared by:

Dudek

38 North Marengo Avenue
Pasadena, California 91101

MARCH 2015

TABLE OF CONTENTS

Section **Page No.**

TABLE OF CONTENTS

Page No.

APPENDICES

FIGURES

TABLES

ACRONYMS AND ABBREVIATIONS

Acronym/Abbreviation	Definition
AQMP	Air Quality Management Plan
CAP	Climate Action Plan
CARB	California Air Resources Board
CAAQS	California Ambient Air Quality Standards
CalEEMod	California Emissions Estimator Model
CEQA	California Environmental Quality Act
CH_4	methane
City	City of West Hollywood
CMP	congestion management program
CNDDB	California Natural Diversity Database
CO	carbon monoxide
CO_2	carbon dioxide
CO_2E	carbon dioxide equivalent
CRHR	California Register of Historical Resources
CUP	Conditional Use Permit
EPA	United States Environmental Protection Agency
GHG	greenhouse gas emissions
IESNA	Illuminating Engineering Society of North America
LED	light emitting diode
MT	metric tons
NAAQS	National Ambient Air Quality Standards
NO_2	nitrogen dioxide
N_2O	nitrous oxide
NO_x	oxides of nitrogen
NRHP	National Register of Historic Places
O_3	ozone
$PM_{2.5}$	fine particulate matter
PM_{10}	coarse particulate matter
SCAB	South Coast Air Basin
SCAQMD	South Coast Air Quality Management District
SO_2	sulfur dioxide
SO_x	oxides of sulfur
SSP	Sunset Specific Plan
US 101	United States Route 101, Hollywood Freeway
VOC	volatile organic compound

INTENTIONALLY LEFT BLANK

1 PROJECT DESCRIPTION

1.1 Overview of the Project

The 8228 Sunset Boulevard Tall Wall Project (proposed project) would involve installation of a new tall wall sign on the east side of the existing building located at 8228 Sunset Boulevard. The tall wall sign would require the installation and operation of new lighting not currently present at the project site. Additionally, implementation of the proposed project would require City of West Hollywood City Council approval of a Conditional Use Permit, Zoning Map Amendment, and Development Agreement.

1.2 California Environmental Quality Act

The California Environmental Quality Act (CEQA) applies to proposed projects initiated by, funded by, or requiring discretionary approvals from state or local government agencies. The proposed project constitutes a project as defined by CEQA (California Public Resources Code Section 21000 et seq.). CEQA Guidelines Section 15367 states that a "Lead Agency" is "the public agency which has the principal responsibility for carrying out or approving a project." Therefore, the City of West Hollywood (City) is the lead agency responsible for compliance with CEQA for the proposed project.

As lead agency for the proposed project, the City must complete an environmental review to determine if implementation of the proposed project would result in significant adverse environmental impacts. To fulfill the purpose of CEQA, an Initial Study has been prepared to assist in making that determination. Based on the nature and scope of the proposed project and the evaluation contained in the Initial Study environmental checklist (contained herein), the City, as the lead agency, has concluded that a Mitigated Negative Declaration is the proper level of environmental documentation for this project. The Initial Study shows that impacts caused by the proposed project are either less than significant or significant but mitigable with incorporation of appropriate mitigation measures as defined herein. This conclusion is supported by CEQA Guidelines Section 15070, which states that a Mitigated Negative Declaration can be prepared when "(a) the initial study shows that there is not substantial evidence, in light of the whole record before the agency, that the project may have a significant effect on the environment, or (b) the initial study identifies potentially significant effects, but (1) revisions in the project plans or proposals made by, or agreed to by the applicant, before a proposed mitigated negative declaration and initial study are released for public review would avoid the effects or mitigate the effects to a point where clearly no significant effects would occur; and (2) there is no substantial evidence, in light of the whole record before the agency, that the project as revised may have a significant effect on the environment."

1.3 Project Location and Setting

The project site is located at 8228 Sunset Boulevard in the northern portion of the City of West Hollywood. Regional access to the project site is provided via United States Route 101 (US 101, Hollywood Freeway), located approximately 3 miles east of the project site. Figure 1 shows the regional location of the project site.

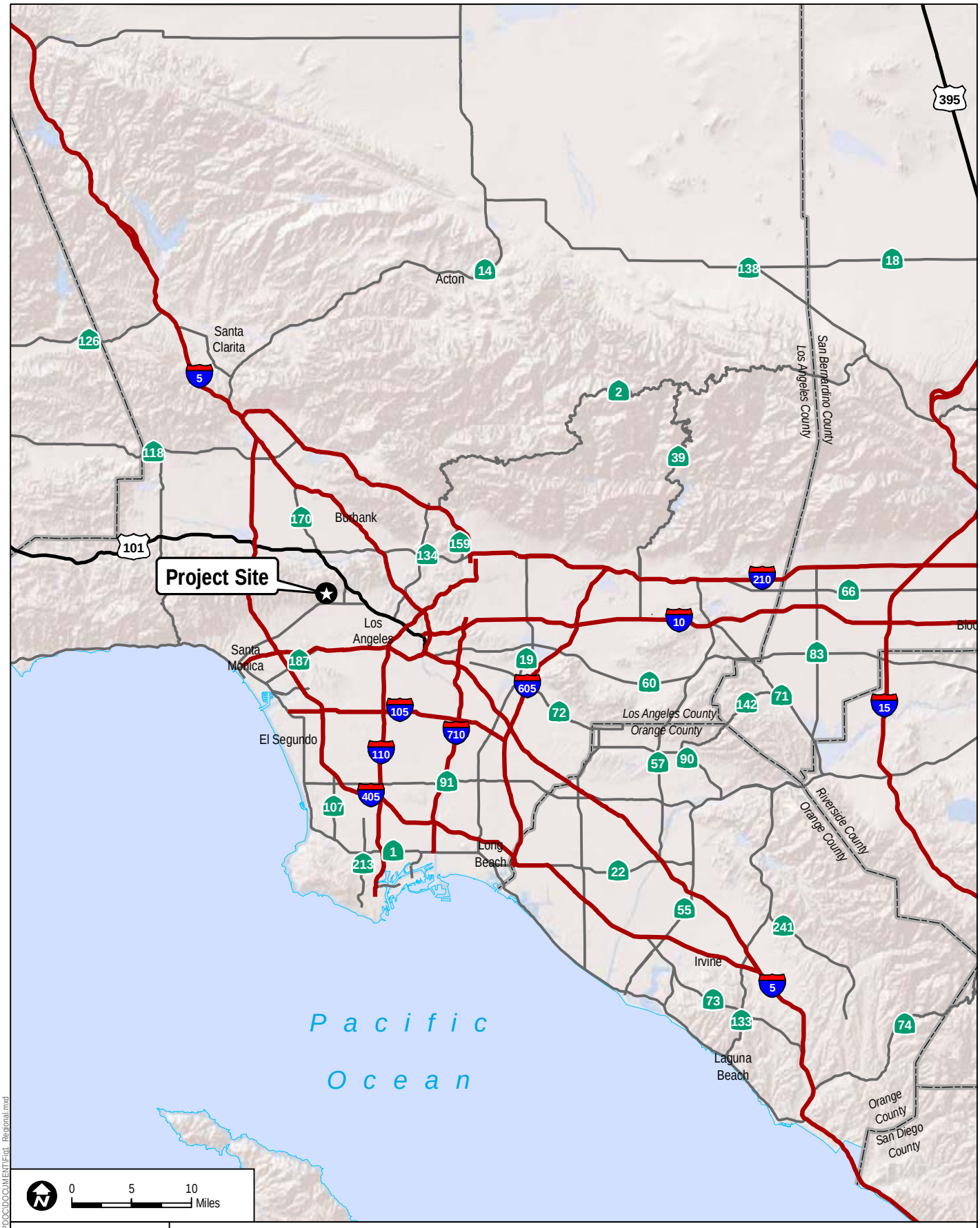
Local access is provided via major north-south and east-west oriented roads including Sunset Boulevard, which forms the northwestern boundary of the project site; Fountain Avenue, located approximately 0.20 miles south of the project site; Santa Monica Boulevard, located approximately 0.45 miles south of the project site; La Brea Avenue, located approximately 1.38 miles east of the project site; Fairfax Avenue, located approximately 0.39 miles east of the project site; Crescent Heights Boulevard, located approximately 0.14 miles east of the project site; and La Cienega Boulevard, located approximately 0.51 miles southwest of the project site.

The project site is located along Sunset Boulevard in a highly urbanized area within the City of West Hollywood. Sunset Boulevard is an internationally known corridor, historically recognized for its entertainment uses, restaurants, billboards, and tall walls. It contains a mix of low- and high-rise buildings most of which front directly onto the street. A high level of pedestrian activity and "urban village" ambience results from the types of uses, siting of the structures on the sidewalks, and design characteristics of their street level that "invite" pedestrian observation and use. Large billboards are located on the top of buildings or lots at frequent intervals.

The project site is bound by Sunset Boulevard on the northwest, a one-story restaurant on the northeast, one two-story and one three-story multi-family residential buildings on the southeast, and a two-story commercial property and associated surface parking lot to the south and southwest. The area surrounding the project site is primarily developed with commercial and multi-family residential uses. The properties fronting Sunset Boulevard to the north, east, and west of the project site are all developed with commercial uses. The properties south of the project site are developed with multi-family residential uses, as are those properties located north and south of the commercial frontage along Sunset Boulevard. Figure 2 shows an aerial view of the project location.

1.4 Existing Project Site

The project site comprises a single parcel and is currently developed with a three-story, approximately 13,000-square-foot commercial building. The roof of the building contains a billboard that faces west.



DUDEK

SOURCE: ESRI 2014

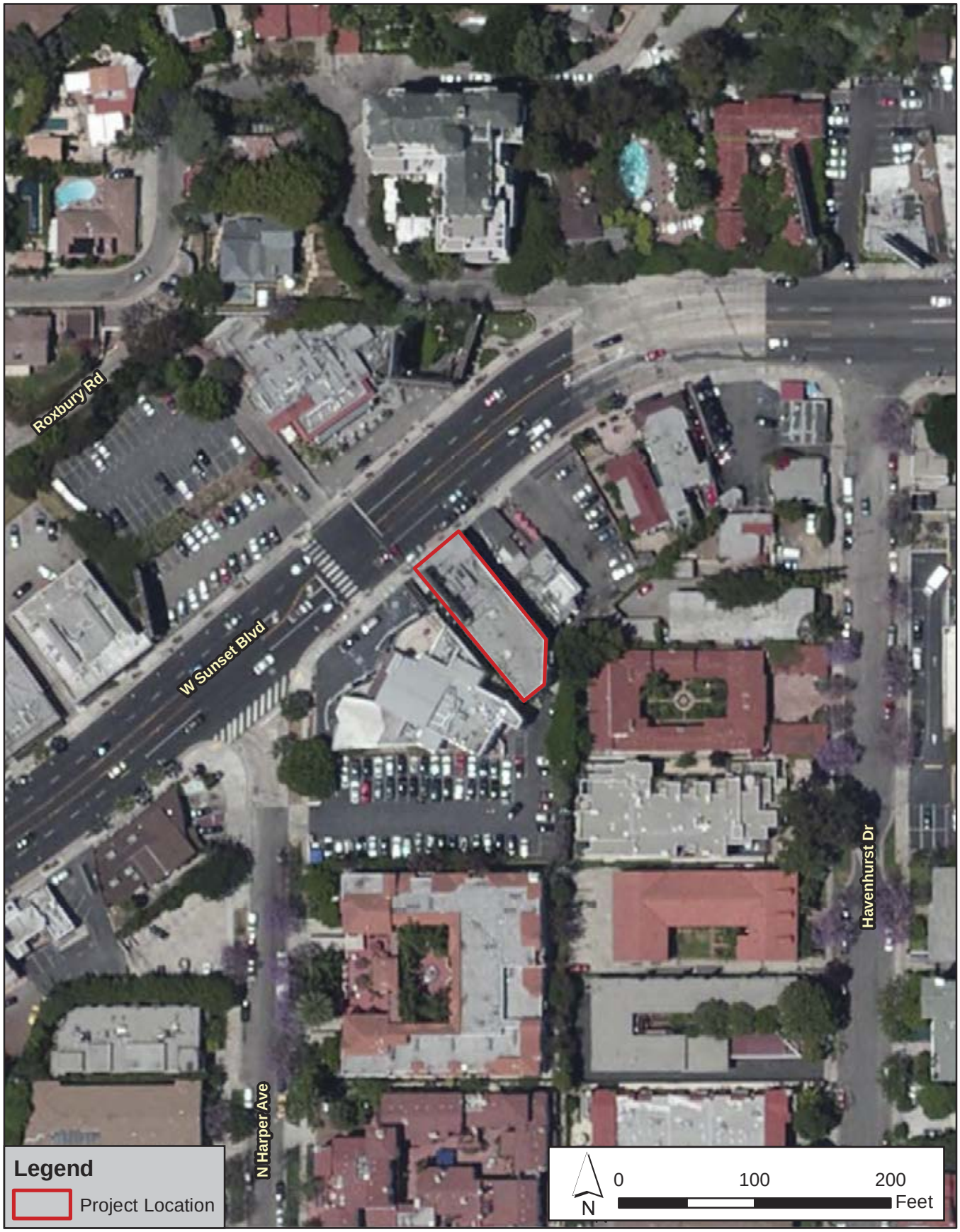
FIGURE 1
Regional Map

8629

8228 SUNSET BOULEVARD TALL WALL PROJECT

Path: Z:\Projects\8629011\MAPDOC\DOCUMENT\Fig1_Regional.mxd

INTENTIONALLY LEFT BLANK



DUDEK

8629

SOURCE: ESRI 2014

FIGURE 2
Project Location

8228 SUNSET BOULEVARD TALL WALL PROJECT

Z:\Projects\8629801\MAPDOC\DOCUMENT

INTENTIONALLY LEFT BLANK

The project site is located within the boundaries of the Sunset Specific Plan and, accordingly, is designated and zoned SSP (Sunset Specific Plan) in the City of West Hollywood General Plan and Zoning Ordinance (City of West Hollywood 2011a and 2011b). The Sunset Specific Plan area roughly encompasses all street fronting parcels to the north and south of Sunset Boulevard along approximately 1.2 miles in the City between Sunset Hills Road on the west and just west of Havenhurst Drive on the east. The Sunset Specific Plan is intended to be used in conjunction with the City's General Plan and Zoning Ordinance, and includes policies, standards, and guidelines that promote and preserve the unique qualities of Sunset Boulevard (City of West Hollywood 1996). Additionally, where the Sunset Specific Plan standards are inconsistent with or contradictory to the City's General Plan and/or Zoning Ordinance, the specific plan standards prevail and govern development of those properties contained within the boundaries of the Sunset Specific Plan.

1.5 Project Objectives

The primary objectives of the proposed project include the following:

- Protect neighboring properties, including residential neighbors, from potential impacts through compliance with all applicable laws.
- Enhance the visual landscape of the Sunset Strip with a tall wall sign that improves the visual appearance of an existing building.
- Maximize the potential for outdoor advertising on the Sunset Strip, as called for in the Sunset Specific Plan.
- Create visual interest on an otherwise blank and unarticulated building wall.
- Provide public benefits to the City while facilitating an economically viable project.

1.6 Proposed Project Details

The proposed project consists of the installation and operation of a tall wall sign on the east side or facade of the existing three-story building located on the project site. A tall wall sign operates in a manner similar to a billboard; however, a tall wall image (also referred to as the "copy") is applied directly to the exterior wall of an existing structure, rather than being affixed to a freestanding pole like a traditional billboard. The existing building has a parapet that extends approximately 2 feet to 5.5 feet above the roofline of the building. The existing parapet is angled and taller toward the front (northwestern) side of the building (Figure 3, Existing Structure Profile). Under the proposed project, the existing irregularly shaped parapet would remain, and the proposed tall wall would extend to the top of the building and would cover all portions of the

parapet, with the exception of the taller area of parapet on the northwestern edge of the building (Figure 4, Proposed New Tall Wall Profile).

Construction would involve the installation of the new tall wall sign on the east side of the existing building and new light fixtures to illuminate the sign. The lighting scheme for the proposed project consists of light emitting diode (LED) versions of billboard flood lights with fixtures at the top of the new tall wall. Nine LED floodlights would be installed above the tall wall sign, approximately 37 feet above the sidewalk elevation. Additionally, nine LED floodlights would be installed at the base of the tall wall sign, approximately 10 feet above the sidewalk elevation. The proposed new light fixtures would be directed toward the tall wall surface and shielded to avoid spill-over light onto adjacent properties. The tall wall sign (also referred to as "copy") is an advertisement or image printed on a vinyl material. Installation of the tall wall would involve two components: (1) applying a coat of concrete or plaster to the eastern façade of the building in order to create a smooth surface and (2) applying the copy to the eastern façade of the building, on top of the concrete or plaster coat. The application of the copy would entail installation of staging and safety rigging on the rooftop of the existing building and then affixing the copy to the eastern façade of the building.

Operation of the proposed project would require periodic replacement of the copy displayed on the building. The existing copy would be removed and stored, and new copy would be installed. The application process described above would be repeated each time the copy is changed, up to a maximum of 12 times per year. Additionally, changing the tall wall copy would require procurement of appropriate change permits from the City and notification of the project site property owner at least 24 to 48 hours in advance of the copy change. Once permit and notification requirements have been fulfilled, the copy change process would take approximately 6 hours to complete. All existing windows on the building would remain in place and functional throughout operation of the proposed project. In addition, the existing west-facing billboard currently located atop the building on the project site would remain in place.

The proposed project would require approval of a Conditional Use Permit (CUP) to allow for the existing building facade to be used for a tall wall sign, a Development Agreement to create development standards for the project site to allow the installation and operation of a tall wall sign, and a Zoning Map Amendment to place the project site within a Development Agreement Overlay Zone.

DUDEK

8629

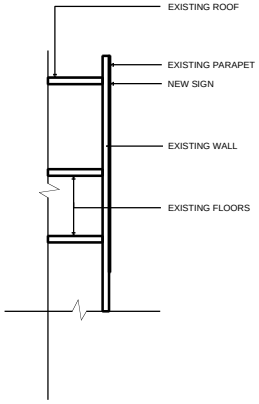
SOURCE:

FIGURE 3
Existing Structure Profile

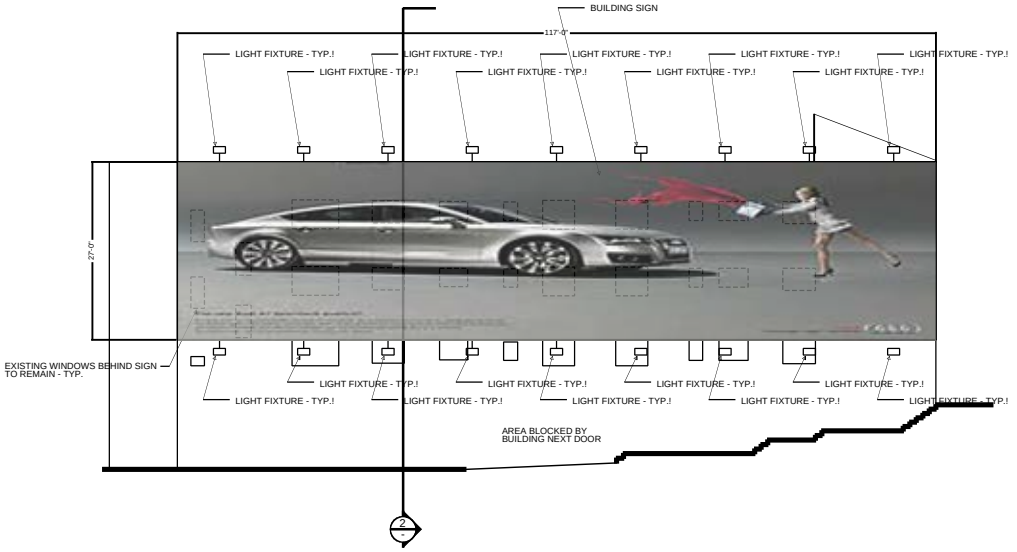
8228 SUNSET BOULEVARD TALL WALL PROJECT

Z:\Projects\8629\MAPDOC\DOCUMENT\

INTENTIONALLY LEFT BLANK



2 SECTION
SCALE: 1/8" = 1'-0"



1 EAST ELEVATION
SCALE: 1/8" = 1'-0"

AREA CALCULATIONS

WALL AREA	5,865 SF
SIGN AREA	3,159 SF
WINDOW AREA (AT SIGN LOCATION)	335 SF 10.5% (<15% REQUIRED)

VEIW OF EAST SIDE OF BUILDING
SCALE: 1/8" = 1'-0"

SOURCE: David Kellen + Associates, Inc. 2014

FIGURE 4
Proposed New Tall Wall Profile

DUDEK

8629

8228 SUNSET BOULEVARD TALL WALL PROJECT

Z:\Projects\8629\01\MAP\DOC\DOCUMENT\

INTENTIONALLY LEFT BLANK

1.7 Project Construction Scenario

Construction is anticipated to begin in the fourth quarter of 2015. As described in Section 1.6, construction would include installation of the new light fixtures and the proposed new tall wall sign. In order to prepare the eastern side of the building for application of the tall wall sign, a coat of concrete or plaster would be applied to that side of the building. Temporary closure of the Sunset Boulevard public sidewalk directly adjacent to the project site, for approximately one day, would be required to allow for operation of a crane to be used to install the light fixtures along the rooftop and to apply concrete or plaster to the side of the building. After the side of the building has been smoothed with the concrete or plaster, the copy would be affixed to the side of the building as part of the construction process. No sidewalk closures would be required to affix the advertising copy to the side of the building.

Overall, construction would require approximately four truck trips and would take approximately four days to complete. Approximately five construction personnel would be required. In addition, material deliveries would be required related to the installation of new light fixtures and the new tall wall sign.

The proposed project would be required to adhere to applicable regulations and guidelines regarding construction and operation. The most effective and appropriate combination of resource avoidance and monitoring would be employed during project construction and operation, including implementation of the following customary Best Management Practices:

- In accordance with the City Noise Ordinance, project construction and maintenance activities would occur Mondays through Fridays between the hours of 8:00 a.m. and 7:00 p.m.
- Safety harnesses would be required for workers on the rooftop staging area during both construction and operation activities.
- Safety ropes would be used for rigging when installing and changing copy.
- Closure of the Sunset Boulevard public sidewalk along the project site border would be required during a portion of the four-day construction phase. Construction workers with signal flags would be used to facilitate pedestrian movement and safety during construction.

1.8 Project Operation Scenario

Operation of the proposed project would begin immediately following the completion of the construction scenario described in Section 1.7 above. The daily operation of the proposed new tall wall sign would involve daily use of the proposed 18 light fixtures during nighttime hours. Operation of the proposed project would require periodic replacement of the copy displayed on

the tall wall. The copy would be changed up to a maximum of 12 times per year, resulting in an increase of one truck trip per copy change to deliver and install materials, which would take approximately 6 hours to complete. No sidewalk or street closures would occur during operation of the project. No access to adjacent properties would be required to change the copy, and no activity in connection with the sign other than the periodic copy changes described would occur at the project site during project operation.

1.9 Required Permits and Approvals

Various permits and approvals would be required in order to approve and implement the proposed project. These include the following:

City of West Hollywood Building and Safety Division

- Building Permit

City of West Hollywood Department of Public Works

- Sidewalk Closure Permit

City of West Hollywood City Council

- Approval of Conditional Use Permit
- Approval of Zoning Map Amendment
- Approval of Development Agreement

2 INITIAL STUDY CHECKLIST

The following discussion of potential environmental effects was completed in accordance with Section 15063(d)(3) of the CEQA Guidelines (2014) to determine if the proposed project may have a significant effect on the environment.

1. **Project Title:**

   8228 Sunset Boulevard Tall Wall Project

2. **Lead Agency Name and Address:**

   City of West Hollywood
   Community Development Department
   8300 Santa Monica Boulevard
   West Hollywood, California 90069

3. **Contact Person and Phone Number:**

   Adrian Gallo, Associate Planner
   City of West Hollywood
   Community Development Department
   8300 Santa Monica Boulevard
   West Hollywood, California 90069
   323-848-6475
   Email: agallo@weho.org

4. **Project Location:**

   8228 Sunset Boulevard
   West Hollywood, California 90046

5. **Project Sponsor's Name and Address:**

   Aaron Green
   The Afriat Consulting Group, Inc.
   4107 Magnolia Boulevard
   Burbank, California 91505
   818-450-2779
   Email: aaron@afriat.com

6. **General Plan Designation:**

   Sunset Specific Plan

7. **Zoning:**

Sunset Specific Plan

8. **Description of Project:**

The proposed project consists of the installation and operation of a tall wall sign on the east side of the existing building located on the project site. Construction of the proposed project would involve the installation of 18 new light fixtures and application of a concrete or plaster coat to the side of the building to create a smoother surface. The proposed new light fixtures would be focused on the new tall wall to illuminate the sign surface. Additionally, construction would include installation of copy on the side of the building.

The operation of the proposed project would require periodic replacement of the copy displayed on the tall wall. Copy changes would occur up to a maximum of 12 times per year. All existing windows on the building would remain in place and functional throughout operation of the proposed project. In addition, the existing west-facing billboard currently located atop the building on the project site would remain in place.

The proposed project would require approval of a CUP to allow for the existing building facade to be used for a tall wall sign, a Development Agreement to create development standards for the project site to allow the installation and operation of a tall wall sign, and a Zoning Map Amendment to place the project site within a Development Agreement Overlay Zone.

9. **Surrounding Land Uses and Setting:**

The project site is located along Sunset Boulevard in a highly urbanized area within the City of West Hollywood. The project site is bound by Sunset Boulevard on the northwest, a one-story restaurant on the northeast, one two-story and one three-story multi-family residential buildings on the southeast, and a two-story commercial property and associated surface parking lot to the south and southwest of the project site. The area surrounding the project site is primarily developed with commercial and multi-family residential uses.

Responsible/Trustee Agencies:

None.

Reviewing Agencies:

None.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED

The environmental factors checked below would be potentially affected by this project, involving at least one impact that is a "Potentially Significant Impact" or a "Less than Significant Impact After Mitigation Incorporated" as indicated by the Environmental Impacts discussion in Section 2.

☒ Aesthetics	☐ Agriculture and Forestry Resources	☐ Air Quality
☐ Biological Resources	☐ Cultural Resources	☐ Geology and Soils
☐ Greenhouse Gas Emissions	☐ Hazards and Hazardous Materials	☐ Hydrology and Water Quality
☐ Land Use and Planning	☐ Mineral Resources	☐ Noise
☐ Population and Housing	☐ Public Services	☐ Recreation
☐ Transportation and Traffic	☐ Utilities and Service Systems	☒ Mandatory Findings of Significance

DETERMINATION

On the basis of this initial evaluation:

☐ I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.

☒ I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared.

☐ I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.

☐ I find that the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect (1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and (2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.

☐ I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier ENVIRONMENTAL IMPACT REPORT or NEGATIVE DECLARATION pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier ENVIRONMENTAL IMPACT REPORT or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.

Adrian Gallo — Signature

3/2/2015 — Date

EVALUATION OF ENVIRONMENTAL IMPACTS

		Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
I.	**AESTHETICS.** Would the project:				
a.	Have a substantial adverse effect on a scenic vista?				X
b.	Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?				X
c.	Substantially degrade the existing visual character or quality of the site and its surroundings?			X	
d.	Create a new source of substantial light or glare that would adversely affect day or nighttime views in the area?		X		
II.	**AGRICULTURE AND FORESTRY RESOURCES.** In determining whether impacts to agricultural resources are significant environmental effects, lead agencies may refer to the California Agricultural Land Evaluation and Site Assessment Model (1997) prepared by the California Department of Conservation as an optional model to use in assessing impacts on agriculture and farmland. In determining whether impacts to forest resources, including timberland, are significant environmental effects, lead agencies may refer to information compiled by the California Department of Forestry and Fire Protection regarding the state's inventory of forest land, including the Forest and Range Assessment Project and the Forest Legacy Assessment project; and forest carbon measurement methodology provided in Forest Protocols adopted by the California Air Resources Board. Would the project:				
a.	Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?				X
b.	Conflict with existing zoning for agricultural use, or a Williamson act contract?				X
c.	Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code section 12220(g)), timberland (as defined by Public Resources Code section 4526), or timberland zoned Timberland Production (as defined by Government Code section 51104(g))?				X
d.	Result in the loss of forest land or conversion of forest land to non-forest use?				X
e.	Involve other changes in the existing environment that, due to their location or nature, could result in conversion of Farmland, to non-agricultural use or conversion of forest land to non-forest use?				X
III.	**AIR QUALITY.** Where available, the significance criteria established by the applicable air quality management or air pollution control district may be relied upon to make the following determinations. Would the project:				
a.	Conflict with or obstruct implementation of the applicable air quality plan?			X	

	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
b. Violate any air quality standard or contribute substantially to an existing or projected air quality violation?			X	
c. Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?			X	
d. Expose sensitive receptors to substantial pollutant concentrations?			X	
e. Create objectionable odors affecting a substantial number of people?			X	
IV. BIOLOGICAL RESOURCES. Would the project:				
a. Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?				X
b. Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?				X
c. Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?				X
d. Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?				X
e. Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?				X
f. Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?				X

	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
V. CULTURAL RESOURCES. Would the project:				
a. Cause a substantial adverse change in the significance of a historical resource as defined in CEQA Guidelines Section 15064.5?				**X**
b. Cause a substantial adverse change in the significance of an archaeological resource pursuant to CEQA Guidelines Section 15064.5?				**X**
c. Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?				**X**
d. Disturb any human remains, including those interred outside of formal cemeteries?				**X**
VI. GEOLOGY AND SOILS. Would the project:				
a. Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:				
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.				**X**
ii) Strong seismic ground shaking?				**X**
iii) Seismic-related ground failure, including liquefaction?				**X**
iv) Landslides?				**X**
b. Result in substantial soil erosion, loss of topsoil, or changes in topography or unstable soil conditions from excavation, grading, or fill?				**X**
c. Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on-or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?				**X**
d. Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?				**X**
e. Have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater?				**X**

	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
VII. GREENHOUSE GAS EMISSIONS: Would the project:				
a. Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impacts on the environment?			X	
b. Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?				X
VIII. HAZARDS AND HAZARDOUS MATERIALS: Would the project:				
a. Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?			X	
b. Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?			X	
c. Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?			X	
d. Be located on a site that is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?				X
e. For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?				X
f. For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?				X
g. Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?				X
h. Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?				X
IX. HYDROLOGY AND WATER QUALITY. Would the project:				
a. Violate any water quality standards or waste discharge requirements?				X

	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
b. Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?				X
c. Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of stream or river, in a manner that would result in substantial erosion or siltation on- or off-site?				X
d. Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner that would result in flooding on- or off-site?				X
e. Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?				X
f. Otherwise substantially degrade water quality?				X
g. Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?				X
h. Place within a 100-year flood hazard area structures that would impede or redirect flood flows?				X
i. Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?				X
j. Inundation by seiche, tsunami, or mudflow?				X
X. LAND USE AND PLANNING. Would the project:				
a. Physically divide an established community?				X
b. Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?			X	

	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
c. Conflict with any applicable habitat conservation plan or natural community conservation plan?				X
XI. MINERAL RESOURCES. Would the project:				
a. Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?				X
b. Result in the loss of availability of a locally important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?				X
XII. NOISE. Would the project result in:				
a. Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?			X	
b. Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?				X
c. A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?				X
d. A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?			X	
e. For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?				X
f. For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?				X
XIII. POPULATION AND HOUSING. Would the project:				
a. Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?				X
b. Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?				X
c. Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?				X

	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
XIV. PUBLIC SERVICES.				
a. Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:				
i) Fire protection?				X
ii) Police protection?				X
iii) Schools?				X
iv) Parks?				X
v) Other public facilities?				X
XV. RECREATION.				
a. Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?				X
b. Does the project include recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment?				X
XVI. TRANSPORTATION/TRAFFIC. Would the project:				
a. Conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?			X	
b. Conflict with an applicable congestion management program, including, but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?			X	

	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
c. Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?				X
d. Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?			X	
e. Result in inadequate emergency access?				X
f. Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities?			X	
XVII. UTILITIES AND SERVICE SYSTEMS. Would the project:				
a. Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?				X
b. Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?				X
c. Require or result in the construction of new stormwater drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?				X
d. Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?				X
e. Result in a determination by the wastewater treatment provider that serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?				X
f. Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?			X	
g. Comply with federal, state, and local statutes and regulations related to solid waste?				X

	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
XVIII. MANDATORY FINDINGS OF SIGNIFICANCE.				
a. Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?				X
b. Does the project have impacts that are individually limited, but cumulatively considerable? "Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects.		X		
c. Does the project have environmental effects that will cause substantial adverse effects on human beings, either directly or indirectly?		X		

The following discussion addresses impacts to various environmental resources per the Initial Study checklist questions contained in Appendix G of the CEQA Guidelines.

2.1 Aesthetics

Would the project:

a) Have a substantial adverse effect on a scenic vista?

No Impact. The proposed project would not have an adverse effect on scenic vistas. There are no officially designated scenic vistas in the City (City of West Hollywood 2010a). However, views of the Hollywood Hills and the Los Angeles Basin are available from Sunset Boulevard. The proposed project involves installation of a new tall wall sign and lighting on the existing building on the project site. While the nine light fixtures that would be installed on top of the building would protrude several feet above the parapet, the light fixtures would not be prominent relative to the existing urban character of the vicinity and the numerous visual elements that extend above the rooftops in the project area, including the west-facing billboard that is located atop the building on the project

site. Furthermore, while the light fixtures would be observed by west-bound travelers on Sunset Boulevard, there are no scenic vistas that can currently be experienced above the building on the project site. Therefore, the addition of nine lighting fixtures to the top of the building would not obstruct scenic vistas. The existing billboard would remain in place with the proposed project and would remain the tallest element on the project site. Because the proposed tall wall sign and lighting fixtures would not increase the height of the building on the project site and would therefore not obstruct any scenic vistas, no impact on scenic vistas would occur.

b) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?

No Impact. Implementation of the proposed project would not damage scenic resources within a state scenic highway. There are no designated state scenic highways or eligible state scenic highways in the City (City of West Hollywood 2010a). Therefore, no impact on scenic resources within a state scenic highway would occur as a result of the proposed project.

c) Substantially degrade the existing visual character or quality of the site and its surroundings?

Construction

Less Than Significant Impact. During the four-day construction period, the character of the site would be altered due to the temporary introduction of several construction workers, several construction trucks, and a crane to the site that would be visible from surrounding areas. Due to the temporary and minor nature of construction activities, the site would not undergo substantial degradation as a result of construction activities. Therefore, construction-related impacts to visual character and quality resulting from the proposed project would be less than significant.

Operation

Less Than Significant Impact. Operation of the proposed tall wall sign would change the visual character on the east side of the existing building by adding an image (i.e., copy) and lighting to the east side of the building. Several other advertisements and billboards exist on, adjacent to, and in the area surrounding the project site, including a west-facing billboard on the roof of the existing building. The installation of the new tall wall sign would be consistent with the visual character of the project area and would be consistent with the goals of the SSP to foster a visually vibrant signage district along

Sunset Strip. Therefore, operation-related impacts to visual character and quality resulting from the proposed project would be less than significant.

Shade and Shadow

No Impact. The proposed tall wall sign would consist of an advertisement that would be affixed flush to the side of an existing building. As such, the tall wall sign would not cast shade or shadow on any nearby shade-sensitive land uses. Therefore, shade and shadow impacts would not occur.

d) Create a new source of substantial light or glare that would adversely affect day or nighttime views in the area?

The following analysis is based on the Lighting Study prepared for the proposed project, which is included as Appendix A of this document.

Less Than Significant Impact with Mitigation Incorporated. The proposed project involves installation and operation of 18 new light fixtures directed toward the tall wall surface.

The City has established various code provisions and design guidelines that regulate the design of outdoor lighting and signs. The relevant sections of the Municipal Code include the following:

- *Section 19.34.040: General Provisions for On-Site Signs*

    B. Illumination of Signs. The illumination of signs, either from an internal or external source, shall be designed to avoid negative impacts on surrounding rights-of-way and properties. The following standards shall apply to all illuminated signs:

        1. External light sources shall be directed and shielded to limit direct illumination of any object other than the sign;

        2. Sign lighting shall not be of an intensity or brightness that will create a nuisance for residential properties in a direct line of sight to the sign;

        6. Light sources shall utilize energy-efficient fixtures to the greatest extent possible.

- *Section 19.34.060: Creative Signs*

    E. Design Criteria. In approving an application for a creative sign, the review authority shall ensure that a proposed sign meets the following design criteria:

4. Neighborhood Impacts. The sign shall be located and designed not to cause light and glare impacts on neighboring residential uses.

Light

Lighting is of most concern when it may potentially spill over or trespass from a project site onto properties or areas including residential buildings and the public sidewalk or right-of-way. Light intensity or illuminance is measured in units called footcandles. Typically, lighting industry standards recommend a minimum lighting level of 1.0 footcandle for highly trafficked pedestrian areas adjacent to major roadways, and an average lighting level of 2.0 footcandles. The City of West Hollywood does not define a specific threshold for light trespass; therefore, the City of Los Angeles light trespass thresholds are used to determine significance for purposes of this analysis. Specifically, Section 14.4.4(E) of the City of Los Angeles Municipal Code states that "no sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than three foot candles above ambient lighting, as measured at the property line of the nearest residentially zoned property."

The nearest residential properties to the project site are located at 1477 Havenhurst Drive and 1475 Havenhurst Drive, both directly abutting the east/southeastern boundary of the project site. Multi-family residential and condominium buildings of approximately two stories are located on 1477 Havenhurst Drive and 1475 Havenhurst Drive. However, several mature trees are located near the western property lines of these residential properties that block some views towards the project site. Locations analyzed in the vicinity of the proposed project are shown on Figure 12 of the Lighting Study (Appendix A).

Sunset Boulevard in West Hollywood is currently a bright and vibrant streetscape. A variety of retail and entertainment options foster a high level of pedestrian activity and the street serves as a major thoroughfare for automobile traffic. These factors, combined with the existing billboards that are a prominent feature of the Sunset Boulevard environment, create relatively high illuminance levels. The section of Sunset Boulevard containing the project site is an especially vibrant area at night, with several large billboards, retail establishments, restaurants, cafes, and bars, as well as a hotel and surrounding residential uses. Existing nighttime illuminance levels on the sidewalks in the project area range from 0.31 footcandles to 31 footcandles, with an average of 5.9 footcandles along the sidewalk fronting the project site on Sunset Boulevard.

Per the Lighting Study calculations, the proposed project would result in lighting level increases as high as 2.2 footcandles on the sidewalk and street at Sunset Boulevard

adjacent to the tall wall sign. Additionally, the proposed project would result in lighting level increases of 3.5 footcandles adjacent to the property line with 1475 Havenhurst Drive, 0.9 footcandles at 1477 Havenhurst Drive, and 12.5 footcandles at the property line with the commercial building directly adjacent to the northwestern boundary of the project site. As previously discussed, the threshold applied from the City of Los Angeles requires that new lighting may not cause an increase of more than 3.0 footcandles at nearby residential properties. Thus, based on use of the City of Los Angeles threshold, the proposed project would result in a potentially significant light trespass at the neighboring residential property located at 1475 Havenhurst Drive without mitigation. Significant light trespass would not result at the residential property located at 1477 Havenhurst Drive due to the several mature trees that would block a majority of the project lighting. Additionally, the proposed project would result in an increase of more than 3.0 footcandles at the adjacent commercial property.

As documented in the Lighting Study, the proposed new light fixtures along the top of the tall wall sign would be the specific cause of the light trespass at the neighboring properties, resulting in light levels that would exceed the 3.0 footcandle threshold at one residential property (1475 Havenhurst Drive). Proposed new light fixtures along the bottom of the tall wall sign would be obstructed from the residential property by adjacent buildings. The implementation of mitigation measure VIS-1 would be required to reduce potential light trespass impacts at 1475 Havenhurst Drive. With the implementation of this mitigation measure (which includes shielding and verification requirements to confirm that light trespass levels do not increase by more than 3.0 footcandles at the property line), potential light trespass impacts from the proposed project would be less than significant.

Glare

Glare is defined as visual discomfort resulting from high contrast in brightness levels. Substantial glare impacts can adversely affect day or nighttime views. The magnitude of the sensation of glare depends on such factors as the size, position, and luminance of sources, the number of sources, and the luminance to which the eyes are adapted. The Illuminating Engineering Society of North America (IESNA) Lighting Handbook (IESNA 2011) identifies contrast ratios above 30:1 as “High Contrast.” Contrast ratios above 30:1 are classified as glare by the IENSA; therefore, this ratio is used as the measurement for the threshold of significance of glare impacts.

As previously discussed, the section of Sunset Boulevard in which the project site is located is especially vibrant at night. As such, several of the existing light measurements taken of the

existing conditions for the Lighting Study exceed the contrast values identified as a significant glare impact; however, the effect of existing contrast values is generally minimized by the overall visual density of the area. Each billboard or building facade may contain high contrasts in brightness but the average brightness of each of these areas is relatively consistent and, therefore, not a significant source of existing glare.

As previously discussed, the Municipal Code requires that creative signs shall be located and designed not to cause glare impacts on neighboring residential uses. The highest glare impact resulting from the proposed project would be from the light fixtures proposed to be installed above the tall wall sign viewed in relationship to the dark sky. The Lighting Study concluded that adjacent residential buildings would be affected by glare, with the property located at 1475 Havenhurst Drive experiencing a maximum of 3.5 footcandles from the proposed tall wall lighting. The 30:1 contrast ratio threshold for glare would be exceeded at this residential property. Additionally, the height and position of the nine light fixtures on top of the illuminated tall wall sign may cause visual distraction and direct views into the light sources at surrounding residential properties, including the residential buildings at 1475 Havenhurst Drive. As such, the proposed project would result in a potentially significant glare impact at this adjacent residential building without mitigation. Proposed light fixtures on the bottom of the tall wall sign would be obstructed from the residential property by adjacent buildings and would not result in significant glare impacts.

The implementation of mitigation measure VIS-1 would be required to reduce the potentially significant glare impact and visual distraction to the neighboring residential building at 1475 Havenhurst Drive. With implementation of this mitigation measure (which includes shielding and verification requirements to confirm that contrast ratios do not exceed the 30:1 threshold at the property line), potential glare impacts from the proposed project would be less than significant.

Mitigation Measures

VIS-1 Upon installation of the lights and prior to regular operation of the tall wall sign, light levels at the property line of 1475 Havenhurst Drive shall be field verified by a qualified lighting consultant. Following verification by the qualified lighting consultant, the nine light fixtures installed along the top of the tall wall sign shall be sufficiently shielded with visors so as to avoid light trespass onto adjacent properties and minimize glare. Light levels shall not increase by more than 3.0 footcandles above ambient light levels at the

adjacent residential property boundaries and glare levels shall not exceed the 30:1 contrast ratio for glare at any time during the night.

2.2 Agriculture and Forestry Resources

Would the project:

a) Convert Prime Farmland, Unique Farmland or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?

No Impact. The project site and surrounding area are characterized by features typical of an urban landscape. As shown on the Los Angeles County Important Farmland map, the project site does not include any areas mapped by the Farmland Mapping and Monitoring Program as Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland Mapping and Monitoring Program 2011). Implementation of the proposed project would not involve changes that could result in conversion of farmland to non-agricultural use, as no agricultural uses or farmland exist on the project site or in close proximity to the project site. Furthermore, the site is already graded, paved, and developed. As such, the proposed project would not result in the conversion of Prime Farmland, Unique Farmland, or Farmlands of Statewide Importance to a nonagricultural use. No impact from the proposed project would result.

b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?

No Impact. The project site is located within the boundaries of the Sunset Specific Plan, is zoned and designated as SSP, and is developed with a three-story commercial building. The area surrounding the project site is zoned for the Sunset Specific Plan and high-density residential uses and is primarily developed with commercial and multi-family residential uses. Neither the project site nor the surrounding area is zoned or developed for agricultural use.

As shown on the Los Angeles County Williamson Act Fiscal Year 2012/2013 map, no areas that are under a Williamson Act contract exist on the project site or in the vicinity of the project site (Williamson Act Program 2013). Therefore, implementation of the proposed project would not conflict with existing zoning for agricultural use, nor would it conflict with a Williamson Act contract. As such, no impact from the proposed project would occur.

c) Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code section 12220(g)), timberland (as defined by Public Resources Code section 4526), or timberland zoned Timberland Production (as defined by Government Code section 51104(g))?

No Impact. The project site and all adjacent properties along Sunset Boulevard are zoned and designated as SSP, and the properties to the south of the project site are zoned for multi-family residential uses (City of West Hollywood 2011a and 2011b). No portion of the project site or the surrounding area is zoned for or developed as forest land or timberland as defined in Public Resources Code Section 12220(g) and Government Code Section 4526, respectively (City of West Hollywood 2011b). Therefore, the proposed project would not conflict with existing zoning for or cause a rezoning of forest or timberland. No impact from the proposed project would occur.

d) Result in the loss of forest land or conversion of forest land to non-forest use?

No Impact. No forest lands exist within or adjacent to the project site. Therefore, the proposed project would not result in the loss of forest land or conversion of forest land to non-forest use and no impact would occur.

e) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use or conversion of forest land to non-forest use?

No Impact. No portion of the project site or surrounding area is identified as Prime Farmland, Unique Farmland, or Farmland of Statewide Importance on the Farmland Mapping and Monitoring Program's map of Los Angeles County (Farmland Mapping and Monitoring Program 2011). Additionally, no forest lands exist on or adjacent to the project site. Therefore, the proposed project would not change the existing environment in a way that would result in the conversion of Farmland to non-agricultural use or forest land to non-forest use. No impact from the proposed project would occur.

2.3 Air Quality

Would the project:

a) Conflict with or obstruct implementation of the applicable air quality plan (e.g., the SCAQMD Plan or Congestion Management Plan)?

Less Than Significant Impact. The proposed project is located in the South Coast Air Basin (SCAB), which is within the jurisdictional boundaries of the South Coast Air Quality Management District (SCAQMD). The most recent applicable air quality plan is the SCAQMD 2012 Final Air Quality Management Plan (AQMP) (SCAQMD 2013), which includes reduction and control measures that are outlined to mitigate emissions based on existing and projected land use and development. The AQMP is designed to meet applicable federal and state requirements for ozone (O_3) and particulate matter with an aerodynamic diameter equal to or less than 2.5 microns ($PM_{2.5}$). Projects are considered consistent with, and would not conflict with or obstruct implementation of, the AQMP if the growth in socioeconomic factors is consistent with the underlying regional plans used to develop the SCAQMD AQMP.

The proposed project would generate minimal short-term air quality emissions during construction activities with the use of construction equipment and vehicle trips to and from the project site. The construction period would last for approximately four days and would involve approximately four truck trips, five construction workers, construction equipment, and several vehicle trips associated with the construction workers traveling to and from the job site and delivery of materials. Due to the minor nature of these construction activities and the short duration of construction, construction activities would not result in inconsistencies with the growth in socioeconomic factors projected in the regional plans used to develop the AQMP. The employment for five construction workers would be met by the existing and future labor market in the City and in Los Angeles County, and the vehicle trips that would be required during construction would be negligible relative to regional vehicle trips and would result in minimal, temporary air quality emissions. As such, this work would not generate substantial air quality emissions and would not cause a change in socioeconomic conditions. Therefore, construction of the proposed project would not conflict with the implementation of the applicable air quality management plan.

Long-term operation of the proposed project would require periodic copy changes of the image on the tall wall, which would result in a maximum increase of 12 vehicle trips per year over existing conditions. The addition of 12 vehicle trips over the course of a year

would be negligible relative to regional growth projections and would result in minimal and intermittent air quality emissions. As such, neither construction nor operation of the proposed project would conflict with the applicable air quality management plan. Therefore impacts resulting from the proposed project would be less than significant.

b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?

Less Than Significant Impact. As discussed below, project-generated construction and operational emissions would not exceed the SCAQMD significance thresholds.

An area is designated as in attainment when it is in compliance with the National Ambient Air Quality Standards (NAAQS) and/or the California Ambient Air Quality Standards (CAAQS). These standards are set by the United States Environmental Protection Agency (EPA) and the California Air Resources Board (CARB), respectively, for the maximum level of a given air pollutant that can exist in the outdoor air without unacceptable effects on human health or the public welfare. The criteria pollutants of primary concern that are considered in this air quality assessment include O_3, nitrogen dioxide (NO_2), carbon monoxide (CO), sulfur dioxide (SO_2), and particulate matter with a diameter less than or equal to 10 microns (PM_{10}) and $PM_{2.5}$. Although there are no ambient standards for volatile organic compounds (VOCs) or oxides of nitrogen (NO_x), they are important as precursors to O_3.

The SCAB is designated as a nonattainment area for federal and state O_3 standards, state NO_2 standards, state PM_{10} standards, and federal and state $PM_{2.5}$ standards. The SCAB is designated as an attainment or unclassifiable/attainment area for federal NO_2 standards, federal PM_{10} standards, federal and state CO standards, and federal and state SO_2 standards.

Construction Emissions. Construction of the proposed project would result in emissions of criteria air pollutants for which CARB and the EPA have adopted ambient air quality standards (i.e., the NAAQS and CAAQS). Projects that emit these pollutants have the potential to cause or contribute to violations of these standards. The SCAQMD has adopted significance thresholds, which, if exceeded, would indicate the potential to contribute to violations of the NAAQS or CAAQS. The relevant SCAQMD thresholds are shown in Table 1. Only those thresholds related to potentially significant construction impacts are identified in Table 1 as the proposed project would not generate substantial criteria pollutant emissions or related impacts associated with operation of the proposed tall wall sign.

Table 1
SCAQMD Air Quality Significance Thresholds

Criteria Pollutant	Mass Daily Construction Thresholds
VOC	75 pounds/day
NO_x	100 pounds/day
CO	550 pounds/day
SO_x	150 pounds/day
PM_{10}	150 pounds/day
$PM_{2.5}$	55 pounds/day

Source: SCAQMD 2011.

Construction of the proposed tall wall sign project would result in a temporary addition of pollutants to the local airshed caused by combustion pollutants from on-site construction equipment, as well as from worker vehicles, vendor trucks, and off-site trucks transporting construction materials. The application of concrete or plaster (i.e., architectural coatings) to the façade of the building to create a smooth surface would also produce VOC emissions; however, the contractor is required to procure architectural coatings from a supplier in compliance with the requirements of SCAQMD's Rule 1113 (Architectural Coatings)[1].

Emissions from the construction phase of the project were estimated through the use of the California Emissions Estimator Model (CalEEMod) Version 2013.2.2, available online (www.caleemod.com). It was assumed that construction would occur in the first quarter of 2015 and would last a total of four days. As described under item 2.3(a) above, construction activities would involve approximately five construction workers, four haul truck trips, and various material delivery trips (i.e., vendor truck trips). It was assumed that a crane would operate for 8 hours per day during two of the four construction days to install the light fixtures along the rooftop and to apply concrete or plaster to the side of the building.

Table 2 presents the estimated maximum unmitigated daily construction emissions associated with the construction of the proposed project, which includes emissions from on-site sources (crane operation and architectural coatings) and off-site sources (hauling and vendor trucks and worker vehicles).

[1] SCAQMD Rule 1113 requires manufacturers, distributors, and end users of architectural coatings to reduce VOC emissions from the use of these coatings, primarily by placing limits on the VOC content of various coating categories.

Table 2
Estimated Maximum Daily Construction Emissions (pounds per day unmitigated)

	VOC	NO_x	CO	SO_x	PM_{10}	$PM_{2.5}$
Maximum Daily Emissions (2014)	13.69	9.94	4.82	0.00	0.59	0.43
Significance Threshold	*75*	*100*	*550*	*150*	*150*	*55*
Threshold Exceeded?	No	No	No	No	No	No

Notes: See Appendix B for detailed results.

As shown in Table 2, daily construction emissions would not exceed the SCAQMD thresholds for VOC, NO_x, CO, SO_x, PM_{10}, or $PM_{2.5}$. Due to the limited nature of construction activities in terms of types of equipment, hours of use, duration of construction, truck trips, and number of construction worker vehicle trips, short-term construction emissions would not violate any air quality standards or contribute substantially to an existing air quality violation. As such, the proposed project would result in a less-than-significant impact during construction.

Operational Emissions. Long-term operation of the proposed project would require periodic copy changes of the image on the tall wall sign, resulting in a maximum increase of 12 vehicle trips per year over existing conditions. The copy change activity would result in an increase of one truck per copy change, up to 12 times per year. No other activity would occur with respect to the proposed sign during project operation. Thus, project operation would result in lower daily maximum emissions compared to the analyzed construction scenario for the tall wall sign. As no routine daily operational activity would occur, the project would not result in a substantial source of long-term operational emissions. The addition of 12 vehicle trips over the course of a year would be negligible and would not violate any air quality standard or contribute substantially to an existing or projected air quality violation. The long-term operational air quality impacts of the proposed project would be less than significant.

c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?

Less Than Significant Impact. The SCAB is a nonattainment area for O_3, NO_2, PM_{10}, and $PM_{2.5}$ under the NAAQS and/or CAAQS as a result of cumulative emissions from motor vehicles, off-road equipment, commercial and industrial facilities, and other emission sources. Projects that emit these pollutants or their precursors (e.g., VOC and NO_x for O_3,) can potentially contribute to poor air quality. As discussed under item 2.3(b)

and illustrated in Table 2, construction activities associated with the implementation of the proposed project would result in minimal short-term increases in pollutant emissions and would not exceed the SCAQMD significance thresholds. As discussed under Section 2.3(b), long-term operation of the proposed project would require periodic copy changes of the image on the tall wall, resulting in a maximum increase of 12 vehicle trips per year over existing conditions. Emissions associated with periodic copy changes would be less intensive (i.e., fewer daily vehicle trips) than the analyzed project construction activities and would similarly be less than significant. Furthermore, as discussed under Section 2.3(a), the project would not conflict with the SCAQMD AQMP, which addresses the cumulative emissions in the SCAB. Accordingly, the proposed project would not result in a cumulatively considerable increase in emissions of criteria pollutants for which the project region is in non-attainment; thus, potential impacts would be less than significant.

d) Expose sensitive receptors to substantial pollutant concentrations?

Less Than Significant Impact. Some land uses are considered more sensitive to changes in air quality than others, depending on the population groups and the activities involved. The California Air Resources Board has identified the following groups who are most likely to be affected by air pollution: children less than 14 years of age, the elderly over 65 years of age, athletes, and people with cardiovascular and chronic respiratory diseases. Sensitive receptors include residences, schools, playgrounds, child care centers, athletic facilities, long-term health care facilities, rehabilitation centers, convalescent centers, and retirement homes. There are residential uses located to the south, east, and southeast of the project site. As discussed previously, minimal short-term air quality emissions would be generated during construction activities. Additionally, operation of the proposed project would result in a maximum increase of 12 vehicle trips per year. Due to the limited nature of construction and operation activities that would generate air quality emissions, the proposed project would not result in a substantial increase in localized pollutant concentrations. Impacts to sensitive receptors resulting from the proposed project would therefore be less than significant.

e) Create objectionable odors affecting a substantial number of people?

Less Than Significant Impact. Potential sources of odors during construction activities include equipment exhaust and the application of architectural coatings and other exterior finishes. However, due to the limited nature of construction activities in terms of types of equipment, number of hours of use, duration of construction, and the limited area requiring architectural coatings, the odors generated by equipment exhaust and other construction activities would be minimal. Furthermore, the proposed project would utilize

typical construction techniques in compliance with applicable SCAQMD rules. Therefore, the odor impact during construction would be less than significant.

The project would not result in creation of a land use that is commonly associated with odors. Potential temporary sources that may emit odors during operational activities include vehicle exhaust and architectural coatings. Operation of the tall wall sign is anticipated to result in a maximum increase of 12 round-trip vehicle trips (24 one-way trips) per year. Due to the limited nature of these activities and the localization of such sources, impacts associated with odors during project operation would be less than significant.

2.4 Biological Resources

Would the project:

a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?

No Impact. Under existing conditions, the project site is developed with a three-story commercial building that covers the majority of the site. The project site is located in a developed and urbanized area in the City of West Hollywood. Vegetation on the site and in surrounding areas is sparse and generally consists of ornamental trees, shrubs, and grasses. There is one ornamental street tree on the Sunset Boulevard sidewalk adjacent to the eastern edge of the building on the project site. Additionally, several ornamental trees associated with the adjacent multi-family residential buildings are located near the southeastern boundary of the project site. The proposed project does not include disturbance of habitat and would not require removal or trimming of the trees or vegetation located on or adjacent to the project site.

Based on an electronic database review of the Hollywood quadrangle in the California Natural Diversity Database (CNDDB), several sensitive species have historically been sighted in the general areas of the project site (CNDDB 2014). However, based on the disturbed and developed condition of the site and the relative lack of suitable habitat, the potential for any known sensitive species to occur on the site is very low, as the project site and the project vicinity are highly urbanized with few natural areas that could support wildlife. The sensitive species near the project site would be expected to occur in undeveloped areas within the Hollywood Hills. While the Hollywood Hills are located adjacent to and north of Sunset Boulevard, the portion of the Hollywood Hills adjacent to

Sunset Boulevard is primarily developed with residential uses. As such, the proposed project would not have a substantial adverse effect on any species identified as candidate, sensitive, or special status in local or regional plans or by the California Department of Fish and Wildlife or the U.S. Fish and Wildlife Service. As such, no impact to candidate, sensitive, or special status species from the proposed project would occur.

b) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, and regulations or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?

No Impact. No riparian or other sensitive habitats are known to occur on the project site or in the City (City of West Hollywood 2010a). The limited ornamental vegetation on the site is sparse and is situated in an urban environment. Therefore, it does not constitute a sensitive natural community. As such, no impact to sensitive natural communities from the proposed project would occur.

c) Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?

No Impact. The City of West Hollywood does not contain any federally protected wetlands (USFWS 2014). Therefore, no impact to federally protected wetlands from the proposed project would occur.

d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery/breeding sites?

No Impact. There are no wetlands or water bodies within the proposed project area, and therefore, the proposed project would have no potential to affect the movement of migratory fish. The project site is located within a developed, urbanized area. Therefore, the site is not part of a wildlife corridor. Additionally, the proposed project would not require the removal or trimming of any trees or vegetation. Therefore, the proposed project would have no impact on the movement of native or resident species and on the use of native wildlife nursery sites.

e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance (e.g., oak trees or California walnut woodlands)?

No Impact. The City's municipal code provides regulations governing the treatment of street trees and trees on public lands, as well as requirements under the City of West

Hollywood Heritage Tree Program. As previously discussed, the proposed project would not require the removal or trimming of any trees or vegetation. Additionally, no trees on the project site or around the project site have been designated as Heritage Trees by the City (City of West Hollywood 2014). Therefore, no local policies or ordinances protecting biological resources, such as a tree preservation ordinance, would apply to the project site. No impact from the proposed project would occur.

f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?

No Impact. There are no adopted Habitat Conservation Plans or Natural Community Conservation Plans that are applicable to the City (City of West Hollywood 2010a). Further, as noted above, there is no riparian or sensitive habitat on the project site. Therefore, the proposed project would not conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan. No impacts involving conflict with such plans would result from the proposed project.

2.5 Cultural Resources

Would the project:

a) Cause a substantial adverse change in the significance of a historical resource as defined in California Code of Regulations Section 15064.5?

No Impact. Because the existing building at 8228 Sunset Boulevard was built circa 1927, the property was recorded on State of California Department of Parks and Recreation Series 523 forms (provided in Appendix C) and was evaluated for historic significance and architectural integrity by a qualified architectural historian who meets the Secretary of the Interior's Professional Qualification Standards. As a result of this evaluation, the building was found ineligible for inclusion in the National Register of Historic Places (NRHP), California Register of Historical Resources (CRHR), or for designation as a City of West Hollywood cultural resource (Municipal Code 19.58.050) under any applicable evaluation criteria. Therefore, the building is not considered a historical resource under CEQA. As such, the proposed installation of the new tall wall sign and lighting on the existing building would not cause an adverse change in the significance of a historical resource as defined in California Code of Regulations Section 15064.5. No impact to historical resources would result from the proposed project.

b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to California Code of Regulations Section 15064.5?

No Impact. No archaeological resources are known to exist at the project site (City of West Hollywood 2010a). No grading or excavation would be required during the construction or operation of the proposed project that could potentially uncover buried resources. Therefore, the proposed project would not have the potential to disturb or uncover previously unknown archaeological resources. No impact to archaeological resources would result from the proposed project.

c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?

No Impact. No grading or excavation would be required during the construction or operation of the proposed project. Therefore, the proposed project would not have the potential to directly or indirectly destroy a unique paleontological resource or unique geologic feature. No impact to paleontological resources would result from the proposed project.

d) Disturb any human remains, including those interred outside of formal cemeteries?

No Impact. No grading or excavation would be required during the construction or operation of the proposed project. Therefore, the proposed project would not have the potential to disturb human remains. No impact would result from the proposed project.

2.6 Geology and Soils

Would the project:

a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:

i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.

No Impact. The proposed project would not expose people or structures to new adverse effects associated with rupture of a known earthquake fault. There are numerous known earthquake faults in the vicinity of the project site. Additionally, the site is located within the City of West Hollywood Fault Precaution Zone, and the approximate trace of an active subsidiary splay of the Hollywood Fault

potentially traverses the project site (City of West Hollywood 2010c). However, the project does not propose structures for human occupancy. The proposed project would be implemented on an existing structure and would not change the building use. Installation of the new tall wall sign and lighting would not increase the risk of loss, injury, or death involving fault rupture at the project site. No impact would result from the proposed project.

ii) Strong seismic ground shaking?

No Impact. The project site is located within the seismically active Southern California region and, like all locations within the area, is subject to strong seismic ground shaking. However, as discussed in Section 2.6(a)(i), the proposed project would be implemented on an existing structure and would not increase the risk of loss, injury, or death related to seismic activity at the project site. No impact would result from the proposed project.

iii) Seismic-related ground failure, including liquefaction?

No Impact. Liquefaction is the process in which saturated silty to cohesionless soils below the groundwater table temporarily lose strength during strong ground shaking as a consequence of increased pore pressure during conditions such as those caused by an earthquake. Earthquake waves cause water pressures to increase in the sediment and the sand grains to lose contact with each other, leading the sediment to lose strength and behave like a liquid. The project site is not located within an area identified as being susceptible to liquefaction (Division of Mines and Geology 1999). Furthermore, the addition of lighting, architectural coatings, and a tall wall sign to the building would not involve any structural modifications or otherwise affect the structural integrity of the building. Therefore, no impact from liquefaction or other seismic-related ground failure would occur as a result of the proposed project.

iv) Landslides?

No Impact. According to the Seismic Hazard Zones Map containing the project site that was prepared by the Division of Mines and Geology (renamed the California Geological Survey in 2006), the project site is not located within an area identified as being susceptible to earthquake-induced landslides (Division of Mines and Geology 1999). Additionally, implementation of the proposed project would not increase the risk of landslides. Therefore, no impact from landslides would occur as a result of the proposed project.

b) Result in substantial soil erosion or the loss of topsoil?

No Impact. No grading or excavation that could expose soils would be required to implement the proposed project. Additionally, no large areas of exposed soils subject to erosion would be created or affected. Therefore, no impact involving erosion or loss of topsoil would occur during construction or operation of the proposed project.

c) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?

No Impact. One of the major types of liquefaction-induced ground failure is lateral spreading of mildly sloping ground. Lateral spreading involves primarily side-to-side movement of earth materials due to ground shaking and is evidenced by near-vertical cracks to predominantly horizontal movement of the soil mass involved. As discussed in Sections 2.6(a)(iii) and 2.6(a)(iv), the project site is not located in an area identified as being at risk for liquefaction or landslides. Additionally, implementation of the proposed project would not increase the risk of landslides. No impact would occur as a result of the proposed project.

Subsidence is the lowering of surface elevation due to changes occurring underground, such as the extraction of large amounts of groundwater, oil, or gas. When groundwater is extracted from aquifers at a rate that exceeds the rate of replenishment, overdraft occurs, which can lead to subsidence. However, the proposed project does not include the extraction of any groundwater, oil, or gas from the project site. Therefore, subsidence would not occur as a result of the proposed project.

Collapsible soils consist of loose dry materials that collapse and compact under the addition of water or excessive loading. Collapsible soils are prevalent throughout the southwestern United States, specifically in areas of young alluvial fans. Soil collapse occurs when the land surface is saturated at depths greater than those reached by typical rain events. The project site and surrounding area are underlain by quaternary alluvium consisting of loose to moderately dense sand, silt, and clay (Division of Mines and Geology 1998). The proposed project involves installation of a new tall wall sign and lighting on the existing building at the project site. Implementation of the proposed project would not increase the risk associated with collapsible soils. No impact would occur as a result of the proposed project.

d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?

No Impact. Expansive soils are clay-based soils that tend to expand (increase in volume) as they absorb water and shrink (lessen in volume) as water is drawn away. If soils consist of expansive clays, foundation movement and/or damage can occur if wetting and drying of the clay does not occur uniformly across the entire area. As discussed in Section 2.6(c), the project site is underlain by quaternary alluvium consisting of loose to moderately dense sand, silt, and clay. The proposed project involves installation of a new tall wall sign and lighting on the existing building at the project site. Therefore, implementation of the proposed project would not increase the risk associated with expansive soils. No impact would occur as a result of the proposed project.

e) Have soils incapable of adequately supporting use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater?

No Impact. No septic tanks or alternative wastewater disposal systems are proposed. Therefore, no impact associated with the use of such systems would occur as a result of the proposed project.

2.7 Greenhouse Gas Emissions

Would the project:

a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?

Less Than Significant Impact. Greenhouse gases (GHG) are gases that absorb infrared radiation in the atmosphere. The greenhouse effect is a natural process that contributes to regulating the Earth's temperature. Global climate change concerns are focused on whether human activities are leading to an enhancement of the greenhouse effect. Principal GHGs include carbon dioxide (CO_2), methane (CH_4), nitrous oxide (N_2O), O_3, and water vapor. If the atmospheric concentrations of GHGs rise, the average temperature of the lower atmosphere will gradually increase. The effect each GHG has on climate change is measured as a combination of the mass of its emissions and the potential of a gas or aerosol to trap heat in the atmosphere, known as its global warming potential (GWP), which varies among GHGs. Total GHG emissions are expressed as a function of

how much warming would be caused by the same mass of CO_2. Thus, GHG gas emissions are typically measured in terms of pounds or tons of CO_2 equivalent (CO_2E).[2]

Climate change is the result of numerous, cumulative sources of GHGs. Thus, GHG impacts are recognized as exclusively cumulative impacts; there are no non-cumulative GHG emission impacts from a climate change perspective (CAPCOA 2008). This approach is consistent with that recommended by the California Natural Resource Agency, which noted in its Public Notice for the proposed CEQA amendments that the evidence indicates in most cases, the impact of GHG emissions should be considered in the context of a cumulative impact, rather than a project-level impact (CNRA 2009a). Similarly, the *Final Statement of Reasons for Regulatory Action* for amendments to the CEQA Guidelines confirms that an environmental impact report or other environmental document must analyze the incremental contribution of a project to GHG levels and determine whether those emissions are cumulatively considerable (CNRA 2009b).

Neither the State of California nor the SCAQMD has adopted emission-based thresholds for GHG emissions applicable to the proposed project. The Governor's Office of Planning and Research issued a technical advisory titled *CEQA and Climate Change: Addressing Climate Change through California Environmental Quality Act Review*, which states that "public agencies are encouraged but not required to adopt thresholds of significance for environmental impacts. Even in the absence of clearly defined thresholds for GHG emissions, the law requires that such emissions from CEQA projects must be disclosed and mitigated to the extent feasible whenever the lead agency determines that the project contributes to a significant, cumulative climate change impact" (OPR 2008). Furthermore, the advisory document indicates that "in the absence of regulatory standards for GHG emissions or other scientific data to clearly define what constitutes a 'significant impact,' individual lead agencies may undertake a project-by-project analysis, consistent with available guidance and current CEQA practice" (OPR 2008).

The CNRA adopted amendments to the CEQA Guidelines on December 30, 2009, which became effective on March 18, 2010. With respect to GHG emissions, the amended CEQA Guidelines state in Section 15064.4(a) that lead agencies should "make a good faith effort, to the extent possible on scientific and factual data, to describe, calculate or estimate" GHG emissions. The CEQA Guidelines note that an agency may identify emissions by either selecting a "model or methodology" to quantify the emissions or by relying on "qualitative analysis or other performance based standards" (14 CCR 15000 et

[2] The CO_2 equivalent for a gas is derived by multiplying the mass of the gas by the associated GWP, such that metric tons of CO_2E = (metric tons of a GHG) × (GWP of the GHG). For example, the GWP for CH_4 is 21. This means that emissions of 1 metric ton of CH_4 are equivalent to emissions of 21 metric tons of CO_2.

seq.). Section 15064.4(b) provides that the lead agency should consider the following when assessing the significance of impacts from GHG emissions on the environment:

1. The extent a project may increase or reduce GHG emissions as compared to the existing environmental setting.
2. Whether the project emissions exceed a threshold of significance that the lead agency determines applies to the project.
3. The extent to which the project complies with regulations or requirements adopted to implement a statewide, regional, or local plan for the reduction or mitigation of GHG emissions (14 CCR 15064.4(b)).

In addition, Section 15064.7(c) of the CEQA Guidelines specifies that "[w]hen adopting thresholds of significance, a lead agency may consider thresholds of significance previously adopted or recommended by other public agencies, or recommended by experts, provided the decision of the lead agency to adopt such thresholds is supported by substantial evidence" (14 CCR 15064.7(c)) (CNRA 2009c). The CEQA Guidelines do not prescribe specific methodologies for performing an assessment, do not establish specific thresholds of significance, and do not mandate specific mitigation measures. Rather, the CEQA Guidelines emphasize the lead agency's discretion to determine the appropriate methodologies and thresholds of significance consistent with the manner in which other impact areas are handled in CEQA.

Status of Proposed SCAQMD Thresholds. The SCAQMD has not adopted recommended numeric CEQA significance thresholds for GHG emissions for lead agencies to use in assessing GHG impacts of residential and commercial development projects. In October 2008, SCAQMD presented to the Governing Board the *Draft Guidance Document – Interim CEQA Greenhouse Gas Significance Threshold* (SCAQMD 2008). The guidance document was not adopted or approved by the Governing Board. In addition, the SCAQMD Staff's proposed interim GHG significance thresholds are a recommendation only for lead agencies and not a mandatory requirement, and the GHG significance thresholds may be used at the discretion of the local lead agency. The SCAQMD can apply these thresholds for projects where it is the lead agency; however, the City has authority on thresholds as the lead agency for this project. This document explored various approaches for establishing a significance threshold for GHG emissions. Among the concepts discussed, the document considered a "de minimis," or screening, threshold to "identify small projects that would not likely contribute to significant cumulative GHG impacts" (SCAQMD 2008). As further explained in this guidance document, "projects with GHG emissions less than the

screening level are considered to be small projects, that is, they would not likely be considered cumulatively considerable" (SCAQMD 2008). The SCAQMD formed a GHG CEQA Significance Threshold Working Group to work with SCAQMD staff on developing GHG CEQA significance thresholds until statewide significance thresholds or guidelines are established. The SCAQMD proposed three tiers of compliance that may lead to a determination that impacts are less than significant, including the following:

1. Projects with GHGs within budgets set out in approved regional plans to be developed under the SB 375 process
2. Projects with GHG emissions that are below designated quantitative thresholds:
    a. Industrial projects with an incremental GHG emissions increase that falls below (or is mitigated to be less than) 10,000 metric tons (MT) CO_2E per year
    b. Commercial and residential projects with an incremental GHG emissions increase that falls below (or is mitigated to be less than) 3,000 MT CO_2E per year, provided that such projects also meet energy efficiency and water conservation performance targets that have yet to be developed
3. Projects that purchase GHG offsets that, either alone or in combination with one of the three tiers mentioned above, achieve the target significance screening level.

From December 2008 to September 2010, the SCAQMD hosted working group meetings and revised the draft threshold proposal several times, although it did not officially provide these proposals in a subsequent document. The most recent working group meeting on September 28, 2010 (SCAQMD 2010), proposed two options lead agencies can select from to screen thresholds of significance for GHG emissions in residential and commercial projects, and proposes to expand the industrial threshold to other lead agency industrial projects. Option 1 proposes a threshold of 3,000 MT CO_2E per year for all residential and commercial projects and Option 2 proposes a threshold value by land use type where the numeric threshold is 3,500 MT CO_2E per year for residential projects, 1,400 MT CO_2E per year for commercial projects, and 3,000 MT CO_2E per year for mixed-use projects (SCAQMD 2010).

Per the SCAQMD guidance, construction emissions should be amortized over the operational life of the project, which is assumed to be 30 years (SCAQMD 2009). Although the SCAQMD has not formally adopted the thresholds described above and the City, as lead agency, has not adopted the recommended SCAQMD thresholds, for the purpose of this analysis, the 1,400 MT CO_2E per year operational threshold for commercial projects is used to analyze the significance of GHG impacts under CEQA.

Construction of the proposed project would result in GHG emissions, which are primarily associated with use of off-road construction equipment (i.e., crane operation), on-road hauling and vendor trucks, and worker vehicles. CalEEMod was used to calculate the annual GHG emissions based on the construction scenario described in Section 1.7 Project Construction Scenario and Section 2.3 Air Quality. The GHG emissions are expressed in units of MT CO_2E. It was assumed that over the four-day construction duration, project construction would require a total of four haul truck round-trips (eight one-way truck trips), eight vendor truck round-trips (16 one-way truck trips), and 20 worker commute round-trips (40 one-way vehicle trips). It was also conservatively assumed that a crane would be in operation for a total of 16 hours.

Table 3 presents construction-related GHG emissions for the proposed project in 2015 from on-site (off-road equipment) and off-site emission sources (hauling and vendor trucks and worker vehicles).

Table 3
Estimated Annual Construction Greenhouse Gas Emissions

MT CO_2	MT CH_4	MT N_2O	MT CO_2E
1.20	0.00	0.00	1.20

Notes: See Appendix B for complete results.
MT CO_2 – metric tons carbon dioxide
MT CH_4 – metric tons methane
MT N_2O – metric tons nitrous oxide
MT CO_2E – metric tons carbon dioxide equivalent

As shown in Table 3, the estimated total GHG emissions during construction of would be approximately 1 MT CO_2E in 2015. On-site crane operation was estimated to generate 0.54 MT CO_2E and off-site truck and vehicle trips were estimated to generate 0.66 MT CO_2E. As with project-generated construction air quality pollutant emissions, GHG emissions generated during construction of the proposed project would be short-term in nature, lasting only for the duration of the construction period (four days), and they would not represent a long-term source of GHG emissions.

No routine daily operational activities would occur after construction of the tall wall sign is completed. Operation of the proposed project would require only periodic copy changes, with the copy being changed a maximum of 12 times per year. Minimal GHG emissions would be generated during operational activities from the truck trips required to change the copy, resulting in a maximum increase of 12 round-trip truck trips (24 one-way truck trips) per year over existing conditions. The periodic copy change activity throughout the year would result in less annual GHG emissions compared to the analyzed construction scenario that assumes multiple worker vehicle, haul truck, and vendor truck trips, and

equipment operation. Project-generated construction emissions amortized over 30 years would be negligible. As operational GHG emissions resulting from copy changes are anticipated to be less than 1 MT CO_2E per year, project operation would not exceed the proposed SCAQMD threshold of 1,400 MT CO_2E per year for commercial projects. As such, operation of the proposed project would not result in a substantial source of long-term GHG emissions. Therefore, potential GHG impacts of the proposed project would be less than significant and the project's contribution to climate change would not be cumulatively considerable.

b) Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?

No Impact. The City adopted the City of West Hollywood Climate Action Plan (CAP) on September 6, 2011 concurrent with the adoption of the City's General Plan. The City's CAP includes strategies and performance indicators to reduce GHG emissions from municipal and communitywide activities within the City (City of West Hollywood 2011c). The CAP's strategies address seven major GHG sources and recommend actions to achieve GHG reductions through: community leadership and engagement, land use and community design, transportation and mobility, energy use and efficiency, water use and efficiency, waste reduction and recycling, and green space. For each strategy, the CAP recommends measures and actions that translate the CAP's vision into on-the-ground action. Measures define the direction that the City will take to accomplish its GHG reduction goals, while actions define the specific steps that City staff and decision-makers will take over time. Overall, the goal of the CAP is to reduce West Hollywood's community-wide GHG emissions by 20% to 25% below 2008 emission levels by the year 2035.

The proposed project involves installation of a new tall wall sign and lighting on an existing structure and would not conflict with the goals, measures, and actions of the CAP. The measures for the community leadership and engagement, the land use and community design, and the green space goals are focused on community actions, balance of land use mix, and sustainable landscapes, and would not be applicable to the tall wall project. The project would not use water or generate waste, and would not conflict with the associated water efficiency and waste reduction and recycling goals and measures. Although the project would result in minor vehicle trips, the project would not conflict with transportation and mobility measures, which are focused on providing enhanced pedestrian and bicycle network infrastructure and transit system improvements to encourage alternative modes to vehicle travel and reducing vehicle congestion. The CAP's energy measures strive to reduce the City's per capita energy use through residential and commercial programs and incentives, and also focus on green building

design and requirements for new building construction. The proposed project's nominal lighting use would not conflict with the energy goals. Based on these considerations, the proposed new tall wall sign project would not conflict with the City's adopted CAP.

As described above, GHG emissions from the proposed project would result from equipment operation, haul truck and vendor truck trips, and worker commute trips required during construction and operation of the tall wall sign. The construction process, extending over a four-day period, would generate approximately four haul truck round trips, eight vendor truck round-trips, and 20 worker commute round-trips. Operation of the project would be associated with 12 round-trip truck trips per year to change the copy on the tall wall sign. The GHG emissions resulting from these activities would be minimal. Furthermore, as discussed under 2.7(a), project-generated emissions would not exceed the proposed SCAQMD threshold of 1,400 MT CO_2E per year for commercial projects. Due to the minor nature of the GHG emissions that would result from the project, the project would not conflict with state climate change policy or with the City's CAP. No impact would occur as a result of the proposed project.

2.8 Hazards and Hazardous Materials

Would the project:

a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?

Less Than Significant Impact. Relatively small amounts of commonly used hazardous substances, such as gasoline, diesel fuel, lubricating oil, grease, solvents, and architectural coatings would be used during construction of the proposed project. These materials would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. Consequently, use of these materials for their intended purpose would not pose a significant risk to the public or environment. Once construction is complete, fuels and other petroleum products would no longer remain on-site.

The operational copy changes may also involve small amount of commonly used hazardous substances, such as architectural coatings, adhesive material, and gasoline or diesel fuel. These materials would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. Consequently, use of these materials for their intended purpose would not pose a significant risk to the public or environment. Therefore impacts resulting from the proposed project would be less than significant.

b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?

Less Than Significant Impact. As discussed under Section 2.8(a), construction and operation activities for the proposed project would involve relatively small amounts of commonly used hazardous substances, such as gasoline, diesel fuel, lubricating oil, grease, solvents, and architectural coatings. During both construction and operation, these materials would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. Based on the small quantities of hazardous materials that would be used for construction and operation of the tall wall sign, as well as compliance with regulations related to the management and use of hazardous materials, implementation of the proposed project is not anticipated to release substantial amounts of hazardous materials into the environment that pose a threat to human health or the environment. Therefore impacts resulting from the proposed project would be less than significant.

c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances or waste within one-quarter mile of an existing or proposed school?

Less Than Significant Impact. The West Hollywood College Preparatory School, located at 1317 Crescent Height Boulevard, is located within one-quarter mile of the project site. As discussed in Section 2.8(a), construction and operation activities could involve relatively small amounts of commonly used hazardous substances, such as gasoline, diesel fuel, lubricating oil, grease, solvents, and architectural coatings. However, these substances would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. Consequently, use of these materials for their intended purpose would not pose a significant risk to nearby schools. Therefore impacts resulting from the proposed project would be less than significant.

d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?

No Impact. The project site is not included on any hazardous waste site lists including the California Department of Toxic Substances Control's EnviroStor database, the State Water Resources Control Board's GeoTracker site, the Cortese list, the Superfund Site list, or other lists compiled pursuant to Section 65962.5 of the Government Code

(California Department of Toxic Substances Control 2014a; California Department of Toxic Substances Control 2014b; California State Water Resources Control Board 2014; U.S. EPA 2014). Therefore, no impact would occur as a result of the proposed project.

e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?

No Impact. The proposed project is not located within 2 miles of a public airport, nor is it located within an airport land use plan. No impact would occur as a result of the proposed project.

f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?

No Impact. The proposed project is not located within the vicinity of a private airstrip (Airnav.com 2014). Therefore, no impact would occur as a result of the proposed project.

g) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?

No Impact. The proposed project would involve a four-day construction period during which the tall wall sign would be installed on the side wall of an existing building. During a portion of this four-day construction period, the Sunset Boulevard sidewalk along the project boundary would be closed to allow for operation of a crane. No roadway closures would be required and no sidewalk or street closures would occur during operation of the project. Construction would require four truck trips in total and operation would involve a maximum of one truck trip once a month. These activities and the addition of advertisement copy to the side of an existing building would not impede or otherwise affect implementation of an emergency access plan, as no roadway closures would be involved, no habitable structures would be added to the site, and the capacity of the existing building on the site would not be altered.

The City has an emergency plan (the West Hollywood Emergency Plan), which is an all-hazards preparedness, emergency evacuation, response, and recovery plan. It addresses hazards such as fires, earthquakes, floods, terrorism, transportation accidents, public health emergencies, and hazardous materials accidents (City of West Hollywood 2011a). The proposed project would not conflict with the implementation of this plan. In addition to the City's emergency plan, the Los Angeles County Department of Public Works maintains maps of the disaster routes in the County. On the map that depicts the City of

West Hollywood, the disaster routes that are nearest to the project site are Crescent Heights Boulevard and Santa Monica Boulevard (Los Angeles County Department of Public Works 2014). At its closest orientation to the project site, Crescent Heights Boulevard is a north-south roadway located approximately 0.14 miles east of the project site. At its closest orientation to the project site, Santa Monica Boulevard is an east-west roadway located approximately 0.45 miles south of the project site. Because no roadway closures would be involved with the proposed project, the proposed project would not impede access to or from Crescent Heights Boulevard or Santa Monica Boulevard.

For these reasons, the proposed project would not interfere with emergency response or evacuation plans, and no impact would occur as a result of the proposed project.

h) Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?

No Impact. The nearest wildland areas are located at the base of the Hollywood Hills, which approximately begin on the north side of Sunset Boulevard, across the street from the project site. Due to the site's proximity to the Hollywood Hills, the project site is located just within the southernmost boundary of the City's Moderate Wildland Fire Hazard zone, as designated on the City's Wildland Fire Hazards map (City of West Hollywood 2011a). While the project site lies within this zone and is in proximity to the Hollywood Hills, the hills directly north of the site are highly developed with residential uses, and the project site is entirely surrounded with commercial and residential development on all sides in a highly urbanized area. In the unlikely event of a fire emergency at the project site due to wildland fires, the Los Angeles County Fire Department, specifically Fire Station 7 (864 North San Vicente Boulevard) and Fire Station 8 (7643 Santa Monica Boulevard), both located within the City, would provide fire protection services. Furthermore, the addition of a tall wall and lighting fixtures to an existing building would not change existing conditions such that additional people or structures would be exposed to significant risk of loss, injury, or death involving wildland fires, and no impact would occur.

2.9 Hydrology and Water Quality

Would the project:

a) Violate any water quality standards or waste discharge requirements?

No Impact. The proposed project would not require grading or excavation that could disturb soils and would not involve the use of water for construction or operation. Therefore, the proposed project would not result in the discharge or use of water or wastewater, and would not increase the potential for soil erosion or contamination. No impact would occur as a result of the proposed project.

b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?

No Impact. No grading or excavation would be required during the construction of the proposed project. As such, implementation of the proposed project would not have the potential to encounter groundwater. Additionally, the proposed project does not involve any extraction of groundwater. Furthermore, throughout the construction and operation phases, the project site would remain covered primarily with impermeable surfaces, similar to existing conditions. Therefore, the proposed project would not decrease the amount of storm water entering the groundwater table through an increase in the amount of impermeable surfaces, nor would it deplete groundwater through extraction. No impact to groundwater supply and recharge would occur as a result of the proposed project.

c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner, which would result in substantial erosion or siltation on- or off-site?

No Impact. The installation of the new tall wall sign and lighting would not alter the existing drainage pattern of the project site or surrounding area. These modifications would occur on a vertical surface of an existing structure. Storm water flows would follow the same course as existing flows. Therefore, no erosion impact resulting from altered drainage patterns would occur as a result of the proposed project.

d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner, which would result in flooding on- or off-site?

No Impact. As discussed in Section 2.9(c), storm water flows would follow the same course as existing flows following implementation of the proposed project. As such, the proposed project would not result in an increase in the rate or amount of surface runoff that could result in flooding and no impact would occur.

e) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?

No Impact. As described in Sections 2.9(b) and 2.9(c), implementation of the proposed project would not alter drainage patterns on the site, nor would it change the amount of impermeable surfaces on the site. For these reasons, the proposed project would not change the amount of runoff water coming from the project site relative to existing conditions, and storm flows would generally be of the same volume as existing flows. Additionally, because the project would not be associated with ground disturbance, additional impermeable groundcover, or other discharges to the stormwater drainage system, it would not provide a substantial additional source of polluted runoff. Therefore, no impacts involving storm water drainage systems or polluted runoff would occur as a result of the proposed project.

f) Otherwise substantially degrade water quality?

No Impact. As described in Sections 2.9(a) through 2.9(e), the proposed project would not include potential sources of contaminants that could degrade water quality and no impact would occur.

g) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?

No Impact. The project site is not located within a 100-year flood hazard area as mapped by the Federal Emergency Management Agency (FEMA 2014). Further, no housing is proposed to be constructed as part of the project. No impact would occur as a result of the proposed project.

h) Place within a 100-year flood area structures to impede or redirect flood flows?

No Impact. As discussed in Section 2.9(g), the project site is not located within a 100-year flood hazard area. Additionally, the proposed project involves limited exterior modifications to an existing structure and would not impede or redirect flood flows. No impact would occur as a result of the proposed project.

i) Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?

No Impact. The closest body of water to the project site is Franklin Canyon Reservoir, located approximately 2.5 miles northwest of the project site. Due to its distance and location, the project site is not within the inundation area for this reservoir. No impact would occur as a result of the proposed project.

j) Inundation by seiche, tsunami, or mudflow?

No Impact. Seiches are oscillations generated in enclosed bodies of water usually as a result of earthquake-related ground shaking. A seiche wave has the potential to overflow the sides of a containing basin to inundate adjacent or downstream areas. As discussed in Section 2.9(i), the Franklin Canyon Reservoir is located approximately 2.5 miles northwest of the project site. However, the distance and geographic boundaries between the project site and this body of water eliminates the risk of a seiche affecting the project site.

Tsunamis are large ocean waves caused by the sudden water displacement that results from an underwater earthquake, landslide, or volcanic eruption. Tsunamis affect low-lying areas along the coastline. The project site is located approximately 10 miles northeast of the Pacific Ocean at an elevation of approximately 400 feet above sea level. As such, the project site would not be susceptible to inundation by tsunami.

As discussed in Section 2.6(a)(iv), the project site is not in an area identified as being susceptible to landslides. As such, the project site is not likely to be susceptible to mudslides. Further, the proposed project consists of a tall wall sign and associated lighting on an existing building facade, without alteration to other existing conditions. Therefore, the proposed project would not expose people or structures to a significant risk of loss, injury, or death involving inundation by seiche, tsunami, or mudflow. No impact would occur as a result of the proposed project.

2.10 Land Use and Planning

Would the project:

a) Physically divide an established community?

No Impact. The proposed project would not divide an established community. The proposed project involves limited exterior modifications to an existing structure. No streets or sidewalks would be permanently closed as a result of the proposed project, and no separation of uses or disruption of access between land use types would occur. Therefore, no impact would result from the proposed project.

b) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?

Less Than Significant Impact. The project site is subject to the development regulations set forth in the City's General Plan and Zoning Ordinance, and the Sunset Specific Plan. As previously discussed, the project site is located within the boundaries of the Sunset Specific Plan and, accordingly, is designated and zoned SSP in the General Plan and Zoning Ordinance. The Sunset Specific Plan is intended to be used in conjunction with the City's General Plan and Zoning Ordinance and includes policies, standards, and guidelines that promote and preserve the unique qualities of Sunset Boulevard. Both the Sunset Specific Plan and the Zoning Ordinance set forth guidelines and regulations for the development of tall wall signs along Sunset Boulevard. The Sunset Specific Plan was adopted in 1996, while the provisions of the Zoning Ordinance pertaining to tall wall signs have been updated since the adoption of the Sunset Specific Plan. Thus, there are minor differences in the terminology used to classify tall wall signs. In the Sunset Specific Plan, a tall wall sign is considered to be a specific type of "creative billboard" and the standards for the types of advertisements placed on the facades of buildings, now commonly referred to as "tall wall signs," are contained within a subsection of the standards set forth for creative billboards. While creative billboards are given the same definition in the Sunset Specific Plan and in the Zoning Ordinance[3], tall wall signs are regulated separately from creative billboards in the Zoning Ordinance and are specifically termed "tall wall signs."

[3] Creative billboards are given the following definition in the Zoning Ordinance and in the Sunset Specific Plan: "a billboard which may incorporate elements such as enlarged size, irregular shape, flashing lights, moving parts, inflated additions, electronic media, participatory attributes, three dimensional or structural projections and or other unusual characteristics that would substantially differ from a traditional flat surface billboard or standardized size" (City of West Hollywood 1996; City of West Hollywood Zoning Ordinance Section 19.90.020).

The differences in the terminology used to describe tall wall signs do not affect the proposed project's consistency with land use policies. However, these differences provide important background for interpreting which land use policies are relevant to the proposed project. The proposed project's consistency with the relevant standards and regulations established in the Sunset Specific Plan and in the Zoning Ordinance are characterized below.

Sunset Specific Plan Consistency

Goals and requirements for billboards, including the type of advertisement that is now referred to as a "tall wall sign" are contained in Part 2, Section 1 of the Sunset Specific Plan, in a chapter titled "Billboards and Art Advertising." Table 4 includes the goals set forth in the Sunset Specific Plan for all types of billboards and art advertising (including tall wall signs) as well as the requirements specifically applicable to tall wall signs, and analyzes the proposed project's consistency with these policies.

Table 4
Sunset Specific Plan Consistency Analysis

Specific Plan Policy	Analysis
Goals	
I. Encourage maintenance and location of existing and proposed billboards.	**Consistent**. The advertising copy on the proposed tall wall sign would be changed up to one time per month. Thus, the copy would not deteriorate, and the tall wall sign would be maintained. Furthermore, the location of the tall wall sign is consistent with all requirements related to the location of such advertisements (see the analysis that corresponds with Sunset Specific Plan requirements 4(a)(i) and 4(a)(iv)).
II. Legalize existing billboards, and allow for creative billboards which will enhance the excitement of the Sunset Strip without detracting from existing visual aesthetics or interfering with views.	**Consistent**. Under the Sunset Specific Plan, tall wall signs such as the proposed project are considered to be creative billboards. The proposed project would be located entirely on an existing building and would therefore not obstruct or impede any public views or detract from existing visual aesthetics. By covering a blank wall surface with an advertisement, the proposed project would further the goal of establishing creative billboards that contribute to the excitement of the Sunset Strip.
III. Encourage continued use of original artwork/signage at businesses which involve the entertainment industry.	**Consistent**. The proposed project would not obstruct or remove any original artwork/signage at businesses involving the entertainment industry. Furthermore, the building on which the tall wall sign would be installed was originally developed as a multi-family apartment building and is now used as a commercial office building.

Table 4
Sunset Specific Plan Consistency Analysis

Specific Plan Policy	Analysis
IV. Allow for artwork to be incorporated into existing and proposed structures in order to enhance the visual quality of the street and reduce the number of blank walls.	**Consistent**. As the proposed tall wall sign would be located on a currently blank wall, it would reduce the number of blank walls along the Sunset Strip. Although the proposed tall wall sign is not considered artwork under the Sunset Specific Plan, it would not impede artwork from being developed on the Sunset Strip. Furthermore, it would help achieve the general intent of this goal by adding visual interest consistent with the aesthetic of the Sunset Strip to an existing structure.
Requirements	
4(a). Creative Billboards will be permitted on the sides of buildings that can accommodate a mural type sign of a minimum of 5,000 contiguous square feet. These will be permitted through the Creative Billboard process, and will be regulated to have a maximum of 15% of advertising copy text to overall image.	**Consistent**. Under the Sunset Specific Plan, tall wall signs are defined as a type of creative billboard. The proposed tall wall sign would be located on the side of a building. The proposed tall wall sign would be approximately 3,159 contiguous square feet, which is smaller than the 5,000 contiguous square feet specified in this requirement; however, a smaller tall wall sign is still allowable under the Sunset Specific Plan. As stated on page 140 of the Sunset Specific Plan, "the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan and is consistent with the purpose and intent of the design and development requirements, guidelines, and standards that would otherwise apply to the project." As shown in this table, the proposed project is consistent with the purpose and intent of the City's goals and requirements that are applicable to tall wall signs. Furthermore, in accordance with this requirement, the advertising copy text on the proposed tall wall sign would be a maximum of 15% of the overall image. As described in Section 1.9 of this document, the proposed project would require the approval of a Conditional Use Permit, which is the required permitting procedure for tall wall signs.
4(a)(i). Such signs shall be located on walls that exhibit no other sign except for address or building identification signs, such as the logo of the primary tenant.	**Consistent.** As shown in Figure 3, the wall on which the proposed tall wall sign would be located does not exhibit any other sign.
4(a)(ii). Such signs shall be limited to one overall image per wall face, with one advertiser. Images that continue around windows, or over building corners shall maintain the integrity of a single image, and not be broken into separate, divided images.	**Consistent**. In accordance with this requirement, the tall wall sign would display a single image at a time and would not be broken into divided images.

Table 4
Sunset Specific Plan Consistency Analysis

Specific Plan Policy	Analysis
4(a)(iii). The image itself must measure a minimum of 5,000 square feet, and be applied directly to the wall.	**Consistent**. The proposed tall wall sign would be applied directly to the wall (see Section 1.7 of this document for a description of the construction process). The proposed tall wall sign would be approximately 3,159 square feet, which is smaller than the 5,000 square foot minimum size referenced in this requirement. However, as described in the analysis for requirement 4(a) above, a smaller sized tall wall sign is allowable under the Sunset Specific Plan. As stated on page 140 of the Sunset Specific Plan, "the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by this plan and is consistent with the purpose and intent of the design and development requirements, guidelines, and standards that would otherwise apply to the project." As shown in this table, the proposed project is consistent with the purpose and intent of the City's goals and requirements that are applicable to tall wall signs.
4(a)(iv). Such signs shall not be on the front façade of a building, but rather on a side wall that is visible from Sunset Boulevard.	**Consistent**. As shown in Figure 3, the proposed tall wall sign would be located on the side wall of a building (specifically, the east-facing side of the building), and would not be on the front façade facing Sunset Boulevard. The proposed tall wall sign would be visible to westbound travelers on Sunset Boulevard.

Zoning Ordinance Consistency

The regulations for tall wall signs are set forth in Section 19.34.080(I) of the Zoning Ordinance. Some of these regulations correspond to the requirements set forth for tall wall signs in the Sunset Specific Plan. The proposed project's consistency with the regulations set forth in Section 19.34.080(I) of the Zoning Ordinance is analyzed in Table 5.

Table 5
Zoning Ordinance Consistency Analysis

Zoning Ordinance Section 19.34.080(I)	Analysis
1. Permit Requirement. Conditional use permit (CUP) approval shall be required for use of any wall proposed to be used for tall wall signs including those that have been used for tall wall signs prior to May 2, 2001. Once a CUP has been granted, the tall wall image may be changed subject to a zone clearance. The CUP shall identify the specific building wall where the sign is authorized and the specific area in which the image may be displayed. Any change to the approved image area shall require an amendment to the CUP.	**Consistent**. The proposed project would require the approval of a Conditional Use Permit, which would allow for the existing building façade to be used for a tall wall sign. As described in Section 1.6 of this document, the applicant would obtain the appropriate change permits from the City before the tall wall copy is changed. The Conditional Use Permit would depict all required elements of the project plans, including the specific building where the sign would be located and the area on which the copy would be displayed. Each subsequent change of the tall wall copy would require a zone clearance.

Table 5
Zoning Ordinance Consistency Analysis

Zoning Ordinance Section 19.34.080(I)	Analysis
2. Application Requirements. An application for wall approval shall include a survey certified by a licensed surveyor verifying the size of the wall and amount of window space on the wall, and a detailed lighting plan. The application shall also include any supplemental information determined by the Director to be necessary to show that the wall can meet the standards required in sub-section 5, below.	**Consistent**. The required application materials were included with the project application.
4. Time Limit. A zone clearance for a tall wall image shall expire six months from date of approval, after which the image must be removed. The Director may approve only one extension for an additional six months.	**Consistent**. The tall wall image (also referred to as "copy") would be changed a maximum of 12 times per year. As described in Section 1.6 of this document, the applicant would obtain the appropriate zone clearance permit from the City before the tall wall copy is changed.
5. Standards. Tall wall signs shall not be approved unless all of the following standards are met:	Each specific standard is analyzed below:
a. A tall wall sign shall have a minimum image area of 5,000 square feet.	**Consistent**. The tall wall sign area of the proposed project would be approximately 3,159 square feet, an area that is smaller than the minimum size specified. However, the proposed project includes the requested approval of a Development Agreement and a Zoning Map Amendment to place the project site within a Development Agreement Overlay Zone, which will create specific development standards for the project site to allow for installation and operation of the proposed tall wall sign. With the approval of the Development Agreement and placement of the project site within the Development Agreement Overlay Zone that establishes specific development standards for tall wall signs, a smaller sign size and image area would be permitted on the project site.
b. The image area may include the use of windows, provided that windows comprise no more than 15% of the image area and provided further that any material used to cover windows allows visibility through the windows from the building's interior.	**Consistent**. As described in Section 1.6 of this document, all existing windows on the building would remain in place and functional throughout operation of the proposed project, with visibility through the windows from the building's interior. Furthermore, the windows would comprise 10.5% of the image area, which is less than the required maximum of 15% window area.
c. The sign shall be designed and oriented to provide an unobstructed view of the minimum image area of the sign from at least one pedestrian vantage point at ground level on Sunset Boulevard, but shall not be located on a building façade facing Sunset Boulevard.	**Consistent**. As shown in Figure 4, an unobstructed view of the tall wall sign can be observed from westbound travelers on Sunset Boulevard, including pedestrians who are walking along the northern side of the street. The proposed tall wall sign would be located on the east-facing façade of the building and would not be located on the side of the building that faces Sunset Boulevard (i.e., the north-facing façade of the building).

Table 5
Zoning Ordinance Consistency Analysis

Zoning Ordinance Section 19.34.080(I)	Analysis
d. The area of the sign containing text shall not exceed 15% of the total sign area as measured in compliance with Section 19.34.040(C) (Measurement of Sign Area).	**Consistent**. The area of the tall wall image containing text would not exceed 15% of the total sign area. The area of text relative to the total image area would be verified through the required zone clearance process when the copy is changed.
e. The wall occupied by the sign may have separate planes, provided that the sign is perceived as a continuous image from at least one point on Sunset Boulevard.	**Consistent**. The tall wall sign would display a single image at a time and would not be broken into divided images.
f. The sign shall be applied directly to the wall of the structure.	**Consistent**. The proposed tall wall sign would be applied directly to the wall of the existing building.
g. The wall shall contain no other signs, except for street address, building identification sign, or the logo of the primary tenant.	**Consistent**. As shown in Figure 3, the wall on which the proposed tall wall sign would be located does not contain any other signs.
h. The use of the proposed wall for a tall wall sign shall not substantially impair the aesthetic appeal of the building's architecture.	**Consistent**. As shown in Figure 3 and Figure 4, placing a tall wall sign on the east-facing wall of the building would not obstruct any unique architectural features. As described in Appendix C, while the building was constructed circa 1927, a review of building permit records and general observations of the building's current condition indicate that it has been altered from its original form. The building does not exhibit character-defining features indicative of a particular architectural style, as it appears to have been substantially altered from its original design. For these reasons, due to the lack of design features on the east-facing façade of the building and the altered nature of the building's architecture, the proposed tall wall sign would not substantially impair the aesthetic appeal of the building's architecture.

For the reasons described in Table 5, upon approval of the required Conditional Use Permit, Development Agreement, and Zoning Map Amendment, the proposed project would be consistent with the tall wall sign regulations set forth in Section 19.34.080(I) of the Zoning Ordinance.

As described above, the proposed project would be consistent with the requirements and regulations set forth in both the Sunset Specific Plan and the Zoning Ordinance. While the size of the proposed tall wall sign (approximately 3,159 square feet) differs from the general minimum size requirement of 5,000 square feet, approval of the proposed project's Development Agreement and Zoning Map Amendment that would place the project site within a Development Agreement Overlay Zone would provide specific standards for the project site, allowing a smaller sign to be developed on the project site.

Furthermore, the Sunset Specific Plan provides the City with discretion to approve billboards and art advertisements with specifications that differ from those set forth in the Sunset Specific Plan, so long as the intent and goals of the Sunset Specific Plan are achieved and furthered by the project. For these reasons, a smaller sign is allowable under applicable City rules, and the impacts of the proposed project to applicable land use plans, policies, and regulations would be less than significant.

c) Conflict with any applicable Habitat Conservation Plan or Natural Community Conservation Plan?

No Impact. As discussed in Section 2.4(f), there are no adopted Habitat Conservation or Natural Community Conservation plans applicable to the City. Therefore, the proposed project would not conflict with any such plans, and no impact would occur.

2.11 Mineral Resources

Would the project:

a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?

No Impact. According to the State of California Department of Conservation, Division of Oil, Gas, and Geothermal Resources, there are no oil, gas, geothermal or other known wells located on or in the vicinity of the project site (DOGGR 2014). The Division of Mines and Geology (renamed the California Geological Survey in 2006) has mapped the City within Mineral Resource Zone 1 for aggregate resources. Mineral Resource Zone 1 is a designation given to areas where adequate information indicates that no significant mineral deposits are present or where it is judged that little likelihood exists for their presence (Division of Mines and Geology 1994). Therefore, because the project site is not mapped as or known to contain an important mineral resource, the proposed project would not result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state. No impact would occur as a result of the proposed project.

b) Result in the loss of availability of a locally important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?

No Impact. The project site is not delineated as a locally important mineral resource recovery site in the General Plan (City of West Hollywood 2011a). Further, as discussed in Section 2.11(a), no active oil wells exist on or in the vicinity of the project site, and the

City has been mapped within an area where no significant mineral deposits are present or are likely to be present. Therefore, implementation of the proposed project would not result in the loss of availability of a locally important mineral resource recovery site, and no impact would occur.

2.12 Noise

a) Exposure of persons to or generate noise levels in excess of applicable standards established in the local general plan or noise ordinance, or applicable standards of other agencies?

Less Than Significant Impact. Short-term construction activities would create intermittent elevated noise levels at and near the project site generated by construction equipment. Construction work would occur in a highly developed and urbanized area proximal to several residential uses. As discussed in Section 1.7 above, project construction and maintenance activities would occur Mondays through Fridays between the hours of 8:00 a.m. and 7:00 p.m. in accordance with the City Noise Ordinance. Further, construction activities would occur for a maximum of 4 days, while operation activities would occur over a maximum of 6 hours up to 12 times per year. Due to the limited nature and scope of project construction and operation activities, and with compliance with the City Noise Ordinance, the temporary noise impact would be less than significant.

b) Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?

No Impact. Operation of certain types of construction equipment can cause vibrations that spread through the ground and diminish in strength with distance. The installation of the new tall wall sign and lighting fixtures would not require the use of heavy construction equipment (e.g., a large bulldozer) that is typically associated with groundborne vibration. Therefore, no vibration impact would occur as a result of the proposed project.

c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?

No Impact. A significant impact would occur if the proposed project would cause a substantial permanent increase in noise levels above existing ambient levels. As previously discussed, the proposed project would require periodic copy changes, which would occur up to a maximum of 12 times per year and would take a maximum of 6 hours to complete. While equipment used to deliver materials and change the copy could

generate additional noise during project operation, the noise generated would be intermittent and temporary and would be consistent with the types of activities that normally occur within this highly urbanized portion of Sunset Boulevard. Therefore, the proposed project would not create a substantial permanent increase in noise levels above existing ambient levels, and no impact would occur.

d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?

Less Than Significant Impact. As discussed in Section 2.12(c), equipment used to deliver materials to change the copy during project operation could generate additional noise at the project site. The copy change would occur a maximum of 12 times per year, with each copy change requiring a maximum of 6 hours of activity on the site. Due to the minor nature of the activities involved with the copy change (namely, the delivery of materials), the intermittent, temporary noise associated with the proposed project would not generate a substantial increase in ambient noise levels above levels existing without the project. The temporary noise impact from the proposed project would therefore be less than significant.

e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?

No Impact. As previously discussed, the project site is not located within two miles of a public airport or airport land use plan. Therefore, the proposed project would not expose people residing or working in the project area to excessive noise levels from aircraft use. No impact would occur as a result of the proposed project.

f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?

No Impact. As previously discussed, the project site is not located within the vicinity of a private airstrip. Therefore, the proposed project would not expose people residing or working in the project area to excessive noise levels related to aircraft use. No impact would occur as a result of the proposed project.

2.13 Population and Housing

Would the project:

a) Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?

No Impact. The proposed project does not include construction or operation of any new residential or commercial land uses, and therefore, would not result in a direct population increase from construction of new homes or businesses. No extension of roads or other infrastructure that could potentially induce population growth would be required to implement the proposed project. During construction of the proposed project, several construction personnel (approximately five) would be required for a duration of approximately four days. During operation of the proposed project, changing the copy on the proposed tall wall sign would require several construction personnel working for a maximum of 6 hours at a time approximately 12 times per year. Due to the minimal number of workers required for both construction and operation and due to the routine, temporary nature of the construction processes, the need for these workers would be accommodated within the existing and future labor market in the City and the surrounding metropolitan area. As such, the proposed project would not generate employment growth to the extent that population growth would result in the City or in the region. Therefore, the proposed project would not result in indirect population growth and no impacts involving population growth would occur.

b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?

No Impact. No residential uses currently exist on the project site and, therefore, the proposed project would not require the removal of existing housing. No impact to housing would occur as a result of the proposed project.

c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?

No Impact. There are currently no residential uses on the project site. As such, no persons would be displaced as a result of implementation of the proposed project. Construction of replacement housing would not be necessary. No impact would occur as a result of the proposed project.

2.14 Public Services

Would the project:

a) Result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:

i) Fire protection?

No Impact. The proposed project would not generate population growth or increase the number of people requiring fire protection services at the project site or in the project area. Further, the proposed project consists of installation of a tall wall sign and lighting on an existing building and does not include construction of new buildings or structures. As such, the proposed project would not require additional fire protection services or facilities, and no impact would occur.

ii) Police protection?

No Impact. The proposed project would not generate population growth. Additionally, the proposed project would not increase the number of people requiring police protection services at the project site or in the project area. Therefore, construction and operation of the proposed project would not require additional police protection services or facilities and no impact to police protection services would occur.

iii) Schools?

No Impact. The proposed project would not generate population growth. Therefore, no new students would be generated, and no increase in demand for local schools would result. As such, no impact to schools would occur as a result of the proposed project.

iv) Parks?

No Impact. Residential development typically has the greatest potential to result in impacts to parks since these types of developments generate a permanent increase in residential population. The proposed project does not include development of any residential or commercial uses and would not generate any new permanent residents or employees that would increase the demand for local and regional park

facilities. Furthermore, the number of construction personnel (approximately five workers) and duration of construction activities (four days to prepare the façade and install the lighting and tall wall sign) would be limited and no short-term impacts to local park facilities would occur. Therefore, no impact to parks would occur as a result of the proposed project.

v) Other public facilities?

No Impact. The proposed project does not include development of residential or commercial uses and would not increase the demand for other public facilities. Additionally, the proposed project would not result in indirect population growth, which would increase demand for other public facilities. No impact to other public facilities would occur.

2.15 Recreation

Would the project:

a) Increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?

No Impact. Neither construction nor operation of the proposed project would generate new permanent residents that would increase the use of existing parks and recreational facilities. Additionally, due to the limited number of construction personnel (approximately five workers) and short duration of construction activities (four days), short-term impacts to local recreational facilities would not occur. Therefore, substantial physical deterioration of these facilities would not occur or be accelerated with implementation of the proposed project. No impact would occur as a result of the proposed project.

b) Include recreational facilities or require construction or expansion of recreational facilities which might have an adverse physical effect on the environment?

No Impact. The proposed project does not include development of any residential uses and, thus, would not generate new permanent residents that would increase the demand for recreational facilities. Further, the proposed project would not promote or indirectly induce new development that would require the construction or expansion of recreational facilities. Therefore, no impact would occur as a result of the proposed project.

2.16 Transportation/Traffic

Would the project:

a) Conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?

Less Than Significant Impact. Measures of effectiveness for the performance of the circulation system in the City are established by the City for intersections and for streets. The criteria used by the City for determining whether or not a proposed project would have a significant effect on an intersection is based on existing plus project level of service and on increased vehicle delay measured in seconds. The criteria for streets are based on percent increase in average daily trips.

Measures of effectiveness for several selected intersections are also established in the Los Angeles County Metropolitan Transportation Authority's 2010 Congestion Management Program (CMP). There are two intersections in the City that are monitored as indictors of the performance of the CMP Highway and Roadway System: the intersection of Santa Monica Boulevard and Doheny Drive (located approximately 1.5 miles from the project site) and the intersection of Santa Monica Boulevard and La Cienega Boulevard (located approximately 0.7 miles from the project site) (Metro 2010). The CMP criteria established for intersections is based on level of service and/or on increases in traffic demand measured using a volume to capacity ratio.

While there are no quantitative measures of performance that have been established for the pedestrian, bicycle, or mass transit circulation networks, goals, policies, and specific strategies for these modes of transportation are established in the mobility element of the City's General Plan (City of West Hollywood 2011a) and in the West Hollywood Bicycle and Pedestrian Mobility Plan (City of West Hollywood 2003). Goals set forth in the mobility element include developing a world-class mass transit system, maintaining and enhancing a pedestrian-oriented City, and creating a comprehensive bicycle network throughout the City. Similarly, the West Hollywood Bicycle and Pedestrian Mobility Plan sets forth goals, objectives, policy actions, and design guidelines to improve and facilitate bicycle and pedestrian transportation.

During the four-day construction period, the proposed project would involve four truck trips, plus a few vehicle trips associated with the estimated five construction workers

traveling to and from the job site and delivery of materials. The number of net new daily trips during the project's four-day construction period is anticipated to occur outside of the AM and PM peak traffic hours and would not significantly change roadway volumes. For this reason, the minimal number of additional trips that would occur during project construction would not cause intersection level of service to decline, would not lead to an increase in average daily trips, and would not substantially alter the volume to capacity ratios of nearby intersections.

The sidewalk in front of the proposed project site would be closed during construction for approximately one of the four construction days, potentially impeding the flow of pedestrian traffic past the project site. One of the goals for the pedestrian environment established in the West Hollywood Bicycle and Pedestrian Mobility Plan is to enhance pedestrian safety. While the one-day closure of a small portion of sidewalk could temporarily interfere with this goal, safe pedestrian movement around the sidewalk closure would be facilitated by construction workers with signal flags. While the one-day sidewalk closure could result in a brief inconvenience, it would not substantially affect the movement of pedestrian traffic to the extent that the goals of enhancing pedestrian transportation and pedestrian safety would be significantly affected. There are no transit stops or bicycle paths adjacent to the project site; as such, construction activities would not affect the use of these transportation modes and would not impede the implementation of the goals, objectives, and policy actions related to these transportation modes. For these reasons, the potential construction impact from the proposed project would be less than significant.

During operation of the proposed project, a maximum of one additional truck trip would be added to the transportation network per month. This additional truck trip would not significantly change roadway volumes. One additional truck trip per month is not substantial enough to cause intersection level of service to decline, to increase the number of average daily trips on nearby roadway, or to alter the volume to capacity ratios of nearby intersections. Furthermore, the operational copy change would not involve sidewalk closure. There are no transit stops or bicycle paths adjacent to the project site; as such, operation would not affect the use of these transportation modes and would not impede the implementation of the goals, objectives, and policy actions related to these transportation modes. As such, operation of the proposed project would not conflict with or impede implementation of the goals, objectives, and policy actions established in the City's General Plan mobility element or in the West Hollywood Bicycle and Pedestrian Mobility Plan. For these reasons, the potential operational impact from the proposed project would be less than significant.

b) Conflict with an applicable congestion management program, including, but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?

Less Than Significant Impact. The applicable congestion management program for the project site and the surrounding metropolitan areas is the Los Angeles County Metropolitan Transportation Authority's 2010 Congestion Management Program (CMP). This program monitors and sets performance indicators for a transportation network comprised of numerous highway segments, freeways, and key roadway intersections throughout Los Angeles County (called the CMP Highway and Roadway System). Santa Monica Boulevard is located within the CMP Highway and Roadway System. At its closest orientation to the project site, Santa Monica Boulevard is an east-west roadway located approximately 0.45 miles south of the project site. There are also two intersections in the City that are monitored as indictors of the performance of the CMP Highway and Roadway System: the intersection of Santa Monica Boulevard and Doheny Drive (located approximately 1.5 miles from the project site) and the intersection of Santa Monica Boulevard and La Cienega Boulevard (located approximately 0.7 miles from the project site) (Metro 2010).

As discussed in Section 2.16(a), it is anticipated that the proposed project would result in an increase of approximately four truck trips total during the construction period with a few additional trips associated with estimated five construction personnel commuting to and from the job site and delivery of materials. Project operation would be associated with a maximum of 12 vehicle trips per year. The vehicles associated with construction and operation of the proposed project could use Santa Monica Boulevard and/or other roadways and freeways that are part of the CMP Highway and Roadway System to access the project site. Due to the minimal number of trips associated with the proposed project relative to existing traffic volumes throughout Los Angeles County, the proposed project would not result in substantial increases in traffic levels over existing conditions. As such, the proposed project would not conflict with existing level of service standards established in the CMP. Therefore, the potential impact to county congestion management agency roads and highways from the proposed project would be less than significant.

c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?

No Impact. The proposed project would not result in a change to air traffic patterns. Construction and operation of the proposed project would not generate air traffic. Further,

the proposed project would not include any high-rise structures that could act as a hazard to aircraft navigation. No impact would occur as a result of the proposed project.

d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?

Less Than Significant Impact. As previously discussed, implementation of the proposed project would require a temporary closure of the Sunset Boulevard public sidewalk along the project boundary during a portion of the four-day construction period. Construction workers with signal flags would be used to facilitate pedestrian movement during the temporary closure. Due to the short-term and temporary nature of the sidewalk closure and the use of signal flags to facilitate safe movement, potential impacts related to increased hazards during construction would be less than significant.

Implementation of the proposed project would not otherwise increase roadway hazards due to design features or incompatible uses, as no modifications to the existing land use or public roadways are proposed as part of the project. Therefore, no increased hazards would be created as a result of the proposed project, and no impact would occur.

e) Result in inadequate emergency access?

No Impact. Implementation of the proposed project would not require any street closures and access to all driveways would be maintained throughout the construction and operation of the proposed project. Therefore, no impact to emergency access would occur as a result of the proposed project.

f) Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities?

Less Than Significant Impact. As previously discussed in Section 2.16(a), goals, policies, and specific strategies for public transit, bicycle, and pedestrian facilities are established in the mobility element of the City's General Plan (City of West Hollywood 2011a) and in the West Hollywood Bicycle and Pedestrian Mobility Plan (City of West Hollywood 2003). Goals set forth in the mobility element include developing a world-class mass transit system, maintaining and enhancing a pedestrian-oriented City, and creating a comprehensive bicycle network throughout the City. The West Hollywood Bicycle and Pedestrian Mobility Plan set forth goals, objectives, policy actions, and design guidelines to improve and facilitate the bicycle and pedestrian transportation.

Implementation of the proposed project would require a one-day closure of a portion of the Sunset Boulevard public sidewalk along the project boundary during the four-day construction period, potentially impeding the flow of pedestrian traffic past the project site. One of the goals for the pedestrian environment established in the West Hollywood Bicycle and Pedestrian Mobility Plan is to enhance pedestrian safety. While the one-day closure of a small portion of sidewalk could temporarily interfere with this goal, safe pedestrian movement around the sidewalk closure would be facilitated by construction workers with signal flags. While the one-day sidewalk closure could result in a brief inconvenience, it would not substantially affect the movement of pedestrian traffic to the extent that the goals of enhancing pedestrian transportation and pedestrian safety would be significantly affected. There are no bicycle paths or transit stops located adjacent to the project site; therefore, minor construction activities involved with the proposed project would not interfere with mass transit or with bicycle transportation. As such, construction of the proposed project would not conflict with goals or policies for enhancing the transit and bicycle circulation system. For these reasons, the potential construction impact from the proposed project would be less than significant.

Operation of the proposed project would involve replacement of the copy displayed on the tall wall, which would be changed up to a maximum of 12 times per year, resulting in an increase of one truck trip per copy change. No access to adjacent properties would be required to change the copy, and no activity in connection with the sign other than the periodic copy changes described would occur at the project site during project operation. The addition of one truck trip per month and the changing of the image on the tall wall sign would not interfere with pedestrian, bicycle, or transit circulation or with the implementation of the goals, objectives, and policy actions established for these modes of transportation. For these reasons, the potential operation impact from the proposed project would be less than significant.

2.17 Utilities and Service Systems

Would the project:

a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?

No Impact. Construction and operation of the proposed project would not discharge wastewater. Therefore, no impact would occur as a result of the proposed project.

b) Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?

No Impact. The proposed project would not increase the amount of water used or wastewater generated at the project site as no changes to the existing building use are proposed. Thus, no new or expanded water or wastewater treatment facilities would be required. No impact would occur as a result of the proposed project.

c) Require or result in the construction of new stormwater drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?

No Impact. As described in Section 2.9(e), the proposed project would not increase the amount of storm water generated during either construction or operation of the proposed project. Therefore, no new or expanded storm water drainage facilities would be required. No impact would occur as a result of the proposed project.

d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?

No Impact. No new structures or facilities would be constructed requiring the use of potable water. Therefore, no additional water supplies would be needed with the implementation of the proposed project. No impact to water supply would occur as a result of the proposed project.

e) Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?

No Impact. No new structures or land uses that would generate wastewater would be constructed or operated as part of the proposed project. Therefore, implementation of the proposed project would not result in new demand for wastewater treatment. No impact to wastewater treatment capacity would occur as a result of the proposed project.

f) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?

Less Than Significant Impact. Construction would not include activities that typically generate substantial amounts of waste, such as demolition or dirt removal. While the

construction process may generate relatively minor amounts of debris that would need to be disposed of, the proposed project would incorporate source reduction techniques and recycling measures to divert waste away from area landfills in accordance with City and state requirements. The project would comply with the City requirements to recycle 80% of all construction materials that need to be disposed. Any non-recyclable construction waste generated would be disposed of at a landfill approved to accept such materials. Operation of the proposed project would involve periodic changes in the copy displayed on the new tall wall. However, as stated in Section 1.6, the copy that is removed from the tall wall would be taken to a storage facility. Thus, operation of the proposed project would not generate solid waste that would need to be disposed of at an area landfill. Therefore, impacts to solid waste disposal during construction and operation of the proposed project would be less than significant.

g) Comply with federal, state, and local statutes and regulations related to solid waste?

No Impact. The proposed project would comply with federal, state, and local statutes and regulations related to solid waste. As discussed in Section 2.17(f), construction waste would be recycled or disposed of in accordance with existing regulations. All materials would be handled and disposed of in accordance with existing local, state, and federal regulations. No impact would occur as a result of the proposed project.

2.18 Mandatory Findings of Significance

a) Does the project have the potential to substantially degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, substantially reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or prehistory?

No Impact. As discussed in Section 2.4, Biological Resources, the project site is located in a completely developed and urbanized area and does not support sensitive vegetation or wildlife species or sensitive habitat. Additionally, the project site does not function as a corridor for the movement of native or migratory wildlife. No impact to biological resources would occur as a result of the proposed project.

As discussed in Section 2.5, Cultural Resources, there are no known historical or archaeological resources at the project site. Additionally, no grading or excavation would be required to implement the proposed project. As such, the proposed project would not have the potential to disturb or uncover previously unknown resources or to eliminate

important examples of California history or prehistory. No impact to cultural resources would occur as a result of the proposed project.

b) Does the project have environmental effects that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are significant when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects.)

Less Than Significant Impact with Mitigation Incorporated. As discussed in Section 2.1, the proposed project would result in potential light and glare impacts to neighboring residential and commercial properties. However, potential impacts would be reduced to a less than significant level with implementation of mitigation measure VIS-1, which would require shielding of the light fixtures along the top of the new tall wall. The section of Sunset Boulevard in which the project site is located is especially vibrant at night with relatively high average nighttime illuminance levels. Billboards and lighted signage are prevalent in the area surrounding the project site, as permitted by the Sunset Specific Plan. Although the proposed project would contribute to increased lighting levels at the project site, compliance with site-specific lighting levels for light trespass and glare, outlined in mitigation measure VIS-1, would reduce potential impacts to a less than significant level, and the impact of light and glare would not be cumulatively considerable.

As discussed in Section 2.3, the proposed project would generate minimal air pollutant emissions during construction and operations, and these increases would not exceed the thresholds of significance established by SCAQMD. Therefore, the impact to air quality would not be cumulatively considerable.

As discussed in Section 2.7, GHG emissions contribute to the global climate condition known as the greenhouse effect. As this is an issue that is by its very nature cumulative, the California Air Resources Board has established a threshold of significance and climate reduction strategies. The proposed project would generate short-term emissions of GHGs during minimal construction activities, and virtually no emissions during operations. Due to the minor nature of the GHG emissions that would result from the project, the project would not exceed the GHG emissions thresholds applied by the City, nor would the project conflict with state climate change policy or with the City's CAP. The cumulative impact would be less than significant.

As discussed in Section 2.12, construction and operation of the proposed project would not result in a substantial increase in vehicle trips or other activity at the project site.

Therefore, there would be no permanent or temporary increase in ambient noise levels, and the proposed project would not result in a cumulatively considerable noise impact.

As discussed in Section 2.16, the number of vehicle trips associated with construction and operation of the proposed project are not substantial and would not substantially affect roadway volumes. For this reason, there would be no cumulative traffic impact during construction or operation of the proposed project.

Along the stretch of Sunset Boulevard located approximately between Phyllis Street to the west and the City boundary to the east (near Havenhurst Drive) there are approximately 65 existing off-site signs[4], totaling 81 sign faces. Along this same stretch of Sunset Boulevard, there are approximately 13 off-site signs that are entitled but un-built, equating to 15 sign faces. Of the existing off-site signs, 10 signs are tall wall signs, while the rest are billboards. Of the entitled but un-built off-site signs, 6 are tall wall signs, one is a digital sign, and the rest are billboards. As illustrated by the number of existing and entitled but un-built off-site signs along Sunset Boulevard, the existing and future setting of the project vicinity includes numerous off-site signs, the majority of which are pole-mounted billboards.

The nearest entitled but un-built off-site sign relative to the proposed project is located approximately one block from the project site, just west of North Sweetzer Avenue. This entitled but un-built sign is a west-facing billboard located at 8307 Sunset Boulevard. Directly west of this proposed billboard is an existing two-sided billboard proposed for enlargement, located at 8335 Sunset Boulevard. Due to the brief construction period required for signs, it is unlikely that the construction period for these two reasonably foreseeable projects would overlap with that of the proposed project. Furthermore, the operation of one additional billboard and the enlargement of an existing billboard one block from the project site would not substantially alter the existing setting of Sunset Boulevard to the extent that implementation of the proposed project would cause a cumulatively considerable affect to the visual environment of Sunset Boulevard. Additionally, the proposed project and nearby entitled signs would be consistent with the requirements and regulations set forth in both the Zoning Ordinance and the Sunset Specific Plan and no cumulative impacts would result.

[4] An off-site sign is a sign that identifies a use, facility, service, or product that is not located, sold, or manufactured on the same premises as the sign or which identifies a use, service, or product by a brand name which, although sold or manufactured on the premises, does not constitute the principal item for sale or manufactured on the premises (City of West Hollywood Zoning Ordinance Section 19.90.020).

In addition, the City is in the process of studying off-site signage along Sunset Boulevard, including potential modifications to the Sunset Specific Plan to ensure that any potential future standards for off-site advertising enhance the image and creative energy of the Sunset Strip and improve the quality of new off-site signage in the Specific Plan area. Because the City's study is ongoing and because it is not currently processing any off-site signage applications that are inconsistent with the Sunset Specific Plan, it is speculative to analyze whether signage that may be approved pursuant to future regulations or standards would create cumulative impacts in any impact area when analyzed in combination with the proposed project. At the time the City finalizes its recommendations for future off-site signage, and if those recommendations are approved, new off-site signage will be analyzed in accordance with CEQA and will take into account development existing at that time, including the proposed project. As discussed above, based on the existing and approved off-site signage in the vicinity of the proposed project, implementation of the project would not be cumulatively considerable and no cumulative impacts would result.

c) Does the project have environmental effects, which will cause substantial adverse effects on human beings, either directly or indirectly?

Less Than Significant Impact with Mitigation Incorporated. As discussed in Section 2.1, without mitigation the proposed project would potentially result in light and glare impacts to neighboring residential and commercial properties. However, potential impacts would be reduced to a less than significant level with implementation of mitigation measure VIS-1. The section of Sunset Boulevard in which the project site is located is especially vibrant at night with relatively high average nighttime illuminance levels. Billboards and lighted signage are prevalent in the area surrounding the project site, as permitted by the Sunset Specific Plan. Although the proposed project would contribute to increased lighting levels at the project site, compliance with site-specific lighting levels for light trespass and glare, outlined in mitigation measure VIS-1, would reduce potential impacts to a less than significant level, and the impact of light and glare would not be cumulatively considerable.

As discussed in Section 2.16(f) above, implementation of the proposed project would require a temporary closure of the Sunset Boulevard sidewalk along the project boundary during one day of the approximately four day construction period. This closure could pose a hazard to human beings during construction. However, construction workers with signal flags would be used to facilitate pedestrian movement during the temporary sidewalk closure. Potential impacts from the proposed project would therefore be less than significant.

3 REFERENCES AND LIST OF PREPARERS

3.1 References

14 CCR 15000–15387 and Appendices A through L. Guidelines for Implementation of the California Environmental Quality Act, as amended.

Airnav.com. 2014. Airports search. Accessed March 18, 2014. http://www.airnav.com/airports/.

California Department of Toxic Substances Control. 2014a. *DTSC's Hazardous Waste and Substances Site List – Site Cleanup (Cortese List)*. Accessed March 19, 2014. http://www.calepa.ca.gov/sitecleanup/corteselist/.

California Department of Toxic Substances Control. 2014b. *EnviroStor Database*, Search by Map Location. Accessed March 19, 2014. http://www.envirostor.dtsc.ca.gov/public/.

California State Water Resources Control Board. 2014. GeoTracker Database, Search by Map Location. Accessed March 19, 2014. http://geotracker.waterboards.ca.gov/.

California Public Resources Code, Section 21000–21177. California Environmental Quality Act, as amended.

CAPCOA (California Air Pollution Control Officers Association). 2008. *CEQA and Climate Change: Evaluating and Addressing Greenhouse Gas Emissions from Projects Subject to the California Environmental Quality Act*. February 2008.

City of West Hollywood. 1996. *Sunset Specific Plan.* Adopted July 1996.

City of West Hollywood. 2003. "Goals, Objectives, and Policy Actions" in the *Final West Hollywood Bicycle and Pedestrian Mobility Plan*. Adopted 2003. Accessed January 5, 2015. http://www.weho.org/city-hall/city-departments/community-development/long-range-and-mobility-planning/ped-bike-mobility-plan-update/2003-bicycle-and-pedestrian-mobility-plan.

City of West Hollywood. 2010a. *Final Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I*, October 2010. Accessed November 2014. http://www.weho.org/Home/ShowDocument?id=9823.

City of West Hollywood. 2010b. *Figure 3.4-1, Designated Historical Resources in the City of West Hollywood*, *Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I*, June 2010. Accessed March 19, 2014. http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_Vol_1.pdf.

City of West Hollywood. 2010c. *Figure 3.5-2, City of West Hollywood Fault Location and Precaution Zone Map, Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I*, June 2010. Accessed October 30, 2014. http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_Vol_1.pdf.

City of West Hollywood. 2011a. *City of West Hollywood General Plan 2035*. Accessed December 30, 2014. http://www.weho.org/city-hall/download-documents/-folder-155

City of West Hollywood. 2011b. *City of West Hollywood Zoning Districts Map*. Accessed December 30, 2014. http://www.weho.org/home/showdocument?id=5138.

City of West Hollywood. 2011c. *City of West Hollywood Climate Action Plan.* Adopted September 6, 2011. Accessed December 31, 2014. http://www.weho.org/city-hall/city-departments/community-development/general-plan-2035/west-hollywood-general-plan-2035-and-west-hollywood-climate-action-plan.

City of West Hollywood. 2014. *Designated Heritage Trees*. Heritage Tree Program. Accessed December 21, 2014. http://www.weho.org/city-hall/city-departments/public-works/facilities-and-field-services/heritage-tree-program.

CNRA (California Natural Resources Agency). 2009a. "Notice of Public Hearings and Notice of Proposed Amendment of Regulations Implementing the California Environmental Quality Act." Sacramento, California: CNRA. http://resources.ca.gov/ceqa/docs/Notice_of_Proposed_Action.pdf.

CNRA. 2009b. Final Statement of Reasons for Regulatory Action: Amendments to the State CEQA Guidelines Addressing Analysis and Mitigation of Greenhouse Gas Emissions Pursuant to SB97. December 2009. http://resources.ca.gov/ceqa/docs/Final_Statement_of_Reasons.pdf.

CNRA. 2009c. Revised Text of Proposed Guideline Amendments. Sacramento, CA. July 3, 2009. Accessed February 13, 2015. http://resources.ca.gov/ceqa/docs/Text_of_Proposed_Changes.pdf.

CNDDB (California Natural Diversity Database). 2014. "Data for sensitive species" [GIS data]. California Natural Diversity Database. Accessed October 16, 2014.

Division of Mines and Geology. 1994. *Generalized Mineral Land Classification Map of Los Angeles County – South Half – Aggregate Resources Only.* [map]. 1:100,000. USGS 7.5 Minute Topographic Quadrangles. Prepared by Russell V. Miller. 1994. Accessed October 17, 2014. http://www.quake.ca.gov/gmaps/WH/smaramaps.htm.

Division of Mines and Geology. 1998. *Seismic Hazard Zone Report for the Hollywood 7.5-Minute Quadrangle, Los Angeles County, California*.1998. Accessed October 10, 2014. http://gmw.consrv.ca.gov/shmp/download/quad/HOLLYWOOD/reports/holly_eval.pdf.

Division of Mines and Geology. 1999. *State of California Seismic Hazard Zones – Hollywood Quadrangle*. [map]. 1:24,000. Released March 25, 1999. Accessed October 10, 2014. http://gmw.consrv.ca.gov/shmp/download/pdf/ozn_holly.pdf.

DOGGR (California Department of Conservation, Division of Oil, Gas, and Geothermal Resources). 2014. DOGGR Online Mapping System. Accessed March 17, 2014. http://maps.conservation.ca.gov/doms/doms-app.html.

Farmland Mapping and Monitoring Program. 2011. *Los Angeles County Important Farmland 2010*. [map]. 1:120,000. Sacramento, CA: California Department of Conservation, Division of Land Resource Protection. September 2011. Accessed October 17, 2014. ftp://ftp.consrv.ca.gov/pub/dlrp/FMMP/pdf/2010/los10.pdf.

FEMA (Federal Emergency Management Agency). 2014. Flood Insurance Rate Maps, Search by Location. Accessed March 19, 2014. http://msc.fema.gov/webapp/wcs/stores/servlet/FemaWelcomeView?storeId=10001&catalogId=10001&langId=-1.

Los Angeles County Department of Public Works. 2014. Disaster Route Maps by City, *City of West Hollywood Map*. Accessed March 18, 2014. http://dpw.lacounty.gov/dsg/disasterroutes/map/west%20 hollywood.pdf.

Metro (Los Angeles County Metropolitan Transportation Authority). 2010. *2010 Congestion Management Program for Los Angeles County*. Accessed October 17, 2014. http://www.metro.net/projects/congestion_mgmt_pgm/.

OPR (Governor's Office of Planning and Research). 2008. *CEQA and Climate Change: Addressing Climate Change through California Environmental Quality Act (CEQA) Review.*

South Coast Air Quality Management District (SCAQMD). 2008. *Draft Guidance Document – Interim CEQA Greenhouse Gas (GHG) Significance Threshold*. October 2008.

SCAQMD. 2009. *Greenhouse Gases CEQA Significance Thresholds Stakeholder Working Group Meeting No. 14*. November 19, 2009. Available at http://www.aqmd.gov/home/regulations/ceqa/air-quality-analysis-handbook/ghg-significance-thresholds.

SCAQMD. 2010. *Greenhouse Gases CEQA Significance Thresholds Stakeholder Working Group Meeting No. 15*. September 28, 2010. Available at http://www.aqmd.gov/home/regulations/ceqa/air-quality-analysis-handbook/ghg-significance-thresholds.

SCAQMD. 2011. *SCAQMD CEQA Handbook*. Originally published 1993; revised March 2011.

SCAQMD. 2013. *Final 2012 Air Quality Management Plan*. Revised February 2013.

U.S. EPA (United States Environmental Protection Agency). 2014. Pacific Southwest Region 9, Site List, Search by County. Accessed March 19, 2014.http://yosemite.epa.gov/r9/sfund/r9sfdocw.nsf/WSOState!OpenView.

USFWS (United States Fish and Wildlife Service). 2014. National Wetlands Inventory, *Wetlands Mapper*, Search by Address. Accessed March 19, 2014. http://www.fws.gov/wetlands/Data/Mapper.html.

Williamson Act Program. 2013. *Los Angeles County Williamson Act FY 2012/2013.* [map]. 1:120,000. Sacramento, CA: California Department of Conservation, Division of Land Resource Protection. 2013. Accessed October 17, 2014. http://www.consrv.ca.gov/dlrp/lca/Pages/Index.aspx.

3.2 List of Preparers

Lead Agency

City of West Hollywood
Community Development Department
8300 Santa Monica Boulevard
West Hollywood, California 90069

Stephanie DeWolfe, Community Development Director
Adrian Gallo, Associate Planner

Environmental Consultants

Dudek
38 North Marengo Avenue
Pasadena, California 91101

Eric Wilson, Project Director
Michele Webb, Project Manager
Jennifer Reed, Air Quality/Greenhouse Gas Emissions
Amna Javed, GIS Analyst
Devin Brookhart, Publications Specialist Lead
Lindsey Powers, Publications Specialist
Lindsey Messner, Publications Specialist

Light and Glare Consultant

Francis Krahe & Associates Inc.
304 South Broadway, Suite 500
Los Angeles, California 90013

Francis Krahe, President
Tamara Voss, Project Manager

INTENTIONALLY LEFT BLANK

APPENDIX A

Draft Lighting Study

LIGHTING ANALYSIS – DRAFT

8228 Sunset Boulevard Tall Wall
West Hollywood, California
County of Los Angeles

Prepared For
DUDEK

Prepared By

Francis Krahe & Associates, Inc.
Architectural Lighting Design
304 South Broadway, Suite 500
Los Angeles, California 90013

Phone 213.617.0477
Fax 213.617.0482

Project #DR121

DRAFT 2015 02 13

List of Figures and Tables (in order of appearance)

1.0 EXECUTIVE SUMMARY

1.1 Report Conclusions

The analysis of the Applicant's submitted information is summarized as follows:

Prior to mitigation, the lighting impacts resulting from the proposed tall wall lighting at 8228 Sunset Boulevard would not be in compliance with City of West Hollywood municipal codes and design guidelines as follows:

- Calculations show the proposed design results in light trespass into the public right of way as defined in West Hollywood Municipal Code section G-12.040(B)6.f, which states "all lighting should be shielded to confine light spread within site boundaries".
- Calculations show the proposed design results in light trespass onto surrounding properties as defined in West Hollywood Municipal Code section G-12.040(B)6.f. Two (2) of the adjacent four (4) nearby properties receive measurable light from the project, greater than 3.0 footcandles. (See Tables 4 and 5 for full calculation results.)

We recommend, upon installation and prior to operation of the proposed project, the Applicant's lighting consultant field verify light levels. Following verification, the nine LED floodlights installed along the top of the tall wall shall be either removed or sufficiently shielded with visors as necessary to address the following issues:

- The height and position of the down lights on the top of the illuminated tall wall will cause visual distraction and direct views into the light sources at neighboring residential properties, specifically 1475 and 1477 Havenhurst Drive.
- Glare impact from the illuminated tall wall at neighboring residential uses is highly likely due to direct views of the tall wall surface from residential properties (see Figure 20). The highest glare impact would be from the surface of the down lights themselves, viewed in relationship to the dark sky above. Glare levels shall not exceed the 30:1 contrast ratio for glare at any time during the night.
- Light trespass onto adjacent residential properties, specifically 1475 and 1477 Havenhurst Drive, is calculated to surpass the 3.0 footcandle threshold above ambient light at property boundaries set by the City of Los Angeles.

In our opinion, with modification, the proposed tall wall lighting design will not constitute a negative lighting impact.

1.2 Organization and Methodology

The objective of this report is to evaluate the proposed tall wall sign illumination at 8228 Sunset Boulevard within the City of West Hollywood. This report identifies significant potential glare and lighting pollution impacts, based on illumination industry standards. It provides the background information to support these illumination concepts and analyzes the data and potential impacts resulting from the proposed design.

The Introduction, Section 2.0, outlines the scope and intent of this report. A preliminary discussion of basic lighting concepts and terminology is covered in Section 3.0. Existing site conditions are presented in Section 4.0. The report is organized according to the following outline:

A. Project Design Review (Section 5.0)
    1. A review of the proposed lighting design in relation to program objectives and construction constraints
    2. A review of the proposed lighting improvements to meet applicable codes and ordinances
        i. City of West Hollywood Municipal and Zoning Codes
        ii. Municipal Design Standards
        iii. Sunset Specific Plan

B. Computer Modeling and Calculation (Section 6.0)
    1. Modeling and simulation of the proposed project to predict the impact on surrounding areas
    2. Comparison of several alternative implementations based on the variability of the lighting equipment specified

C. Neighborhood Impact Analysis (Section 7.0)
    1. Comparison of the impacts of the proposed project with existing conditions at the site. Analysis of calculation data from the computer modeling, and sight line studies to the project site

Two significant lighting resources, utilized as a basis of illumination theories and analysis in this study, are recognized as technical authorities on illumination. The IESNA Lighting Handbook (IES), Tenth Edition and its various Recommended Practices (RP's), is the most universal resource in communicating and sharing information for good lighting practice. The IESNA is the forum for the exchange of ideas and information amongst a wide variety of lighting professionals such as engineers, architects, designers, educators, students, contractors, manufacturers and scientist, all contributing to the advancement of knowledge and dissemination of information for the improvement of the lighted environment to the benefit of society.

The second, the Advanced Lighting Guidelines (ALG), is a report prepared by the New Buildings Institute, and supported by the California Energy Commission. The authors of this comprise of lighting professionals, recognized in the illumination industry.

Lighting is a technical area. Lighting terms used herein are defined further in Section 9.0, General Lighting Glossary.

2.0 INTRODUCTION

2.1 Report Scope and Intent

Traditionally, exterior illuminated environments have comprised of street lighting, traffic signals, and basic signs and static sign lighting. With the ever changing quality of urban settings, lighting components are developing into a new kind of illuminated environment, with varying street lighting, building façade lighting, and dynamic billboard lighting. The quality of this luminous environment becomes a critical factor in both traffic safety and a pedestrian's or neighbor's sense of visual comfort. Quality outdoor lighting should communicate visual order, orientation, and urban character with consideration to lighting goals such as safety, security, light pollution sensitivity and light trespass.

Lighting technology is in a state of constant growth and change, and it is important to understand how these changes impact or alter traditionally held theories and concepts of lighting design. Specifically, LED sources cannot be understood in the same context as traditional lamps or light sources. Whereas most traditional billboards are solid surfaces that are externally illuminated, LED screens are internally illuminated or self-illuminating surfaces, which may introduce significant additional illumination into the nighttime environment. However, for this project, the LED sources are external to the tall wall surface and produce illumination and surface brightness similar to traditional floodlit tall walls. For this project, the highest brightness surface is the LED floodlight itself, mounted above and below the tall wall surface, similar to a traditional billboard floodlight.

This study evaluates the contribution of the lighting from the proposed project at 8228 Sunset Boulevard, and the potential impacts to the surrounding properties. The evaluation is conducted with commonly accepted definitions and standards in the field of lighting design.

This study focuses on the proposed externally illuminated tall wall on the east façade of the subject property. The specific execution of the design elements will be evaluated in the context of municipal codes and design standards as established by the City of West Hollywood or the nearby City of Los Angeles.

To document and qualify the potential impact of the tall wall lighting proposed at 8228 Sunset Boulevard, a computer simulation calculation provides quantifiable data of the potential lighting impacts. These calculations measure the amount of light incident at the adjacent properties from the new tall wall lighting.

This information is further analyzed to determine the impact of the lighting on adjacent properties. This analysis will include both quantitative calculation data and qualitative assessments of potential lighting impacts.

2.2 West Hollywood Municipal Code

The City of West Hollywood has established various codes and design guidelines that regulate the design of outdoor lighting and signs. There are no specific lighting standards for tall walls; however, the following lighting standards are provided for on-site signs and creative signs:

- West Hollywood Municipal Code stipulates limitations for sign lighting as follows:

  City of West Hollywood Municipal Code, Section 19.34.040 General Provisions for On-Site Signs.

  B. *Illumination of Signs.* The illumination of signs, either from an internal or external source, shall be designed to avoid negative impacts on surrounding rights-of-way and properties. The following standards shall apply to all illuminated signs:

  1. External light sources shall be directed and shielded to limit direct illumination of any object other than the sign;

2. Sign lighting shall not be of an intensity or brightness that will create a nuisance for residential properties in a direct line of sight to the sign;

3. Signs shall not have blinking, flashing, or fluttering lights, or other illuminating devices that have a changing light intensity, brightness, or color, except for large screen video signs approved in compliance with Section 19.34.070(H), and creative signs approved in compliance with Section 19.34.060;

4. Signs shall not use colored lights or other design elements that may be confused with or mistaken for traffic-control devices;

5. Reflective type bulbs and incandescent lamps that exceed fifteen watts shall not be used on the exterior surface of signs so that the face of the bulb or lamp is visible from a public right-of-way or adjacent property; and

6. Light sources shall utilize energy-efficient fixtures to the greatest extent possible.

City of West Hollywood Municipal Code, Section 19.34.060 Creative Signs.

E. Design Criteria. In approving an application for a creative sign, the review authority shall ensure that a proposed sign meets the following design criteria:

4. Neighborhood Impacts. The sign shall be located and designed not to cause light and glare impacts on neighboring residential uses.

3.0 LIGHTING OVERVIEW AND CRITERIA

3.1 Luminance, Visual Perception, and Light Adaptation

As noted earlier, this study evaluates the lighting impacts from the proposed illuminated tall wall at the 8228 Sunset Boulevard site. Light directly affects vision, therefore vision depends on light. Quality lighting provides visual conditions in which people can function effectively, efficiently, and comfortably. On the contrary, poor lighting environments can influence visual discomfort and create distracting visual noise.

The visual system perceives the luminance of an object, or the amount of light emitted or reflected off of a surface, measured in candelas per meter squared (cd/m^2). Luminance is the luminous flux per unit of projected area (A_θ) per unit solid angle ($d\omega$) leaving a given point in a given direction. The subjective evaluation of luminance is commonly known as brightness.

Luminance ratios are dependent on surface reflectance values and the resultant illuminance (incident light) that reach surfaces.

The more common measurement of lighting is illuminance, which is the measure of light energy (luminous flux) incident at a specific point on a surface over a standard area (foot-candles (fc), or lumens per square foot). This term describes light intensity on a surface. In regards to visual perception, the human eye can perceive an illuminance range from a limited range of about three orders of magnitude. For example, the eye can successfully see from about 1 lux-1000 lux, or 100 lux-100,000 lux. On a moonlit night, the illuminance may range from .01Fc – 1Fc, meanwhile a bright sunlight day will have between 5000Fc-10,000Fc.

Adaptation allows a range of illuminances to be perceived and involves an eye's response to increase or decrease in light levels that occurs within a fraction of a second. The pupil of an eye constricts in response to increase of light levels about five times faster than it can dilate in response to a drop in light levels. Therefore, a person can adapt more quickly from darker environment to a brighter environment than vice versa. The aging eyes of the elderly are slower to adapt, thus will be more sensitive to changes in light levels.

The eye can so readily adapt to different light levels that it is generally not a good judge of absolute illuminance levels. Human perception tends to compare relative brightness between the darkest and brightest areas within the field of view. As a result, a person adapted to a dimly lit environment will perceive a lit environment as very bright, and moments later, once moved into a darker environment, the same person will perceive the new environment as very dark. In the case of a night environment, people adapted to bright interior light levels may be temporarily "night blind" when they step into the dark exterior. Furthermore, the eye perceives changes in luminance and brightness in a non linear fashion, based on a logarithmic relationship. For example the increase of luminance from 1Fc to 10Fc, will be perceived as being twice as bright, rather than ten times as bright.

The visual size of an object is also one of the most important factors in how one perceives an object. The larger the object is relative to our visual field, the easier it is to see. Thus, as things are closer to our eye, they appear larger, and we are able to discern smaller details. In addition, the higher the light levels, the more precisely we can see detail. Lastly, humans can perceive smaller objects if they stand out against a contrasting background such as dark sky, just as a star is perceived against a black sky and a speck of dirt is visible against a clean white piece of paper. Size versus visual acuity is relative to the distance between an object and our eyes. This, as well as contract levels, is an important factor in perception.

In daytime, the visual system utilizes cone photoreceptors, operating under photopic, or pure cone vision. Under photopic vision, the human eye can detect a pulse of light that acts for only 1/1000 second. It can detect a second pulse if the time interval between the two pulses is 1/10s. In nighttime, rod photoreceptors function under low light levels less than 0.3 cd/ft^2, also known as scotopic vision. Rods are a thousand times more sensitive to intensity than the cones are at low levels of illuminance.

Time is another factor in visual acuity. The human eye lags in processing visual cues to the brain. As the level of background luminance increases, the time required to interpret details will decrease. Just as the

camera requires a longer exposure time in dim light than in bright light, so does the eye. The eye can distinguish and discriminate details at low luminance levels if given enough time.

3.1.1 Light Pollution

Light Pollution is a phrase that encompasses all potential negative impacts of artificial lighting. Lighting is an important character-defining aspect of Sunset Boulevard in West Hollywood, but the potential for light pollution must also be considered in lighting design for the area. The International Dark-Sky Association defines Light Pollution as, "Any adverse effect of artificial light including sky glow, glare, light trespass, light clutter, decreased visibility at night, and energy waste." While all of these factors are important considerations in lighting design, the key factors in the study of 8228 Sunset Boulevard are the following:

- Glare
- Light Trespass or Nuisance
- Visual Distraction or Decreased Visibility

The following sections describe how typical lighting installations can result in poor lighting environments with negative lighting and visibility impacts. This discussion supports the lighting analysis that follows in Sections 4.0, 5.0, 6.0 and 7.0.

3.1.2 Glare Impacts

Substantial glare impacts can adversely affect day or nighttime views. The magnitude of the sensation of glare depends on such factors as the size, position, and luminance of a source; the number of sources; and the luminance to which the eyes are adapted.

Glare is defined as visual discomfort resulting from high contrast in brightness levels. Each visible luminaire source or surface relative to the surrounding background (sky, hills, and foreground) has the potential to result in "glare". There are two types of glare: 1) Disability Glare, which is glare that reduces the ability to see or identify objects, and 2) Discomfort Glare, which is glare that produces ocular discomfort, but does not reduce the ability to see. Glare is measured by a contrast ratio, which defines a luminance ratio between a bright foreground object and a darker background. A significant glare impact is defined quantitatively as a luminance ratio of 30:1 or more.

Glare can also be caused by rapid or unexpected changes in brightness within the field of view. This can often be the case with large video or LED displays, especially if the media is constantly changing, creating extreme contrasts in brightness.

3.1.3 Light Trespass or Nuisance

Light trespass is a condition where excessive artificial lighting falls outside the property line. Light trespass is one of the most common forms of light pollution, and is of particular concern with neighboring residential properties. Light pollution is a largely subjective consideration; many municipalities have established definitions for what constitutes excessive light trespass.

The City of West Hollywood does not define a specific threshold for light trespass. The City of Los Angeles Municipal Code Section 14.4.4(E) requires that no sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than three foot candles above ambient lighting, as measured at the property line of the nearest residentially zoned property.

The IES Tenth Handbook Edition introduces new metrics for light trespass correlated to the type of use and the ambient light level in the surrounding neighborhood. Locations are classified by "Zone" as noted in the following table. The City of West Hollywood would be either Zone 3 or Zone 4, with either Moderately High Ambient Lighting or High Ambient Lighting.

Table 26.4 | Nighttime Outdoor Lighting Zone Definitions

Zone	Outdoor Lighting Situation	Definition
LZ4	High Ambient Lighting	Areas of human activity where the vision of human residents and users is adapted to high light levels. Lighting is generally considered necessary for safety, security and/or convenience and it is mostly uniform and/or continuous. After curfew, lighting may be extinguished or reduced in some areas as activity levels decline.
LZ3	Moderately High Ambient Lighting	Areas of human activity where the vision of human residents and users is adapted to moderately high light levels. Lighting is generally desired for safety, security and/or convenience and it is often uniform and/or continuous. After curfew, lighting may be extinguished or reduced in most areas as activity levels decline.
LZ2	Moderate Ambient Lighting	Areas of human activity where the vision of human residents and users is adapted to moderate light levels. Lighting may typically be used for safety and convenience but it is not necessarily uniform or continuous. After curfew, lighting may be extinguished or reduced as activity levels decline.
LZ1	Low Ambient Lighting	Areas where lighting might adversely affect flora and fauna or disturb the character of the area. The vision of human residents and users is adapted to low light levels. Lighting may be used for safety and convenience but it is not necessarily uniform or continuous. After curfew, most lighting should be extinguished or reduced as activity levels decline.
LZ0	No Ambient Lighting	Areas where the natural environment will be seriously and adversely affected by lighting. Impacts include disturbing the biological cycles of flora and fauna and/or detracting from human enjoyment and appreciation of the natural environment. Human activity is subordinate in importance to nature. The vision of human residents and users is adapted to the darkness, and they expect to see little or no lighting. When not needed, lighting should be extinguished.

Figure 1: Excerpt From IES Handbook 10th Edition, Table 26.4

The corresponding value for light trespass for Zones LZ3 are 8 lux (0.8 foot-candles) Pre-curfew and 3 lux (0.3 foot-candles) Post-curfew. The corresponding value for light trespass for Zones LZ4 are 15 lux (1.5 foot-candles) Pre-curfew and 6 lux (0.6 foot-candles) Post-curfew. Curfew is recommended as 10 pm or midnight by the IES.

Table 26.5 | Recommended Light Trespass Illuminance Limits

Lighting Zone	Limit in lux[a]	
	Pre-curfew	Post-curfew
LZ4	15	6
LZ3	8	3
LZ2	3	1
LZ1	1	0
LZ0	0.1	0

a. Maximum initial illuminance on a plane perpendicular to the line of sight to the luminaire(s). Plane located at observer position where light trespass is under review. [7]

Figure 2: Excerpt From IES Handbook 10th Edition, Table 26.5

Nuisance glare is glare that causes complaints of excessive brightness in the normal field of vision. Annoying glare from exterior lighting may cause visibility problems. Since the human eye adapts to the brightest object in its field of view, glare can prevent important details from being seen, reducing visibility.

3.2 Field of View

As stated in Section 3.1, the potentially obtrusive visual impact of disability glare is the effect of stray light in the eye whereby visibility and visual performance are reduced. The potential for disability glare is most possible in the direct line of sight. However, the directional view of an observer is constantly in motion, constantly adjusting the line of sight and the field of view. Thus, the line of sight is defined as an imaginary straight line from the eye to a perceived object. The line of sight and field of views encompass the maximum viewing angle that a person may perceive. Consideration of line of sight and field of view is crucial to understanding potential impacts of a lighting design.

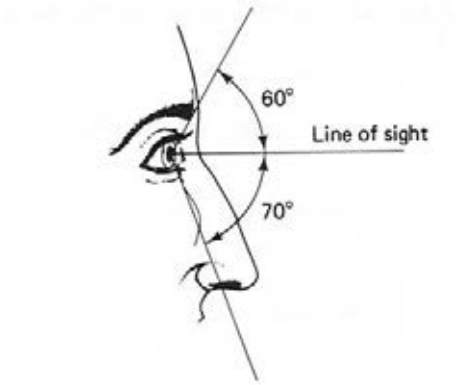


Figure 3: Vertical Limits of the Field of View

Figure 3 indicates the maximum vertical limits of the field of view as 60° above and 70° below the line of sight, assuming a standard horizontal line of sight. Discomfort glare can occur when the viewer has the ability to view directly into a luminaire in the normal field of view. Figure 4 below depicts the relationship between minimizing glare and controlling typical luminaire light distribution angles.

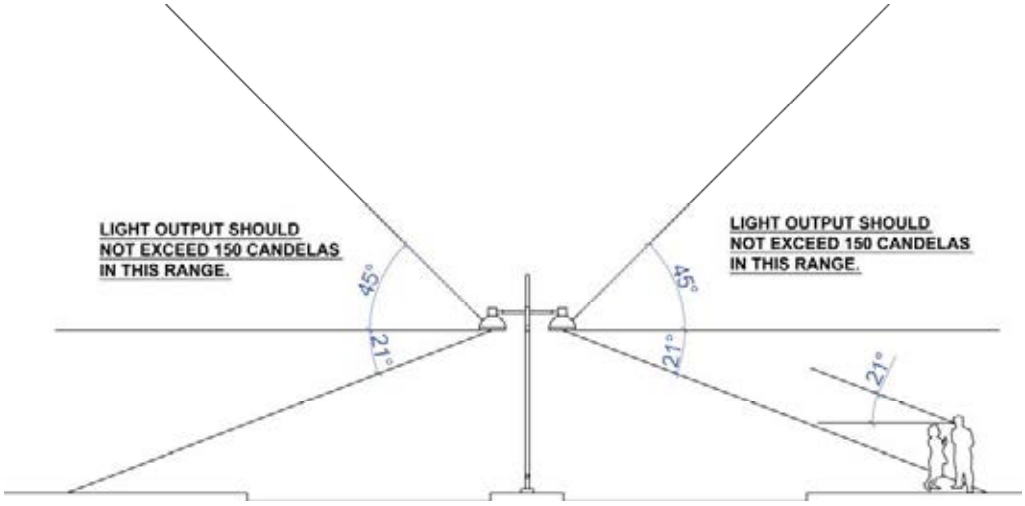


Figure 4: Direct Glare

3.2.1 Motion

The human eye, constantly in motion, scans fields of view for standard vision. When a moving object becomes the subject, the general scanning process is disrupted. Focusing on moving objects requires concentration and interferes with the general scanning process. The slower and more predictable the motion of an object, the easier it is to perceive. Thus, when focusing on moving objects, our peripheral vision becomes blurred. The faster an object is moving the less detail can be distinguished. In addition, the increase of object size and contrast between the object and its background will increase visibility and perception of the human eye.

Motion in the field of view attracts our visual attention. In the case of nighttime driving, an object detected in the periphery of vision often causes the driver's visual attention to be momentarily diverted from the road to the object. Motion, as well as flashes and flicker (changes in illumination), will draw a driver's attention away from the road.

3.2.2 Flicker

Another aspect of lighting that can cause discomfort or disability is flicker. A general lighting installation that produces visible flicker is generally undesirable unless it is being used for entertainment. The main variables that determine flicker perception are the frequency and percentage modulation of the oscillation in light output, the proportion of the visual field over which the flicker occurs, and the adaptation luminance.

The human eye processes brightness variations across a very broad spectrum of intensities. The ratio of brightness values generated by direct noon sun versus a moonlit evening is over 5000 to 1. Eyes can accommodate this range of intensities given adequate time, and such extreme contrasts rarely exist in the same field of view at the same time. However, media and video screens may create sharp brightness contrasts (glare) over the course of milliseconds due to constantly changing imagery.

4.0 EXISTING SITE CONDITIONS

4.1 Existing Site Conditions

Sunset Boulevard in West Hollywood is currently a bright and vibrant streetscape. A variety of retail and entertainment options foster pedestrian activity, and the street serves as a major thoroughfare for automobile traffic. These factors, combined with billboards that are a prominent feature of the Sunset Boulevard environment, create relatively high illuminance and luminance levels.

On a recent site visit, the authors of this study measured various illuminance and brightness values at the project site and surrounding area. The section of Sunset Boulevard from Sweetzer to North Crescent Heights Boulevard is an especially vibrant area at night, with several large billboards, retail establishments, restaurants, cafes and bars, as well as a hotel and surrounding residential uses. Measurements were recorded between 8:30pm and 9:30pm on March 20, 2014, a clear night with no cloud cover.

Nighttime illuminance levels on the sidewalks in the area ranged from 0.31 footcandles to 31 footcandles (at adjacent newsstand) (see Tables 1 and 2 below). The IESNA recommends a minimum illuminance level of 1.0 footcandles for highly trafficked pedestrian areas adjacent to major roadways, with a recommended average illuminance of 2.0 footcandles. The measured illuminance values appear to drastically vary from these recommendations, as the average footcandle level along the sidewalk of this area was 5.9 footcandles.

In Section 3.1.2, significant glare impact is defined as any contrast ratio of absolute luminance values 30:1 or more. While several of the measurement areas listed in the previous paragraph exceed this contrast value, the impact of these contrast values is generally mitigated by the overall visual density of the area. Each billboard or building façade may contain high contrasts in brightness, but the average brightness of each of these areas is relatively consistent, and therefore not a significant source of glare. One notable exception is the large billboards that are elevated above surrounding context. Billboards that are surrounded primarily by dark sky can create significant sources of glare and visual distraction (see Figures 5 and 6). We also observed that no surrounding signage in this area utilized down lighting.

Table 1: Existing Measurements - Sunset Blvd N Horizontal Illuminance Summary

SUNSET BOULEVARD NORTH HORIZONTAL ILLUMINANCE SUMMARY												
WEST TO EAST (Foot-Candle)										Avg	Max	Min
0.76	1.27	1.2	1.25	3.04	5.2	6.7	4.8	0.81	0.31	2.54	6.7	0.31

Table 2: Existing Measurements - Sunset Blvd S Horizontal Illuminance Summary

SUNSET BOULEVARD SOUTH HORIZONTAL ILLUMINANCE SUMMARY												
WEST TO EAST (Foot-Candle)										Avg	Max	Min
2.6	3.1	3.4	3.5	2.6	2.0	11.4	29.0	31.0	11.8	9.32	31.0	2.0

Table 3: Existing Measurements - Den of Hollywood Parking Lot Horizontal Illuminance Summary

DEN OF HOLLYWOOD PARKING LOT HORIZONTAL ILLUMINANCE SUMMARY											
NORTH TO SOUTH (Foot-Candle)									Avg	Max	Min
0.92	0.44	0.46	0.70	0.95	0.77	0.69	0.58	0.1	0.55	1.07	0.1
1.07	0.36	0.34	0.47	0.52	0.63	0.37	0.29	0.2			

Figure 5: Billboard Northeast of Project Site on Sunset Boulevard and North Crescent Heights Boulevard

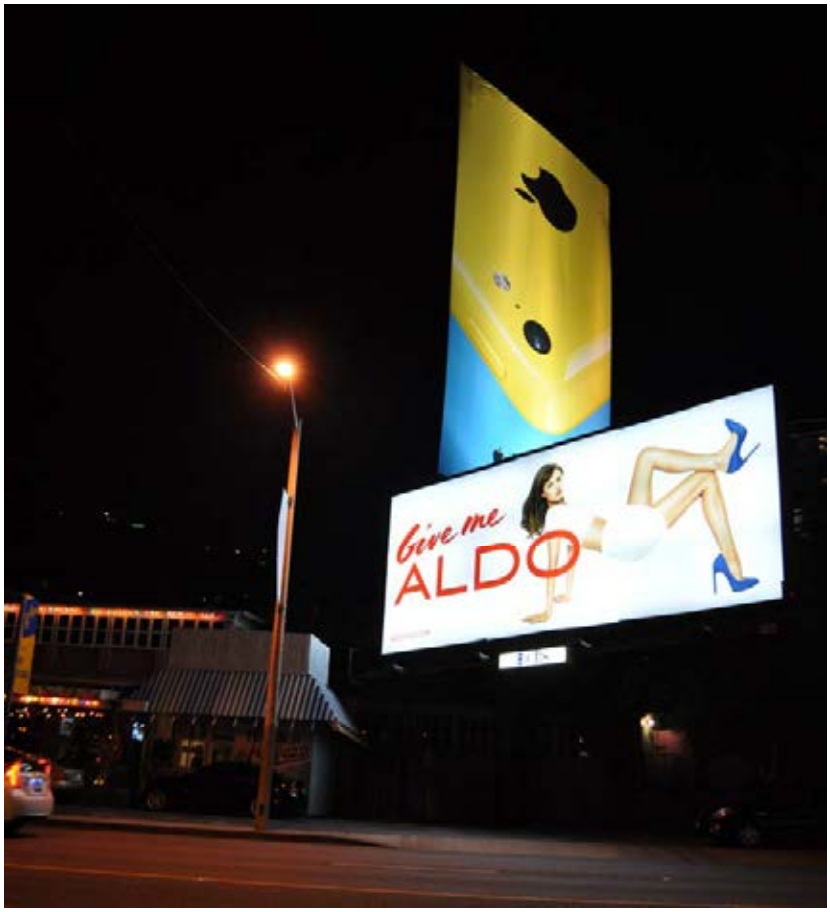


Figure 6: Hotel and Billboard Across Sunset; View North From the Project Site

5.0 PROJECT DESIGN REVIEW

5.1 Project Description

The proposed project site at 8228 Sunset Boulevard is an existing building with an existing roof mounted tall wall facing west. The proposed project would include a new illuminated tall wall sign, ten (10) feet above the sidewalk elevation to thirty-seven (37) feet above the sidewalk elevation, facing east on the south side of Sunset.

5.2 Lighting Scheme and Equipment

The lighting scheme for the project consists of an LED version of a billboard flood light with fixtures at the top and bottom of the tall wall. Nine (9) floodlights are proposed above the top of the tall wall elevation, approximately 37 feet above the existing sidewalk elevation at Sunset Boulevard, and nine (9) floodlights mounted below the bottom elevation, approximately 10 feet above the sidewalk elevation at Sunset Boulevard. All LED lights are aimed at the tall wall surface.

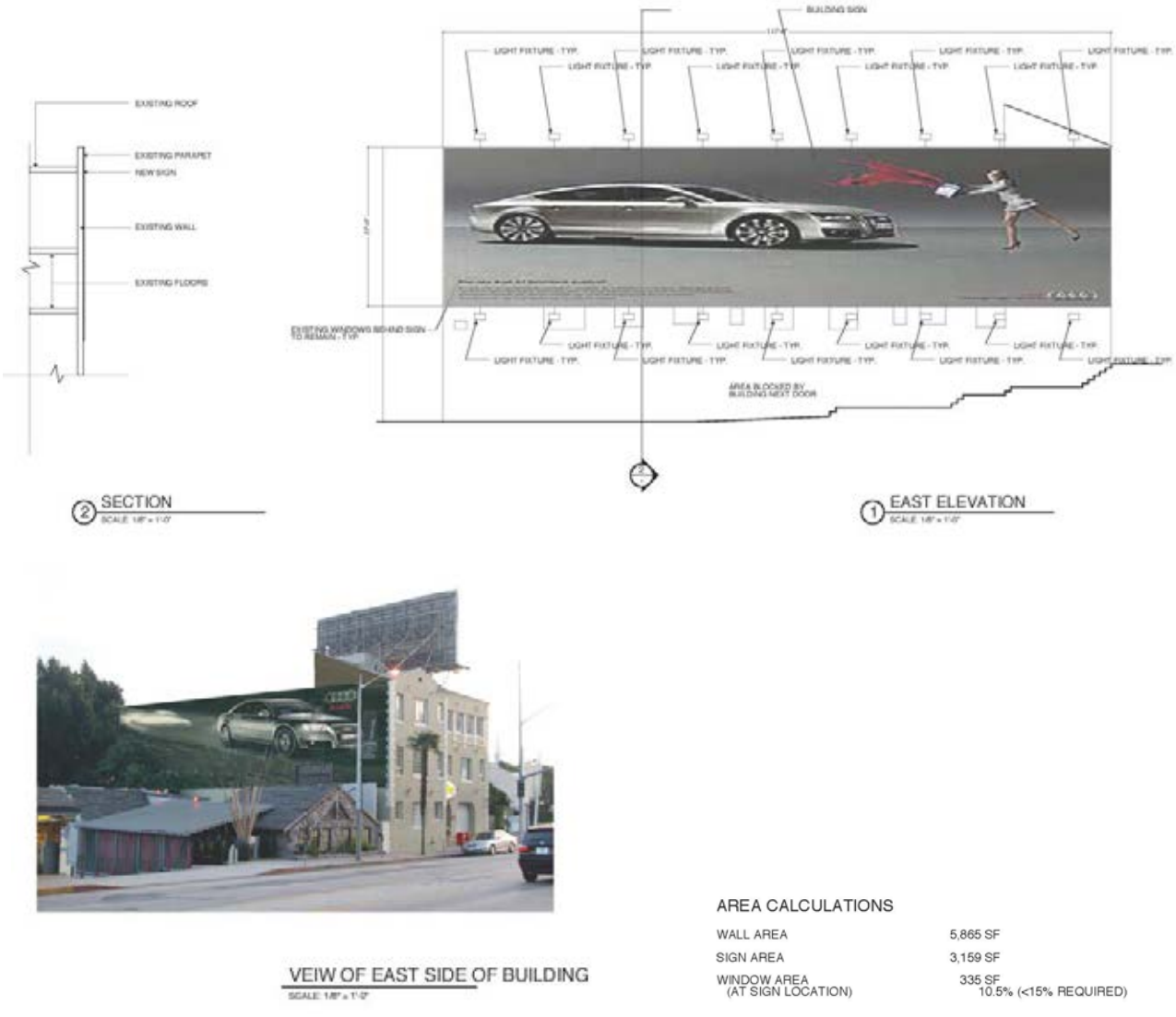
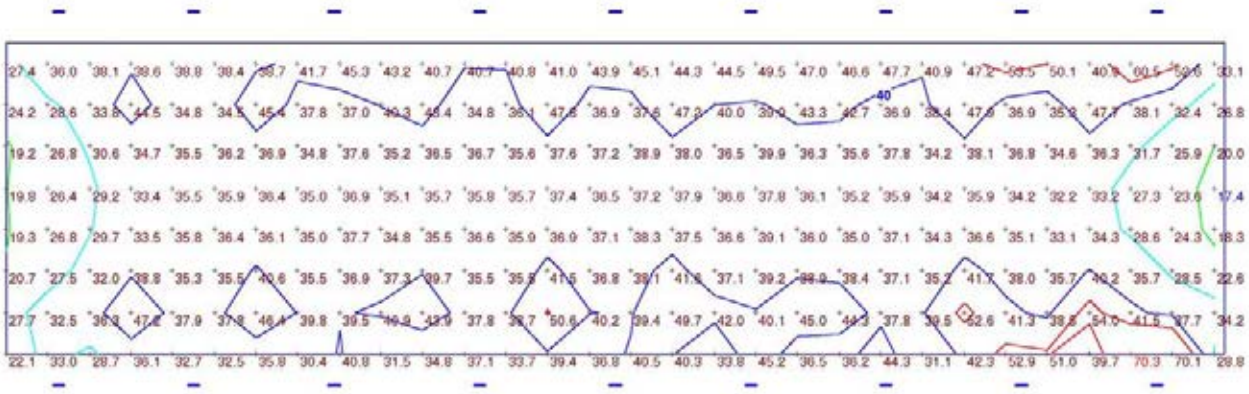


Figure 7: Rendered East Elevation Indicating Proposed Tall Wall



East Face

STATISTICS						
Description	Symbol	Avg	Max	Min	Max/Min	Avg/Min
Calc Zone #1	+	37.4 fc	70.3 fc	17.4 fc	4.0:1	2.1:1

Figure 8: Tall Wall Lighting Calculation by Applicant

Figure 9: Product Data Sheet for Proposed LED Tall Wall Light (page 1 of 2)

SIGN-VUE® LED

Media Group | Outdoor Advertising

How to Construct a Catalog Number

Example:

SVLED	3	5K	1	AS	S	SV	D	G	DF
1	2	3	4	5	6	7	8	9	10
Luminaire	LED Modules	Color Temp.	Drive Current	Voltage	LED Series	Optics	Mounting	Color	Options
SVLED	3	5K	1 7	AS 34 48 2D	S H	SV PV	D	B G H W	DF SW

Catalog Number Information

STEP 1: Luminaire

SVLED	Sign-Vue LED

STEP 2: LED Modules

3	3 Modules

STEP 3: Color Temperature

5K	5,000K

STEP 4: Drive Current

1	1050Ma (High Output)
7	700Ma (Standard Output)

STEP 5: Voltage

AS	Auto-sensing Voltage (120 thru 277)
34	347V
48	480V
2D'	24V DC Solar

1 Drive current 7 only

STEP 6: LED Output

S	Standard Output
H	High Output

STEP 7: Optics

SV	Sign-Vue Optics
PV	Panel-Vue Optics

STEP 8: Mounting

D	Standard Pipe Mount; 1.25" Round, 1.5" Square

STEP 9: Color

B	Brown
G	Gray
H	Graphite
W	White

*Colors are just a representation. Custom colors are available upon request.

STEP 10: Options

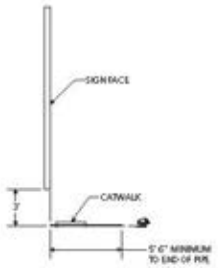
DF	Defrost Mode for Cold Weather Application
SW	On/Off Power Switch, 120-240V only

STEP 11: Accessories

SVLEDF1FUS10	Single Fuse Kit
SVLEDF2FUS10	Double Fuse Kit

324 Watts: Four 81 Watt, Sign-Vue LEDs

Bulletin



HOLOPHANE®
LEADER IN LIGHTING SOLUTIONS

Acuity Brands Lighting, Inc.
Holophane Headquarters,
3825 Columbus Road, Granville, OH 43023

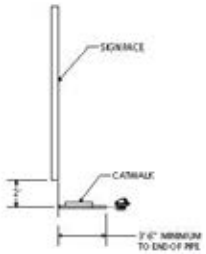
For more information on this and other Holophane products and systems, call the Inside Sales Service Department at 855-803-1345. In Canada call 905-866-8967 or fax 905-866-7973.

Limited Warranty and Limitation of Liability
Refer to the Holophane limited material warranty and limitation of liability on this product, which are published in the "Terms and Conditions" section of the current product digest, and is available from your local Holophane factory sales representative.

Visit our web site at www.holophane.com

For more information on this product contact your Holophane Media Group at 855-803-1345 or e-mail: Mediasalessupport@holophane.com

Poster



HL-2477 4/13 ©2013 Acuity Brands Lighting, Inc. Printed in USA

Figure 10: Product Data Sheet for Proposed LED Tall Wall Light (page 2 of 2)

6.0 COMPUTER CALCULATION

6.1 Methodology

A computer simulation model is used to evaluate the potential impacts of the proposed illuminated tall wall at 8228 Sunset Boulevard. The calculations examine the impacts of the proposed project by calculating potential illuminance levels (the amount of light arriving on a surface) on surrounding public rights of way, at surrounding property lines and at adjacent building façades.

Figure 11 illustrates the area surrounding the subject property at 8228 Sunset Boulevard. Figure 12 indicates the site and adjacent areas of analysis. Incident light from the sign is calculated on the ground plane of the adjacent properties and across Sunset Boulevard for the areas highlighted in Figure 13. Incident Light at the vertical plane extending above the property line is calculated for the segments highlighted on Figure 14, which shows the vertical faces of the adjacent property lines. Each of these areas is analyzed separately to best understand the intensity and direction of the light from the project and where the greatest impacts may be.

This lighting calculation model considers only the impact of the proposed new tall wall lighting on the surrounding area and adjacent properties. The calculation does not consider the existing lighting conditions including the overall contribution of the entire luminous environment: adjacent billboard lighting, street lighting and overall skyglow.

All calculations for this study were produced using a software program (AGI32 version 3.0 by Lighting Analysts, Inc., Littleton, Colorado) to model the building and site context, and light fixtures placed within the property. The computer modeling software utilizes radiance and ray trace calculations to accurately predict the direct illumination of surfaces as well as the inter-reflected light from adjacent surfaces. A virtual 3-dimensional model of the surrounding site and buildings created in AutoCAD was used to simulate the surrounding context, and a model of the building was provided by the architects for use in the calculation. The luminaires are simulated using the .ies file format. This file format was established by the Illuminating Engineering Society (IES) and is the professional standard for use by lighting designers and engineers in the United States. IES files for all proposed luminaires were obtained from the manufacturers who create the files based on standards established by the IES.

Figure 11: Arial View of Site and Adjacent Properties

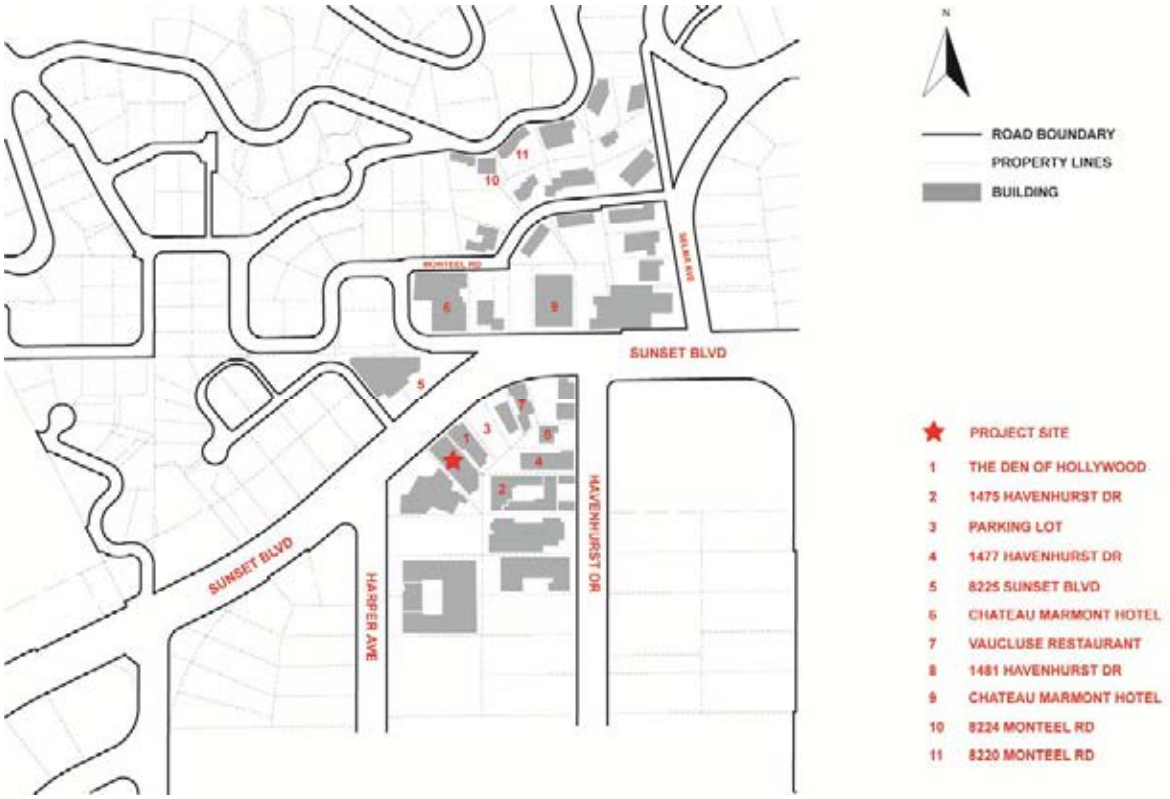


Figure 12: Key Map of Analysis Area

Horizontal and Vertical Illuminance (foot-candles) from the proposed tall wall illumination is calculated to demonstrate the light projected past the property line and incident onto the adjacent properties. The following diagrams illustrate the areas of analysis.

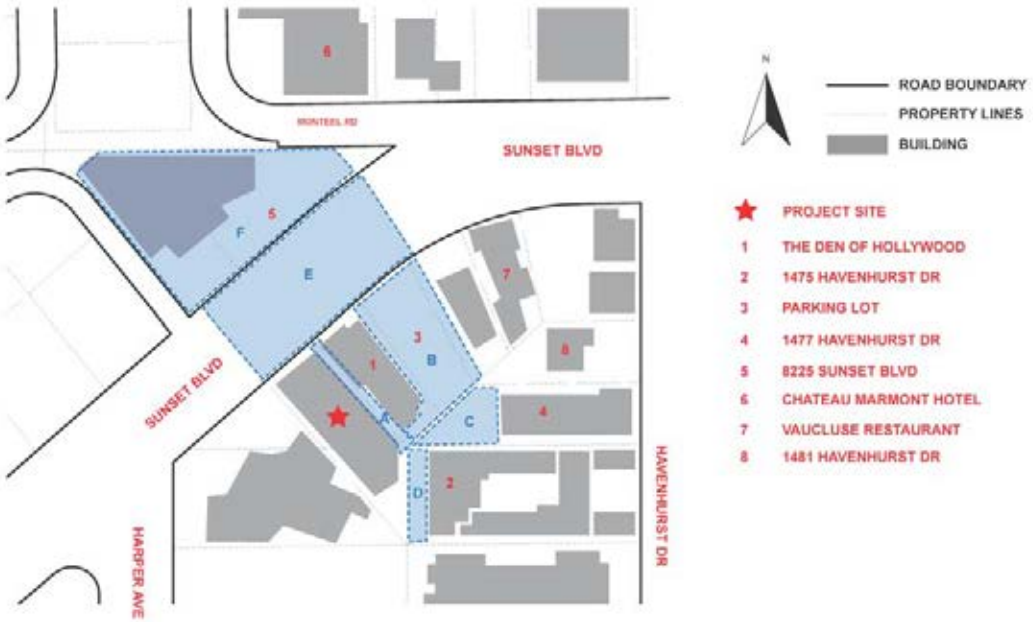


Figure 13: Key Map of Horizontal Illuminance Calculation Areas

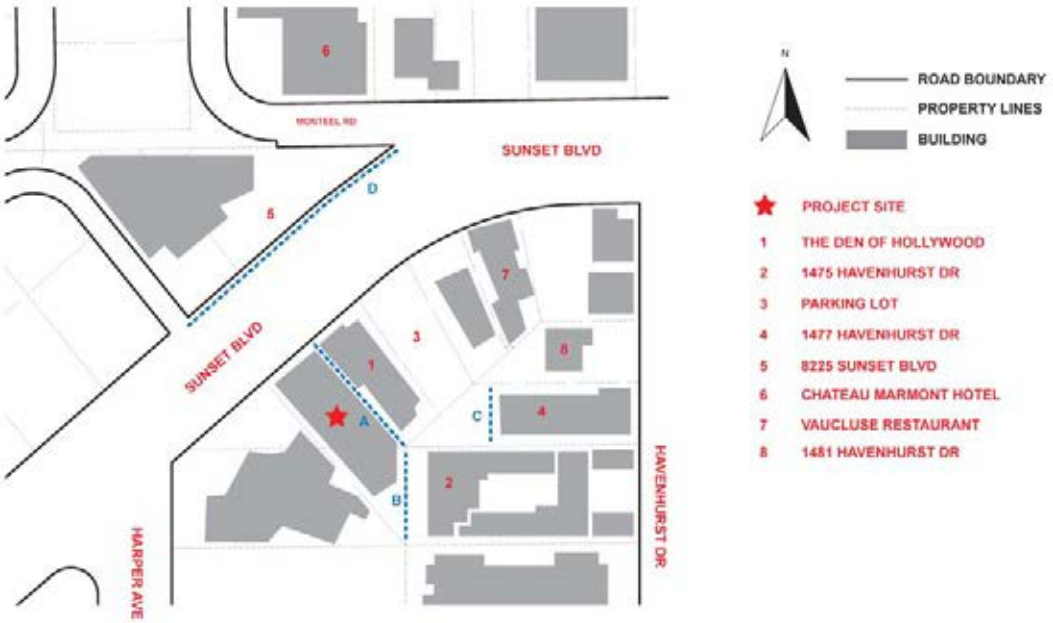


Figure 14: Key Map of Vertical Illuminance Calculation Planes

6.2 Calculation Results – Applicant's Proposed Tall Wall Lighting

According to design documentation submitted by the Applicant, the standard design condition for nighttime use will include exterior LED floodlights mounted above and below the proposed tall wall attached to the east elevation of the existing building.

The results of this calculation, outlined in Tables 4 and 5, demonstrate the lighting impacts resulting from the proposed project on surrounding buildings and public rights of way.

Table 4, below, outlines values calculated at the surrounding street areas. In order to further distinguish the calculated illuminance values, recorded levels over 0.5 foot-candles are highlighted in yellow, and any levels over 1.0 foot-candles are highlighted in red. All subsequent tables in this report will be highlighted in the same manner.

Table 4: Horizontal Illuminance

HORIZONTAL ILLUMINANCE CALCULATION SUMMARY				
		Foot-Candle		
LOCATION	DESCRIPTION	Avg	Max	Min
A	THE DEN OF HOLLYWOOD	0.3	1.0	0.0
B	PARKING LOT	0.4	1.6	0.0
C	1477 HAVENHURST DR	0.3	0.8	0.2
D	1475 HAVENHURST DR	0.5	2.2	0.1
E	SUNSET BLVD	0.1	2.2	0.0
F	SUNSET BLVD NORTH	0.0	0.1	0.0

Table 5, below, outlines illuminance values recorded at the property lines of surrounding buildings. As previously described, values over 0.5 foot-candles are highlighted in yellow and values over 1.0 foot-candle are highlighted in red.

Table 5: Vertical Illuminance at Adjacent Property Lines

VERTICAL ILLUMINANCE CALCULATION SUMMARY				
		Foot-Candle		
LOCATION	DESCRIPTION	Avg	Max	Min
A	THE DEN OF HOLLYWOOD	5.96	12.5	0.0
B	1475 HAVENHURST DR	0.16	3.5	0.0
C	1477 HAVENHURST DR	0.4	0.9	0.0
D	SUNSET BLVD NORTH BOUNDARY	0.21	0.3	0.0

The calculated values at each of the four (4) Vertical Illumination Calculation Planes are summarized in Table 5 and presented in elevation view below in Figures 15, 16, 17 and 18.

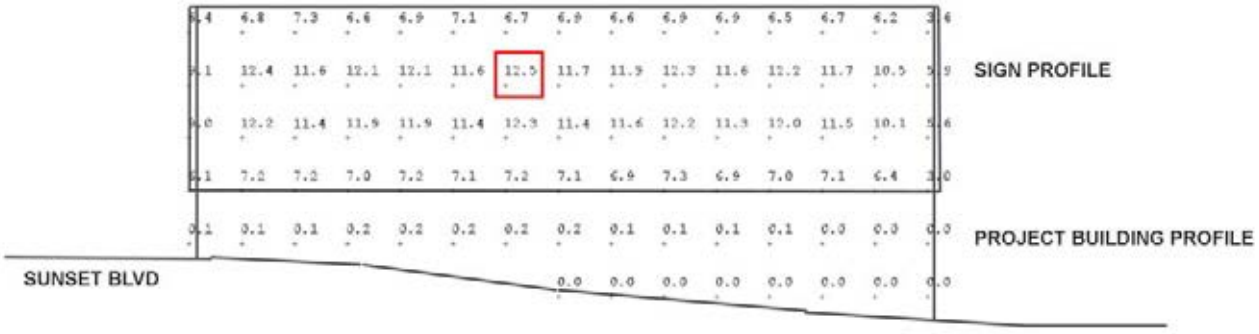


Figure 15: Vertical Illuminance Calculation Plane A

Figure 16: Vertical Illuminance Calculation Plane B

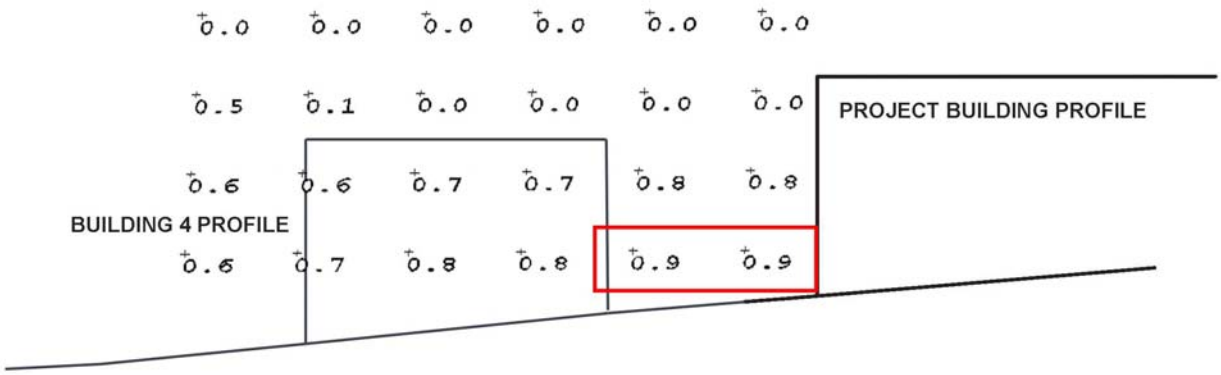


Figure 17: Vertical Illuminance Calculation Plane C

Figure 18: Vertical Illuminance Calculation Plane D

6.3 Analysis of Design Compliance with Regulations

6.3.1 Architectural Lighting Analysis

The Municipal Code requires that no light or glare impact neighboring residential uses. The calculations indicate adjacent residential buildings would be affected by glare impacts of at least 3.5 footcandles from the tall wall lighting at 1475 Havenhurst Drive (see Table 5).

By way of comparison to other regional standards applied to the issue of light trespass, the City of Los Angeles Municipal Code Section 14.4.4(E) states that no sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than three foot candles above ambient light, as measured at the property line of the nearest residentially zoned property.

The highest glare impact would be from the surface of the down lights themselves, viewed in relationship to the dark sky above, specifically from the surrounding residential areas. In addition, the height and position of the down lights on the top of the illuminated tall wall will cause visual distraction and direct views into the light sources at neighboring residential properties.

As proposed, the current design exceeds the 30:1 brightness ratio considered when realizing glare impact. However, removing or shielding the proposed down lights mounted on the top of the tall wall would significantly reduce the glare impact and visual distraction to neighboring residences. We believe that, with this modification, the proposed tall wall lighting design will not constitute a negative lighting impact.

7.0 NEIGHBORHOOD IMPACT ANALYSIS

7.1 Summary and Analysis of Calculation Data

All calculations described in Section 6.0 are summarized above in Tables 4 and 5. The results of these calculations reveal how the proposed project would impact the adjacent properties prior to mitigation.

Data outlined in Section 6.0 demonstrates the possible lighting impacts resulting from the proposed project at 8228 Sunset Boulevard as it is currently designed. The proposed tall wall lighting results in measurable light impacts on several of the surrounding property lines and at the public right of way. It is not unusual for building lighting to have measurable impacts onto public rights of way, especially in urban areas such as this. This calculation indicates values as high as 2.2 footcandles on the sidewalk and street at Sunset Boulevard adjacent to the tall wall. Calculated vertical illuminance indicates a maximum of 3.5 footcandles adjacent to the property line with 1475 Havenhurst Drive and 0.9 footcandles at 1477 Havenhurst Drive. Calculated illuminance values include a maximum of 12.5 footcandles at the property line of the Den of Hollywood, the commercial building directly adjacent to the project site.

The majority of the surfaces analyzed at the residential property lines and at residential horizontal ground plane received low illuminance from the proposed sign lighting (less than 0.8 foot-candles), except for 1475 Havenhurst Drive, which received 2.2 footcandles at the residential horizontal ground plane. By way of comparison to other regional standards applied to the issue of light trespass, the City of Los Angeles Municipal Code Section 14.4.4(E) states that no sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than three foot candles above ambient light, as measured at the property line of the nearest residentially zoned property. This standard is met at both of the residential properties horizontally (see Table 4), and vertically at one of the two residential properties in this study (see Table 5). The other residential property in this area of the study, with maximum footcandle levels of 3.5 would receive significant light trespass, glare and visual distraction prior to mitigation (see Table 5).

It is our opinion that, upon installation and prior to operation of the proposed project, light levels shall be field verified by a qualified lighting consultant. Following verification, the nine LED floodlights installed along the top of the tall wall shall be either removed or sufficiently shielded so as to reduce glare impact and visual distraction caused by direct views of the light sources at neighboring residential properties, as well as to avoid light trespass onto adjacent properties. It shall then be verified that light levels have not increased greater than 3.0 footcandles above ambient light levels at the adjacent property boundaries and glare levels shall not exceed the 30:1 contrast ratio for glare at any time during the night. We believe that, with this modification, the proposed tall wall lighting design will not constitute a negative lighting impact.

Glare impacts caused by the bottom nine (9) fixtures are likely to be minimal due to the shielding of the light fixtures by the adjacent restaurant building roof. In addition, because of the relatively bright context of Sunset Boulevard, it is possible that the light impacts calculated in this study may not be noticeable.

7.2 Sight Lines to Project

In order to investigate potential visual impacts from the proposed project, the study authors visited the site to study sight lines to the project site from neighboring residential properties. While the buildings along Sunset Boulevard are primarily of commercial and entertainment uses, the area also has many neighboring residential buildings just off of the Sunset Boulevard thoroughfare.

While there are many residential properties surrounding the project site that may have a distant view of the tall wall, only two have street level views to the site: 1475 Havenhurst Drive (#2 on Figure 12), 1477 Havenhurst Drive (#4 on Figure 12) and two have a direct distant view: 8224 Monteel Road (#10 on Figure 12), 8220 Monteel Road (#11 on Figure 12). The locations of these properties are shown on the map in Figure 12 above.

1475 Havenhurst Drive is adjacent to the project site, just south of the property, abutting the southeast property line. Despite the close proximity, the potential for significant visual impact at this location is minimized by adjacent large trees and an existing property line wall (Figure 19).

Figure 19: View From the Project Site Towards 1475 Havenhurst

1477 Havenhurst Drive has the most direct line of sight to the tall wall, being close to the project site, just east of the property, abutting the southeast property line intersection. This property would receive direct views of the light sources proposed on the top of the tall wall, causing significant visual distraction (Figure 20).

Figure 20: View of the Project Site from 1477 Havenhurst

The distant views to the project site are from 8220 Monteel Road and 8224 Monteel Road (Figure 12). The illuminated tall wall may be visible from these properties, but the potential for significant visual impact at this location is minimal.

One other location with the potential for visual impact from the tall wall is the Shoreham Towers building at 8787 Shoreham Drive. While the building has no direct views to the project site from street level, some of the units in the tall residential tower will have views that include the tall wall illumination proposed at 8228 Sunset Boulevard. However, views that include the proposed tall wall will also include many existing billboards and the brightly lit Sunset Boulevard. Given the distance of the Shoreham Towers from the proposed tall wall sign (approximately one mile to the southwest), significant lighting impacts are not anticipated from this location.

7.3 Adherence to the Sunset Specific Plan and Municipal Code Compliance

City of West Hollywood Municipal Code, as noted in Section 2.2, requires that lighting be shielded to confine light spread within site boundaries. Based on this definition, conditions calculated in Section 6.0 do not comply with the code regulations. The proposed tall wall lighting results in light impacts beyond the site boundaries prior to mitigation.

The Municipal Code requires that no light or glare impact neighboring residential uses. The calculations indicate adjacent residential buildings would be affected by glare impacts with maximum of 3.5 footcandles from the tall wall lighting at 1475 Havenhurst Drive (see Table 5).

8.0 POTENTIAL MITIGATION OF IMPACT

As shown in Section 6.0, the proposed design at 8228 Sunset Boulevard will impact the surrounding area. However, some of these impacts are not entirely undesirable when considered in the context of the Sunset Specific Plan. At the same time, it is important to minimize negative or distracting impacts to neighboring residential properties.

As discussed in Sections 5.0 and 6.0, the single most substantial lighting impact from the proposed project is the light projected to the residential property to the south of the subject property.

It is our opinion that, upon installation and prior to operation of the proposed project, light levels shall be field verified by a qualified lighting consultant. Following verification, the nine LED floodlights installed along the top of the tall wall shall be either removed or sufficiently shielded with visors so as to reduce glare impact and visual distraction caused by direct views of the light sources at neighboring residential properties, as well as to avoid light trespass onto adjacent properties. It shall then be verified that light levels have not increased greater than 3.0 footcandles above ambient light levels at the adjacent property boundaries and glare levels shall not exceed the 30:1 contrast ratio for glare at any time during the night. We believe that, with this modification, the proposed tall wall lighting design will not constitute a negative lighting impact.

9.0 GENERAL LIGHTING GLOSSARY

Discussions of lighting issues should include precise descriptions or terminology of the specific lighting technical parameters. The following glossary summarizes explanations of the technical lighting terms utilized within the report and the related practice standards to facilitate discussion of these issues. The following technical terms are presented in this report.

Brightness: The magnitude of sensation which results from viewing surfaces from which light comes to the eye. This sensation is determined partly by the measurable luminance of the source and partly by the conditions of observation, such as the state of adaptation of the eye. For example, very bright lamps at night appear dim during the day, because our eyes have adapted to the higher brightness of daylight.

Candela: Measure of light energy from a source at a specific standard angle and distance. A convenient measure to evaluate output of light from a lamp or light fixture in terms of both the intensity of light and the direction of travel of the light energy away from the source. The output of a 60-watt household incandescent lamp is approximately 150 candelas.

Context: Unobstructed portion of the site location view towards the project site, including ambient illuminance and visual obstructions.

Contrast: Calculated evaluation of high, medium and low contrast of visible light sources or surfaces within the site by a ratio of luminance values. Ratio of one surface luminance to a second surface luminance. Contrast values exceeding 30 to 1 are usually deemed uncomfortable; 10 to 1clearly visible; less than 3 to 1 appear to be of equal value.

Coverage: Extent portion of the field of view covered by the project site area.

Cutoff: Type of light distribution which includes a shield to restrict light to a direct (down) configuration. Cutoff is a luminaire light distribution classification where the candela per 1000 lamp lumens does not numerically exceed 25 (2.5%) at or above a vertical angle of 90° above nadir, and 100 (10%) at or above a vertical angle of eighty degrees above nadir. This applies to all lateral angles around the luminaire.

Extent: Visual description of prominence of the site and lighting elements within the field of view. Describes visible illuminated features, describe the extent of the field of view (180 degrees) covered by the project site and illuminated objects.

Full Cutoff: A luminaire light distribution where zero candela intensity occurs at an angle of 90° above nadir, and at all greater angles from nadir. Additionally, the candela per 1000 lamp lumens does not numerically exceed 100 (10%) at a vertical angle of 80° above nadir. This applies to all lateral angles around the luminaire.

Fully Shielded:
Outdoor light fixtures shielded or constructed so that light rays emitted by the fixture are projected below the horizontal plane passing through the lowest point on the fixture from which light is emitted.

Glare: Visual discomfort experienced from high contrast. Describes visual evaluation of each visible source or surface relative to the surrounding background (sky, hills, and foreground). There are two types of glare: 1) *Disability Glare*, that which reduces the ability to see or identify objects, 2) *Discomfort Glare*, that which produces ocular discomfort, but does not reduce the ability to see. Glare is categorized into three levels. These levels are based on the contrast ratio as follows:

High glare sources:

View of light fixture emitting surface, such as lens, reflector or lamp where contrast ratio exceeds 30 to 1.

Medium glare sources:

Brightly lighted surfaces where contrast ratio exceeds 10 to 1, but is less than 30 to 1.

Low glare sources:

Illuminated surfaces where contrast ratio exceeds 3 to 1, but is less than 10 to 1.

Illuminance: Measure of light energy (luminous flux) incident at a specific point on a surface over a standard area (foot-candles (fc), or lumens per square foot). This term is commonly used to measure and describe light intensity on a surface.

Light Output Direction:

Luminaires for general lighting are classified in accordance with the percentages of total luminaire output emitted above and below horizontal. The light distribution curves may take many forms within the limits of upward and downward distribution, depending upon the type of light and the design of the luminaire. The following diagrams show examples of light output direction.

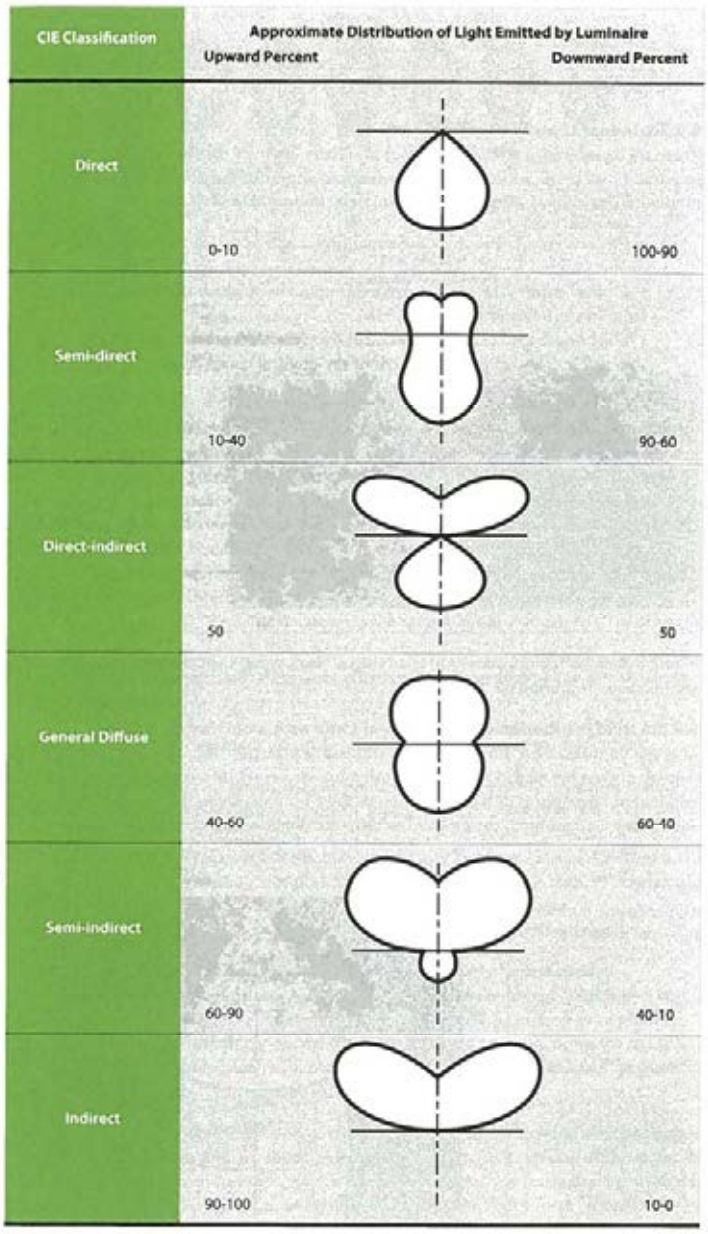


Figure 8.1 | CIE Luminaire Classification System
Polar intensity distributions typifying six classes of luminaire distributions in the CIE System. The system is based on both the fraction of upward and downwar directed lumens, and the shape of the intensity distribution.

Figure 21: Defined Directional Light Output Configurations

Light Pollution:
Any adverse effect of man-made light including sky glow, glare, light trespass, light clutter, decreased visibility at night, and energy waste.

Light Trespass:
Electric light from subject property incident onto adjacent properties, measured in foot-candles, usually analyzed by measurement at or near the property line.

Line of Sight: An imaginary straight line from the eye to a perceived object.

Lumen: Mean value of total candelas produced by a light source. Lumen does not define direction.

Luminaire: A device to produce, control, and distribute light.

Luminance: Measure of reflected light energy from a specific surface in a specific direction over a standard area (foot-lambert). This term is the measure of the strength or intensity of the source.

Nadir: The direction of straight down, as would be indicated by a plumb line. Ninety degrees above nadir is horizontal. Eighty degrees above nadir is 10 degrees below horizontal.

View: Visual description of each location view towards the project site. Distance from the site; distance to visible sources. Describes extent of view in radian degrees; describe major physical features

10.0 REFERENCES

Lighting for Exterior Environments an IESNA Recommended Practice, IESNA RP-33-99, February 27, 1999.

International Dark-Sky Association – Information Sheet 76, http://www.darksky.org/infoshts/is076.html, *Exterior Lighting: Glare and Light Trespass*, July 1996.

American National Standard Practice for Roadway Lighting, ANSI/IESNA RP-8-00, *Illuminance Criteria* June 27, 2000.

American National Standard Practice for Roadway Lighting, ANSI/IESNA RP-8-00, *Illuminance Method Recommended Values*, pg. 8, June 27, 2000.

Title 24, www.energy.ca.gov/title24/, *Outdoor Lighting*, October 1, 2005.

Lighting for Energy Efficient Luminous Environments, by Helms, Ronald L., and Belcher, M. Clay, *Vertical Limits of the Field of View,* 1991.

International Commission on Illumination, CIE 112-1994

Advanced Lighting Guidelines, *Illumination Range – Lighting and Human Performance*, 2003 Edition.

Research Review of Potential Safety Effects of Electronic Billboards on Driver Attention and Distraction. Office of Safety Research and Development, Federal Highway Administration. September 11, 2001.

Recommendation Report, City Planning Commission, City of Los Angeles, Department of City Planning. January 22, 2009. Case Number CPC-2009-0008-CA.

APPENDIX B

Air Quality Calculations

Sunset Blvd Tall Wall Project

Los Angeles-South Coast County, Winter

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric	Lot Acreage	Floor Surface Area	Population
User Defined Retail	3,159.00	User Defined Unit	0.10	3,159.00	0

1.2 Other Project Characteristics

Urbanization	Urban	**Wind Speed (m/s)**	2.2	**Precipitation Freq (Days)**	33
Climate Zone	11			**Operational Year**	2015
Utility Company	Southern California Edison				
CO2 Intensity (lb/MWhr)	630.89	**CH4 Intensity (lb/MWhr)**	0.029	**N2O Intensity (lb/MWhr)**	0.006

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Tall wall sign project. West Hollywood.

Land Use - User defined.

Construction Phase - 4 days.

Architectural Coating - 350 g/L VOC for non-residential exterior.

2.0 Emissions Summary

2.1 Overall Construction (Maximum Daily Emission)

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2015	13.6904	9.9414	4.8170	9.3800e-003	0.1715	0.4205	0.5921	0.0463	0.3869	0.4331	0.0000	952.5375	952.5375	0.1861	0.0000	956.4453
Total	**13.6904**	**9.9414**	**4.8170**	**9.3800e-003**	**0.1715**	**0.4205**	**0.5921**	**0.0463**	**0.3869**	**0.4331**	**0.0000**	**952.5375**	**952.5375**	**0.1861**	**0.0000**	**956.4453**

Mitigated Construction - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2015	13.6904	9.9414	4.8170	9.3800e-003	0.1715	0.4205	0.5921	0.0463	0.3869	0.4331	0.0000	952.5375	952.5375	0.1861	0.0000	956.4453
Total	**13.6904**	**9.9414**	**4.8170**	**9.3800e-003**	**0.1715**	**0.4205**	**0.5921**	**0.0463**	**0.3869**	**0.4331**	**0.0000**	**952.5375**	**952.5375**	**0.1861**	**0.0000**	**956.4453**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e
Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

3.0 Construction Detail

Construction Phase

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Building Construction	Building Construction	3/2/2015	3/5/2015	5	4	
2	Building Construction - Crane Operation	Building Construction	3/2/2015	3/3/2015	5	2	
3	Architectural Coating	Architectural Coating	3/2/2015	3/5/2015	5	4	

Acres of Grading (Site Preparation Phase): 0

Acres of Grading (Grading Phase): 0

Acres of Paving: 0

Residential Indoor: 0; Residential Outdoor: 0; Non-Residential Indoor: 0; Non-Residential Outdoor: 3,159 (Architectural Coating – sqft)

OffRoad Equipment

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Building Construction - Crane Operation	Cranes	1	8.00	226	0.29

Trips and VMT

Phase Name	Offroad Equipment Count	Worker Trip Number	Vendor Trip Number	Hauling Trip Number	Worker Trip Length	Vendor Trip Length	Hauling Trip Length	Worker Vehicle Class	Vendor Vehicle Class	Hauling Vehicle Class
Building Construction - Crane Operation	1	0.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Architectural Coating	0	0.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Construction	0	10.00	4.00	8.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

3.2 Building Construction - 2015

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**		**0.0000**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0425	0.6569	0.4958	1.4900e-003	0.0348	0.0105	0.0453	9.5300e-003	9.6600e-003	0.0192		151.8620	151.8620	1.2500e-003		151.8883
Vendor	0.0424	0.4057	0.5336	8.7000e-004	0.0249	6.7100e-003	0.0317	7.0900e-003	6.1700e-003	0.0133		88.3114	88.3114	7.3000e-004		88.3268
Worker	0.0514	0.0688	0.7205	1.3700e-003	0.1118	1.1200e-003	0.1129	0.0296	1.0200e-003	0.0307		120.0108	120.0108	7.2600e-003		120.1631
Total	**0.1363**	**1.1314**	**1.7499**	**3.7300e-003**	**0.1715**	**0.0183**	**0.1899**	**0.0463**	**0.0169**	**0.0631**		**360.1841**	**360.1841**	**9.2400e-003**		**360.3782**

Mitigated Construction On-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**

Mitigated Construction Off-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0425	0.6569	0.4958	1.4900e-003	0.0348	0.0105	0.0453	9.5300e-003	9.6600e-003	0.0192		151.8620	151.8620	1.2500e-003		151.8883
Vendor	0.0424	0.4057	0.5336	8.7000e-004	0.0249	6.7100e-003	0.0317	7.0900e-003	6.1700e-003	0.0133		88.3114	88.3114	7.3000e-004		88.3268
Worker	0.0514	0.0688	0.7205	1.3700e-003	0.1118	1.1200e-003	0.1129	0.0296	1.0200e-003	0.0307		120.0108	120.0108	7.2600e-003		120.1631
Total	**0.1363**	**1.1314**	**1.7499**	**3.7300e-003**	**0.1715**	**0.0183**	**0.1899**	**0.0463**	**0.0169**	**0.0631**		**360.1841**	**360.1841**	**9.2400e-003**		**360.3782**

3.3 Building Construction - Crane Operation - 2015

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.7423	8.8100	3.0671	5.6400e-003		0.4022	0.4022		0.3700	0.3700		592.3534	592.3534	0.1768		596.0671
Total	**0.7423**	**8.8100**	**3.0671**	**5.6400e-003**		**0.4022**	**0.4022**		**0.3700**	**0.3700**		**592.3534**	**592.3534**	**0.1768**		**596.0671**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**		**0.0000**

Mitigated Construction On-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.7423	8.8100	3.0671	5.6400e-003		0.4022	0.4022		0.3700	0.3700	0.0000	592.3534	592.3534	0.1768		596.0671
Total	**0.7423**	**8.8100**	**3.0671**	**5.6400e-003**		**0.4022**	**0.4022**		**0.3700**	**0.3700**	**0.0000**	**592.3534**	**592.3534**	**0.1768**		**596.0671**

Mitigated Construction Off-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**		**0.0000**

3.4 Architectural Coating - 2015

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Archit. Coating	12.8117					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Off-Road	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**12.8117**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**		**0.0000**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**		**0.0000**

Mitigated Construction On-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Archit. Coating	12.8117					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Off-Road	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000
Total	**12.8117**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**

Mitigated Construction Off-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**		**0.0000**

Sunset Blvd Tall Wall Project

Los Angeles-South Coast County, Summer

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric	Lot Acreage	Floor Surface Area	Population
User Defined Retail	3,159.00	User Defined Unit	0.10	3,159.00	0

1.2 Other Project Characteristics

Urbanization	Urban	**Wind Speed (m/s)**	2.2	**Precipitation Freq (Days)**	33
Climate Zone	11			**Operational Year**	2015
Utility Company	Southern California Edison				
CO2 Intensity (lb/MWhr)	630.89	**CH4 Intensity (lb/MWhr)**	0.029	**N2O Intensity (lb/MWhr)**	0.006

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Tall wall sign project. West Hollywood.

Land Use - User defined

Construction Phase - 4 days

Architectural Coating - 350 g/L VOC for non-residential exterior

2.0 Emissions Summary

2.1 Overall Construction (Maximum Daily Emission)

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2015	13.6817	9.9021	4.7084	9.4700e-003	0.1715	0.4204	0.5919	0.0463	0.3868	0.4330	0.0000	960.7614	960.7614	0.1861	0.0000	964.6684
Total	**13.6817**	**9.9021**	**4.7084**	**9.4700e-003**	**0.1715**	**0.4204**	**0.5919**	**0.0463**	**0.3868**	**0.4330**	**0.0000**	**960.7614**	**960.7614**	**0.1861**	**0.0000**	**964.6684**

Mitigated Construction - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2015	13.6817	9.9021	4.7084	9.4700e-003	0.1715	0.4204	0.5919	0.0463	0.3868	0.4330	0.0000	960.7614	960.7614	0.1861	0.0000	964.6684
Total	**13.6817**	**9.9021**	**4.7084**	**9.4700e-003**	**0.1715**	**0.4204**	**0.5919**	**0.0463**	**0.3868**	**0.4330**	**0.0000**	**960.7614**	**960.7614**	**0.1861**	**0.0000**	**964.6684**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e
Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

3.0 Construction Detail

Construction Phase

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Building Construction	Building Construction	3/2/2015	3/5/2015	5	4	
2	Building Construction - Crane Operation	Building Construction	3/2/2015	3/3/2015	5	2	
3	Architectural Coating	Architectural Coating	3/2/2015	3/5/2015	5	4	

Acres of Grading (Site Preparation Phase): 0

Acres of Grading (Grading Phase): 0

Acres of Paving: 0

Residential Indoor: 0; Residential Outdoor: 0; Non-Residential Indoor: 0; Non-Residential Outdoor: 3,159 (Architectural Coating – sqft)

OffRoad Equipment

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Building Construction - Crane Operation	Cranes	1	8.00	226	0.29

Trips and VMT

Phase Name	Offroad Equipment Count	Worker Trip Number	Vendor Trip Number	Hauling Trip Number	Worker Trip Length	Vendor Trip Length	Hauling Trip Length	Worker Vehicle Class	Vendor Vehicle Class	Hauling Vehicle Class
Building Construction - Crane Operation	1	0.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Architectural Coating	0	0.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Construction	0	10.00	4.00	8.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

3.2 Building Construction - 2015

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**		**0.0000**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0400	0.6346	0.4326	1.5000e-003	0.0348	0.0105	0.0453	9.5300e-003	9.6200e-003	0.0192		152.2183	152.2183	1.2400e-003		152.2443
Vendor	0.0383	0.3955	0.4441	8.8000e-004	0.0249	6.6300e-003	0.0316	7.0900e-003	6.1000e-003	0.0132		89.0475	89.0475	7.1000e-004		89.0625
Worker	0.0493	0.0620	0.7646	1.4500e-003	0.1118	1.1200e-003	0.1129	0.0296	1.0200e-003	0.0307		127.1422	127.1422	7.2600e-003		127.2945
Total	**0.1277**	**1.0921**	**1.6413**	**3.8300e-003**	**0.1715**	**0.0182**	**0.1897**	**0.0463**	**0.0167**	**0.0630**		**368.4080**	**368.4080**	**9.2100e-003**		**368.6014**

Mitigated Construction On-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**

Mitigated Construction Off-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0400	0.6346	0.4326	1.5000e-003	0.0348	0.0105	0.0453	9.5300e-003	9.6200e-003	0.0192		152.2183	152.2183	1.2400e-003		152.2443
Vendor	0.0383	0.3955	0.4441	8.8000e-004	0.0249	6.6300e-003	0.0316	7.0900e-003	6.1000e-003	0.0132		89.0475	89.0475	7.1000e-004		89.0625
Worker	0.0493	0.0620	0.7646	1.4500e-003	0.1118	1.1200e-003	0.1129	0.0296	1.0200e-003	0.0307		127.1422	127.1422	7.2600e-003		127.2945
Total	**0.1277**	**1.0921**	**1.6413**	**3.8300e-003**	**0.1715**	**0.0182**	**0.1897**	**0.0463**	**0.0167**	**0.0630**		**368.4080**	**368.4080**	**9.2100e-003**		**368.6014**

3.3 Building Construction - Crane Operation - 2015

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.7423	8.8100	3.0671	5.6400e-003		0.4022	0.4022		0.3700	0.3700		592.3534	592.3534	0.1768		596.0671
Total	**0.7423**	**8.8100**	**3.0671**	**5.6400e-003**		**0.4022**	**0.4022**		**0.3700**	**0.3700**		**592.3534**	**592.3534**	**0.1768**		**596.0671**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**		**0.0000**

Mitigated Construction On-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.7423	8.8100	3.0671	5.6400e-003		0.4022	0.4022		0.3700	0.3700	0.0000	592.3534	592.3534	0.1768		596.0671
Total	**0.7423**	**8.8100**	**3.0671**	**5.6400e-003**		**0.4022**	**0.4022**		**0.3700**	**0.3700**	**0.0000**	**592.3534**	**592.3534**	**0.1768**		**596.0671**

Mitigated Construction Off-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**		**0.0000**

3.4 Architectural Coating - 2015

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Archit. Coating	12.8117					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Off-Road	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**12.8117**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**		**0.0000**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**		**0.0000**

Mitigated Construction On-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Archit. Coating	12.8117					0.0000	0.0000		0.0000	0.0000			0.0000			0.0000
Off-Road	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000
Total	**12.8117**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**

Mitigated Construction Off-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**		**0.0000**

Sunset Blvd Tall Wall Project

Los Angeles-South Coast County, Annual

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric	Lot Acreage	Floor Surface Area	Population
User Defined Retail	3,159.00	User Defined Unit	0.10	3,159.00	0

1.2 Other Project Characteristics

Urbanization	Urban	**Wind Speed (m/s)**	2.2	**Precipitation Freq (Days)**	33
Climate Zone	11			**Operational Year**	2015
Utility Company	Southern California Edison				
CO2 Intensity (lb/MWhr)	630.89	**CH4 Intensity (lb/MWhr)**	0.029	**N2O Intensity (lb/MWhr)**	0.006

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Tall wall sign project. West Hollywood.

Land Use - User defined.

Construction Phase - 4 days.

Architectural Coating - 350 g/L VOC for non-residential exterior.

2.0 Emissions Summary

2.1 Overall Construction

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	tons/yr										MT/yr					
2015	0.0266	0.0111	6.5300e-003	1.0000e-005	3.4000e-004	4.4000e-004	7.8000e-004	9.0000e-005	4.0000e-004	4.9000e-004	0.0000	1.1955	1.1955	1.8000e-004	0.0000	1.1993
Total	**0.0266**	**0.0111**	**6.5300e-003**	**1.0000e-005**	**3.4000e-004**	**4.4000e-004**	**7.8000e-004**	**9.0000e-005**	**4.0000e-004**	**4.9000e-004**	**0.0000**	**1.1955**	**1.1955**	**1.8000e-004**	**0.0000**	**1.1993**

Mitigated Construction - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	tons/yr										MT/yr					
2015	0.0266	0.0111	6.5300e-003	1.0000e-005	3.4000e-004	4.4000e-004	7.8000e-004	9.0000e-005	4.0000e-004	4.9000e-004	0.0000	1.1955	1.1955	1.8000e-004	0.0000	1.1993
Total	**0.0266**	**0.0111**	**6.5300e-003**	**1.0000e-005**	**3.4000e-004**	**4.4000e-004**	**7.8000e-004**	**9.0000e-005**	**4.0000e-004**	**4.9000e-004**	**0.0000**	**1.1955**	**1.1955**	**1.8000e-004**	**0.0000**	**1.1993**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e
Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

3.0 Construction Detail

Construction Phase

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Building Construction	Building Construction	3/2/2015	3/5/2015	5	4	
2	Building Construction - Crane Operation	Building Construction	3/2/2015	3/3/2015	5	2	
3	Architectural Coating	Architectural Coating	3/2/2015	3/5/2015	5	4	

Acres of Grading (Site Preparation Phase): 0

Acres of Grading (Grading Phase): 0

Acres of Paving: 0

Residential Indoor: 0; Residential Outdoor: 0; Non-Residential Indoor: 0; Non-Residential Outdoor: 3,159 (Architectural Coating – sqft)

OffRoad Equipment

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Building Construction - Crane Operation	Cranes	1	8.00	226	0.29

Trips and VMT

Phase Name	Offroad Equipment Count	Worker Trip Number	Vendor Trip Number	Hauling Trip Number	Worker Trip Length	Vendor Trip Length	Hauling Trip Length	Worker Vehicle Class	Vendor Vehicle Class	Hauling Vehicle Class
Building Construction - Crane Operation	1	0.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Architectural Coating	0	0.00	0.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Construction	0	10.00	4.00	8.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

3.2 Building Construction - 2015

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	8.0000e-005	1.3400e-003	9.6000e-004	0.0000	7.0000e-005	2.0000e-005	9.0000e-005	2.0000e-005	2.0000e-005	4.0000e-005	0.0000	0.2759	0.2759	0.0000	0.0000	0.2760
Vendor	8.0000e-005	8.3000e-004	1.0300e-003	0.0000	5.0000e-005	1.0000e-005	6.0000e-005	1.0000e-005	1.0000e-005	3.0000e-005	0.0000	0.1610	0.1610	0.0000	0.0000	0.1610
Worker	1.0000e-004	1.4000e-004	1.4700e-003	0.0000	2.2000e-004	0.0000	2.2000e-004	6.0000e-005	0.0000	6.0000e-005	0.0000	0.2212	0.2212	1.0000e-005	0.0000	0.2215
Total	**2.6000e-004**	**2.3100e-003**	**3.4600e-003**	**0.0000**	**3.4000e-004**	**3.0000e-005**	**3.7000e-004**	**9.0000e-005**	**3.0000e-005**	**1.3000e-004**	**0.0000**	**0.6582**	**0.6582**	**1.0000e-005**	**0.0000**	**0.6585**

Mitigated Construction On-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**

Mitigated Construction Off-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	8.0000e-005	1.3400e-003	9.6000e-004	0.0000	7.0000e-005	2.0000e-005	9.0000e-005	2.0000e-005	2.0000e-005	4.0000e-005	0.0000	0.2759	0.2759	0.0000	0.0000	0.2760
Vendor	8.0000e-005	8.3000e-004	1.0300e-003	0.0000	5.0000e-005	1.0000e-005	6.0000e-005	1.0000e-005	1.0000e-005	3.0000e-005	0.0000	0.1610	0.1610	0.0000	0.0000	0.1610
Worker	1.0000e-004	1.4000e-004	1.4700e-003	0.0000	2.2000e-004	0.0000	2.2000e-004	6.0000e-005	0.0000	6.0000e-005	0.0000	0.2212	0.2212	1.0000e-005	0.0000	0.2215
Total	**2.6000e-004**	**2.3100e-003**	**3.4600e-003**	**0.0000**	**3.4000e-004**	**3.0000e-005**	**3.7000e-004**	**9.0000e-005**	**3.0000e-005**	**1.3000e-004**	**0.0000**	**0.6582**	**0.6582**	**1.0000e-005**	**0.0000**	**0.6585**

3.3 Building Construction - Crane Operation - 2015

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	7.4000e-004	8.8100e-003	3.0700e-003	1.0000e-005		4.0000e-004	4.0000e-004		3.7000e-004	3.7000e-004	0.0000	0.5374	0.5374	1.6000e-004	0.0000	0.5407
Total	**7.4000e-004**	**8.8100e-003**	**3.0700e-003**	**1.0000e-005**		**4.0000e-004**	**4.0000e-004**		**3.7000e-004**	**3.7000e-004**	**0.0000**	**0.5374**	**0.5374**	**1.6000e-004**	**0.0000**	**0.5407**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**

Mitigated Construction On-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	7.4000e-004	8.8100e-003	3.0700e-003	1.0000e-005		4.0000e-004	4.0000e-004		3.7000e-004	3.7000e-004	0.0000	0.5374	0.5374	1.6000e-004	0.0000	0.5407
Total	**7.4000e-004**	**8.8100e-003**	**3.0700e-003**	**1.0000e-005**		**4.0000e-004**	**4.0000e-004**		**3.7000e-004**	**3.7000e-004**	**0.0000**	**0.5374**	**0.5374**	**1.6000e-004**	**0.0000**	**0.5407**

Mitigated Construction Off-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**

3.4 Architectural Coating - 2015

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Archit. Coating	0.0256					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	**0.0256**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**

Mitigated Construction On-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Archit. Coating	0.0256					0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000		0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	**0.0256**	**0.0000**	**0.0000**	**0.0000**		**0.0000**	**0.0000**		**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**

Mitigated Construction Off-Site - Not Applicable

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**	**0.0000**

APPENDIX C

State of California Department of Parks and Recreation Series 523 Forms

State of California ⊗ The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code | Reviewer | Date

 ***Resource Name or #:** 8228 Sunset Boulevard

P1. Other Identifier:

***P2. Location:** ☐ **Not for Publication** ■ **Unrestricted** ***a. County:** Los Angeles

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

***b. USGS 7.5' Quad:** Hollywood, CA **Date:** 1966 P.R. 1981 **T** 1S; **R** 14W; NW **¼ of** SE **¼ of Sec** 8; S.B. **B.M.**

c. Address: 8228 Sunset Boulevard City: West Hollywood Zip: 90046

d. UTM: Zone: 11S; 373762.10 mE/ 3773810.76mN (G.P.S.) Google Earth 2014

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) Elevation: 400 ft. amsl.

AIN: 5554-018-020. The subject property is located on the south side of Sunset Boulevard (street address 8228 Sunset Blvd.) between Havenhurst Drive to the east and Harper Avenue to the west in the City of West Hollywood.

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property is a three-story office building located at 8228 Sunset Blvd. in the City of West Hollywood, and originally functioned as an apartment building. The building is roughly rectangular in plan and has an asymmetrical façade with an extended front bay, a central front entrance accessed via several tiled steps, and a second commercial store front entrance (added at unknown date) on the north elevation. Both entrances exhibit the same segmental arched opening. The building is stucco-clad, and has a mostly flat roof with front parapet. A large billboard is mounted to the roof with metal lattice supports. The front elevation is accented with quoins on all corners. The extended front bay quoins stop short of reaching ground level, likely because there was once a different type of exterior cladding on this portion of the building, or because of some other type of alteration (date unknown). The western-most windows on the third story of the front elevation are surrounded by a set of flush columns which do not occur elsewhere on the façade. This detail likely existed elsewhere on the façade and was removed at an unknown date. Most of the original windows on the front elevation appear to have been replaced with multi-pane vinyl horizontal sliders of various sizes (date unknown). Windows on the side elevations (east and west) vary in size and type. Many have been replaced (date unknown) with vinyl and aluminum horizontal sliders, though some of the original fixed and double-hung windows remain. The exterior walls on the east and west elevations appear to be clad in brick which has since been covered over with paint and stucco. The west elevation is partially obscured by a ground-mounted billboard.

***P3b. Resource Attributes:** (List attributes and codes) HP6. 1-3 story commercial building.

***P4. Resources Present:** ■Building ☐Structure ☐Object ☐Site ☐District ☐Element of District ☐Other (Isolates, etc.)

P5a. Photo or Drawing (Photo required for buildings, structures, and objects.)

P5b. Description of Photo: (View, date, accession #) Front (north side) of building. View to south, 12/4/14, IMG_4309

***P6. Date Constructed/Age and Sources:** ■Historic ☐Prehistoric ☐Both
c. 1927/1935 (LA County Assessor)

***P7. Owner and Address:**
8228 Associates
11684 Ventura Boulevard #80
Studio City, CA 91604

***P8. Recorded by:** (Name, affiliation, and address)
Samantha Murray
Dudek
38 N. Marengo Avenue
Pasadena, CA 91101

***P9. Date Recorded:** 12/4/14

***P10. Survey Type:** Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") 8228 Sunset Boulevard Tall Wall Project, Draft Mitigated Negative Declaration. Prepared by Dudek, December 2014 for the City of West Hollywood.

***Attachments:** ☐NONE ■Location Map ☐Sketch Map ■Continuation Sheet ■Building, Structure, and Object Record ☐Archaeological Record ☐District Record ☐Linear Feature Record ☐Milling Station Record ☐Rock Art Record ☐Artifact Record ☐Photograph Record ☐ Other (List):

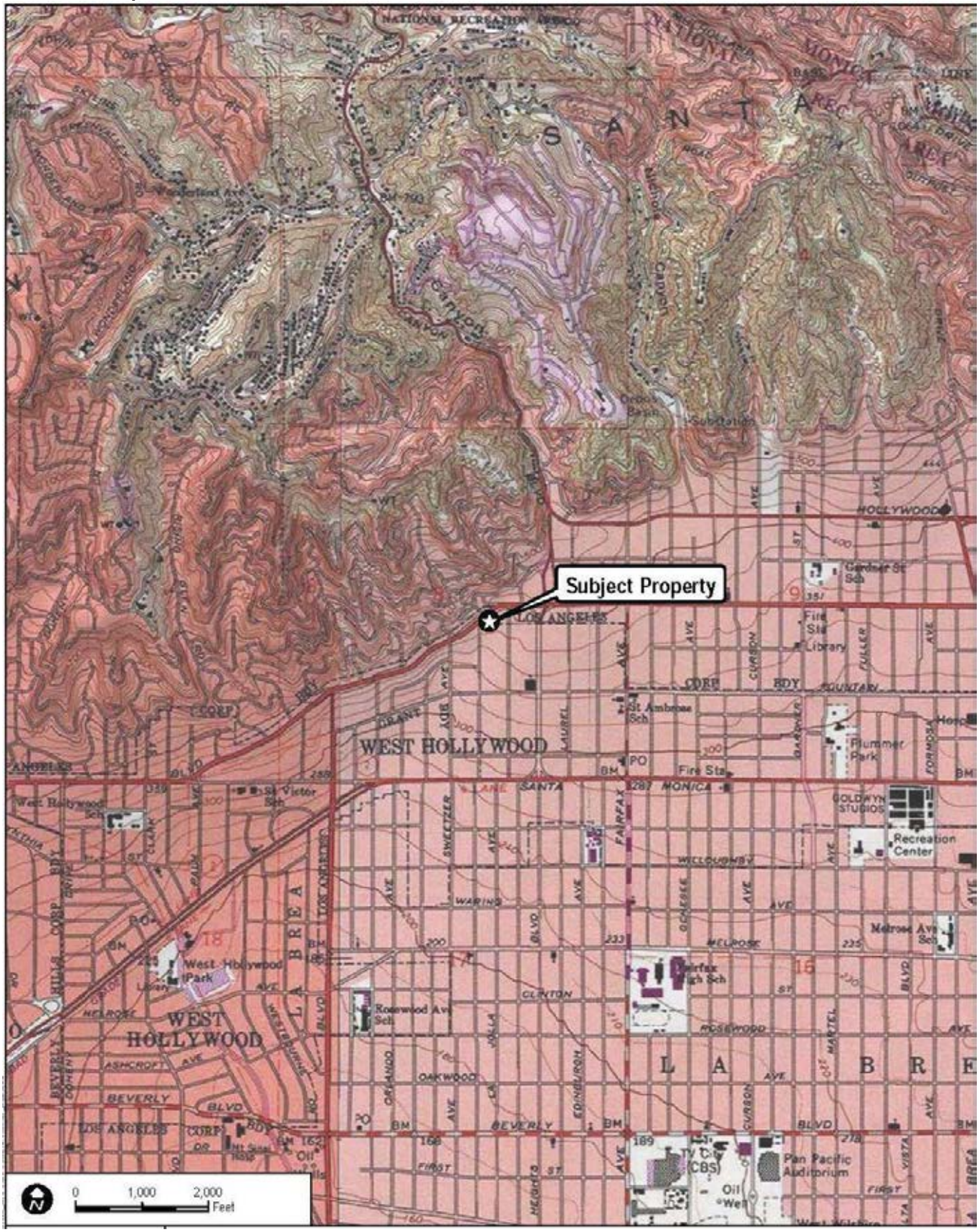
State of California ⋇ The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

***Resource Name or #:** 8228 Sunset Boulevard

***Map Name:** Hollywood, CA ***Scale:** 1:24,000 ***Date of Map:** 1966, P.R. 1981



*Required information

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 8228 Sunset Boulevard

B1. Historic Name:
B2. Common Name:
B3. Original Use: Apartment building
B4. Present Use: Office building

***B5. Architectural Style:** Period Revival influences (altered)

***B6. Construction History:** (Construction date, alterations, and date of alterations)

Built in 1927/1935 (LA County Assessor); 20′ x 30′ unknown addition in 1944 (permit# illegible); Addition of storage room in 1953 (permit# 06996); Install billboard on roof in 1954 (permit# illegible); Repair parapet in 1955 (permit# illegible); Rehabilitate the interior of the entire building in 1976 (permit# illegible); New walls, offices, tenant development in 1983 (permit# unknown); Electric sign on exterior wall in 1984 (permit# 401321-84); Interior remodel in 1991 (permit# B90-00503); Seismic upgrade in 1994 (permit# B93-01804). Other observed alterations include: replacement of most original windows on front façade with vinyl multi-pane horizontal sliders, replacement of original doors, addition of second commercial front entrance, and removal/cover of original cladding with new stucco (dates unknown).

***B7. Moved?** ■No ☐Yes ☐Unknown **Date:** **Original Location:**

***B8. Related Features:**

B9a. Architect: unknown
b. Builder: unknown

***B10. Significance: Theme:** **Area:**

Period of Significance: **Property Type:** **Applicable Criteria:** n/a

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The following information is summarized from the existing "Historic Context for Multi-Family Housing" in the *R2, R3, R4 Multi-Family Survey Report* prepared by Architectural Resources Group (ARG) in 2008, and was developed to aid in significance evaluations for properties that fall within the city's R2, R3, and R4-zoned areas by focusing on the history of multi-family properties in West Hollywood.

The subject property was built c. 1927 and originally functioned as an apartment building. It is located in an area that "developed a sophisticated district of apartment housing that is unique to the history of West Hollywood" (ARG 2008:23). Specifically, this area includes Sunset Boulevard and Fountain Avenue between Sweetzer and Fairfax Avenues. In the 1920s and 1930s, the sparsely developed areas between Sherman and east Hollywood became subdivided and soon became almost completed developed with a combination of single-family and multi-family residences. The development of the film industry in the early twentieth century, in combination with a slew of new transplants and tourists, fueled the City's need for temporary and long-term rental housing, specifically multi-family housing. Many of the streets surrounding the subject property, including Harper, Havenhurst, Fountain Avenues and Crescent Heights Boulevard, have examples of these apartment buildings and courtyards, which are dominated by Period Revival architectural styles including French Chateauesque and Spanish Colonial Revival, but also represent numerous examples of Modernism including Art Deco and Streamline Moderne. In 1927 the *Hollywood Citizen* reported that there was limited availability for "high class apartments in the West Hollywood Region." These buildings were extravagant with ornate architectural details, and there was a clear emphasis on architectural quality with designs by architects Leland Bryant and Arthur & Nina Zwebell. They even housed some of the biggest movie stars of the era including Clara Bow, Katherine Hepburn, Marlene Deitrich, Bette Davis, Carole Lombard, and William Powell.

See Continuation Sheet.

B11. Additional Resource Attributes: (List attributes and codes)

***B12. References:**

ARG 2008 "Historic Context for Multi-Family Housing."
R2, R3, R4 Multi-Family Survey Report. November 2008.

B13. Remarks:

***B14. Evaluator:** Samantha Murray

***Date of Evaluation:** 12/4/14

(This space reserved for official comments.)

(Sketch Map with north arrow required.)

Source: Google Earth 2014

Many of the best examples of these apartment buildings can be found within a short distance of the subject property, including the "Villa Italia" at 1201 Crescent Heights Boulevard, the "Colonial House" at 1400-1414 Havenhurst Drive, the North Harper Avenue Historic District, and "Patio del Morro" at 8225-8237 Fountain Avenue, to name a few.

The subject property does not appear eligible for listing in the NRHP or CRHR under Criteria A/1 for its associations with historical events or patterns of development. While the property was built during the boom period of multi-family housing development in West Hollywood, archival research failed to provide associations with any significant events, and is not representative of the more elaborate architectural styles that defined this development pattern of ornate construction and style. Archival research failed to indicate any associations with persons of significance; therefore, it does not appear eligible for the NRHP or CRHR under Criteria B/2. No information was found regarding the original architect or builder, as most of the early building permits on file with the City were illegible (scanned from microfiche). A review of building permit records and general observations of the building's current condition indicate that it has been altered from its original form, likely during the process of its conversion from an apartment building to a commercial office building. While the subject property is located in an area that is known for its elaborate apartment building designs and high quality architecture, the building itself does not rise to the same level of significance as some of its neighbors. Nor does it exhibit character-defining features indicative of a particular architectural style, and it appears to have been substantially altered from its original design. For these reasons, the subject property does not appear eligible for listing in the NRHP or CRHR under Criteria C/3 for its architectural associations. No evidence was discovered to warrant consideration under NRHP or CRHR Criteria D/4. The property is also not eligible as a contributor to a larger historic district. For the same reasons listed above, the property does not appear eligible for local designation in the City of West Hollywood.