

# **INITIAL STUDY / NEGATIVE DECLARATION**

## **SUNSET STRIP OFF-SITE SIGNAGE POLICY**

PREPARED FOR:

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Community Development Department

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## ACRONYMS AND ABBREVIATIONS

Acronym/Abbreviation	Definition
AB	Assembly Bill
AQMP	Air Quality Management Plan
BUG	Backlight, Uplight and Glare
CAAQS	California Ambient Air Quality Standards
CAP	Climate Action Plan
CARB	California Air Resources Board
CalEEMod	California Emissions Estimator Model
CDFW	California Department of Fish and Wildlife
CEC	California Energy Commission
CEQA	California Environmental Quality Act
CH <sub>4</sub>	methane
City	City of West Hollywood
CMP	Congestion Management Program
CNDDB	CNRA
CO	carbon dioxide
CO <sub>2</sub>	carbon dioxide equivalent
CO <sub>2</sub> E	carbon dioxide equivalent
CRHR	California Register of Historical Resources
CUP	Conditional Use Permit
DA	Development Agreement
EIR	Environmental Impact Report
EPA	U.S. Environmental Protection Agency
FAA	Federal Aviation Administration
GHG	greenhouse gas
GIS	geographic information system
GWP	global warming potential
IESNA	Illuminating Engineering Society of North America
IS/ND	initial study/negative declaration
kWh	kilowatt-hour
LED	light emitting diode
LOS	level of service
LST	Localized Significance Threshold
MT	metric tons
NAAQS	National Ambient Air Quality Standards
NAHC	Native American Heritage Commission

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Acronym/Abbreviation	Definition
N <sub>2</sub> O	nitrous oxide
NO <sub>2</sub>	nitrogen dioxide
NO <sub>x</sub>	oxides of nitrogen
NRHP	National Register of Historic Places
O <sub>3</sub>	ozone
OEHHA	Office of Environmental Health Hazard Assessment
PF	Public Facilities
PM	particulate matter
PM <sub>10</sub>	particulate matter with a diameter less than or equal to 10 microns
PM <sub>2.5</sub>	particulate matter with a diameter less than or equal to 2.5 microns
RCNM	Roadway Construction Noise Model
RPS	renewable portfolio standard
RTP/SCS	Regional Transportation Plan/Sustainable Communities Strategy
SCAB	South Coast Air Basin
SCAG	Southern California Association of Governments
SCAQMD	South Coast Air Quality Management District
SCCIC	South Central Coastal Information Center
SO <sub>2</sub>	sulfur dioxide
SOI	Secretary of the Interior
SSP	Sunset Specific Plan
TAC	Toxic air contaminants
VOC	volatile organic compound

# 1 INTRODUCTION

## 1.1 Project Overview

The Sunset Strip Off-Site Signage Policy (proposed project) would amend the City of West Hollywood's Zoning Ordinance and the Sunset Specific Plan (SSP) to revise regulations for digital billboards and new off-site signage along a 1.6-mile corridor of Sunset Boulevard known as the Sunset Strip, allowing a limited number of new billboards to be integrated into new development and facade remodels and permitting modifications to existing billboards. The amended policy includes standards and requirements for permitting a limited number of digital billboards and for limited opportunities to convert existing traditional billboards to digital billboards on eligible sites. In addition, the amended policy language allows for modifications to existing signs for changes to height, orientation of sign faces, or pole location. The policy also allows for limited modifications of allocation of sign area for existing tall wall signs.

With the understanding that permitting additional off-site signage on the Sunset Strip has the potential to alter the visual characteristics of the Sunset Strip, the City has prepared new and revised standards, regulations, and design guidelines to address the land use implications of permitting these limited changes to the existing urban design condition of the Sunset Strip as a unique place that celebrates off-site signage.

Implementation of the proposed regulations would require approval by the West Hollywood City Council. If the proposed regulations are approved, the following changes in the regulatory environment for billboards along the Sunset Strip would occur:

- 1) New billboards would be permitted if integrated into new development projects that meet the density requirements of the revised policy, which are as follows:
  - a. Projects that develop to 90% of allowable floor to area ratio (FAR<sup>1</sup>) on the south side of the street would be allowed to incorporate new billboards into the development
  - b. Projects that develop to 75% of allowable FAR on the north side of the street would be allowed to incorporate new billboards into the development
- 2) New billboards would be conditionally permitted if integrated into facade remodel projects on sites existing as of April 2017 that are currently developed at or above 100% of existing FAR if the facade remodel provides improved pedestrian orientation or funding of an equivalent value for off-site pedestrian improvements on the Sunset Strip.

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<sup>1</sup> The City defines FAR as the ratio of floor area to total lot area. FAR restrictions are used to limit the maximum gross floor area allowed on a site (including all structures on the site). The maximum gross floor area of all structures permitted on a site is determined by multiplying the FAR by the total area of the site (FAR x Site Area = Maximum Allowable Gross Floor Area). Basement area is not included in calculation of FAR.

- 3) The policy would allow up to 20 additional digital billboards on the Sunset Strip, including:
  - a. Up to 3 digital conversions of existing static (i.e., non-digital) billboards on sites with designated cultural resources
  - b. Up to 7 new digital billboards associated with new significant facade remodels
  - c. Up to 10 new digital billboards associated with new development
- 4) Existing billboards could undergo select modifications, such as changes to size, lighting, site location and height allowances with proven obstructions if they comply with the proposed regulations.
- 5) Existing tall wall signs could be modified to re-allocate sign area on the building and adjust lighting.

This document evaluates the environmental effects associated with implementation of the proposed policy amendments. As described in Section 2.4, any new development projects or facade remodels within the SSP area that integrate new off-site signs would undergo separate analysis under the California Environmental Quality Act (CEQA), as these types of projects are too speculative to evaluate at this time. See Section 2.4 for a more detailed discussion of the CEQA analysis methodology.

## 1.2 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, concluded that a Negative Declaration is the proper level of environmental documentation for this proposed project. The Initial Study shows that impacts caused by the proposed project would be less than significant. This conclusion is supported by CEQA Guidelines Section 15070, which states that a Negative Declaration can be prepared when “(a) the initial study shows that there is no 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.” The Initial Study contained herein demonstrates that the proposed project would not have a significant effect on the environment. As such, the proposed project would not result in potentially significant effects, and no mitigation measures are required. Therefore, the City has prepared a Negative Declaration for this project.

## 2 PROJECT DESCRIPTION

### 2.1 Location and Setting

The proposed project would apply to existing, entitled, and future billboards located within the Sunset Specific Plan area (project area). The project area consists of the portion of Sunset Boulevard that extends through the City and the street-fronting parcels to the north and south of Sunset Boulevard.

Figure 2-1 shows the regional location of the project area, and Figure 2-2 shows the boundaries of the project area. The project area extends along Sunset Boulevard approximately 1.6 miles between Sunset Hills Road on the west and just west of Havenhurst Drive on the east (SSP, p.9). The City of Beverly Hills is to the west and the City of Los Angeles is to the east and north of the project area.

Regional access is provided via U.S. Route 101 (the Hollywood Freeway), which is located approximately 3 miles east of the City's eastern boundary. Local access to the project area is provided via major north/south and east/west roads. Major east/west roads include Sunset Boulevard, which extends through the center of the project area; Santa Monica Boulevard, located approximately 0.30 mile south of the project area; and Fountain Avenue, located approximately 0.20 mile south of the project area. Major north/south streets that intersect the project area, listed from west to east, include Doheny Drive, San Vicente Boulevard, and La Cienega Boulevard. Crescent Heights Boulevard is another major north/south road that intersects Sunset Boulevard approximately 0.14 mile east of the eastern project area boundary.

Sunset Boulevard is a highly urbanized area within the City and is an internationally known corridor, historically recognized for its entertainment uses, restaurants, and nightlife. The street extends along the base of the Hollywood Hills and is characterized by rolling topography with frequent curves along the street. It contains a mix of low- and high-rise buildings, most of which front directly onto the street. Billboards and tall wall signs are also dominant elements of the visual environment and contribute to the iconic image of the Sunset Strip. The urbanized nature of Sunset Strip combined with the abundance of entertainment and tourist destinations leads to a high level of automobile and pedestrian activity.

The majority of properties fronting Sunset Boulevard are developed with commercial uses, although several properties are developed with multi-family residential units. The areas to the north and south of Sunset Boulevard are primarily developed with single- and multi-family residences, and the areas to the east and west are developed with a mixture of single- and multi-family residences and commercial uses.

The project area encompasses the same area as the SSP area, since the proposed zoning text and specific plan amendments would apply to the SSP area only. Accordingly, the majority of the project area is designated and zoned as SSP (Sunset Specific Plan) in the City of West Hollywood General Plan and Zoning Ordinance. Two parcels on the south side of Sunset Boulevard toward the eastern terminus of the project area are zoned PF (Public Facilities). These

parcels are occupied by the William S. Hart Park and Off-Leash Dog Park (City of West Hollywood 2011a, 2011b). The SSP was adopted by the City in 1996 to guide development along the portion of Sunset Boulevard that extends through the City (City of West Hollywood 1996).

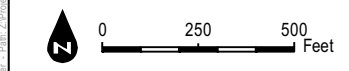
In the SSP, the Sunset Strip is divided into eight geographic areas for land use planning purposes. The proposed project identifies three regions (Eastern, Central, and Western) that simplify the original SSP geographic areas. The project also establishes seven Billboard Zones that align with the intent of the SSP to capture the urban design character of an area equivalent to 2 to 3 urban blocks and including a key intersection. The geographic areas that are referenced in this document are shown on Figure 2-3.

## 2.2 Background

The Sunset Strip has a rich history of innovative and creative signs, most notably its custom-painted billboards from the 1960s and 1970s that were driven by the music industry and advertised its artists and their album releases and concert performances. The hotels, restaurants, bars, and fashion-based retail along the Sunset Strip have established it as a major driver for the City's local economy. However, the current billboards along the Sunset Strip are no longer seen as uniquely creative or innovative because many of the designs, advertisers, and products can also be seen on off-site signs along major streets throughout the Los Angeles area. As such, the City has engaged in a planning effort to provide the framework to allow the Sunset Strip to be once again in the forefront of unique, creative outdoor media (City of West Hollywood 2016). Under current conditions, off-site signage on the Sunset Strip is regulated under Section 19.34.080 of the City's Zoning Code and under the Sunset Specific Plan, which was adopted in July 1996 and amended in 2016 to change regulations for creative off-site signage. There are currently 74 billboard faces and 15 tall wall signs along the Sunset Strip. Under existing conditions, all of these off-site signs are static sign faces, which typically consist of a series of lamps mounted above or below a fixed image. Lamps are typically light emitting diodes (LED), florescent, or metal halide. Figure 2-4 shows examples of typical static, externally illuminated billboards during the daytime and nighttime along the Sunset Strip.



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 Sunset Specific Plan Boundary

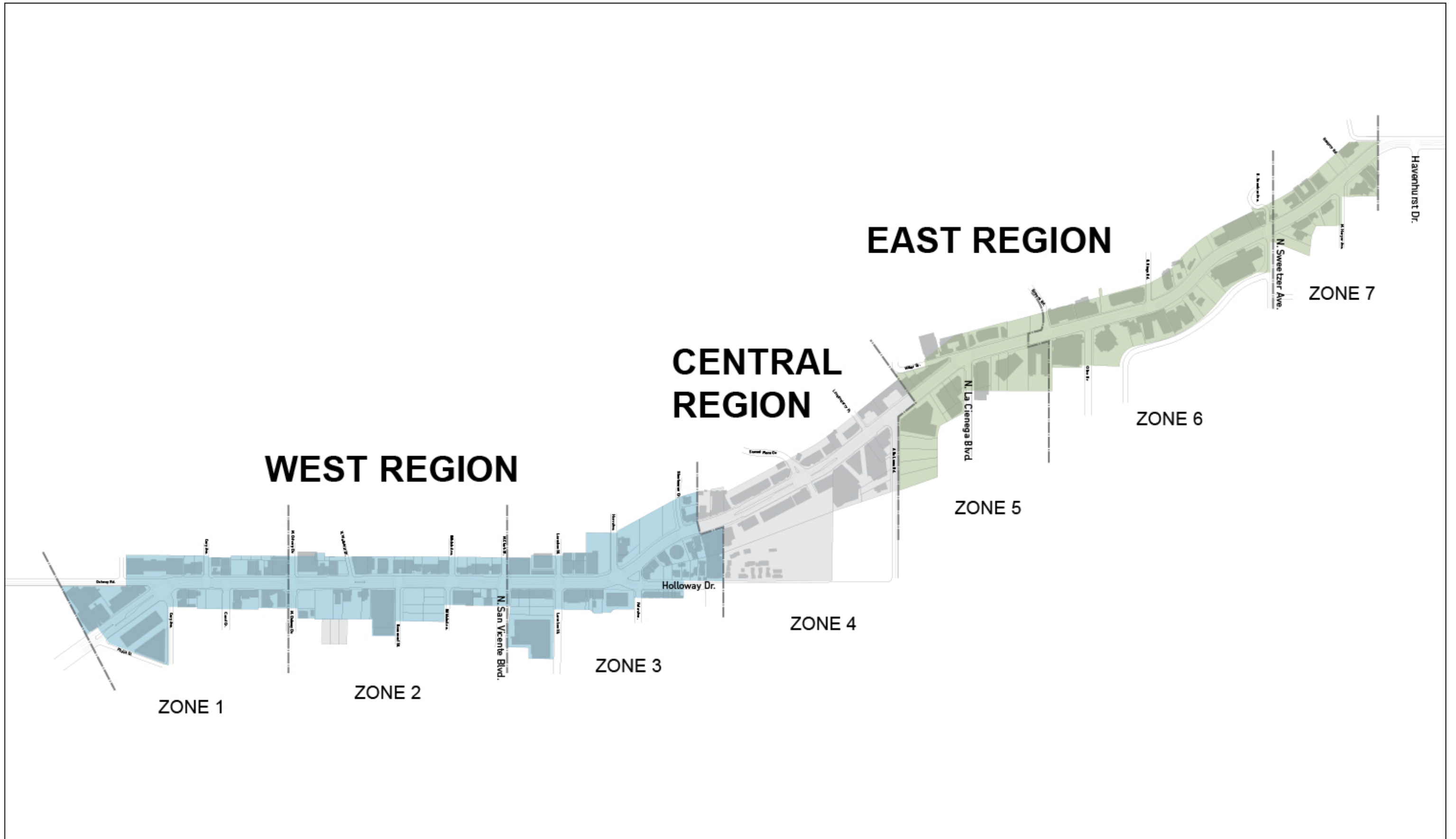
SOURCE: ArcGIS Online Basemap: World Imagery

**DUDEK**

Sunset Strip Off-Site Signage Regulations Project

**FIGURE 2-2**  
Project Location

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## Sunset Specific Plan

Under existing regulations, new off-site signs are allowed at eight specific locations along the Sunset Strip that have been designated in the SSP in conjunction with new development and in accordance with SSP and zoning ordinance regulations. The SSP has a provision for alternative proposals that meet the intent of the Plan. Specific projects that meet the intent of the SSP vision have been approved via Development Agreement. Development Agreement projects are included in the City's Development Agreement (-DA) overlay district per Section 19.14.040 of the Municipal Code.

## Large Screen Video Signs

Under current City regulations, two digital sign sites have been approved as "large screen video signs" in the Zoning Ordinance and in the SSP. Large screen video signs are currently allowed along Sunset Strip subject to Section 19.34.080(H) of the Zoning Ordinance and the SSP. Under existing conditions, there are two sites with these signs, located at 9039 Sunset Boulevard and 8410 Sunset Boulevard. However, these are not considered commercial off-site signage and were approved by the City for digital art programming purposes (referred to as Art Videos). This project does not permit additional signs of this nature. However, these signs may elect to join the Sunset Strip Billboard District and revise their operations to comply with the proposed off-site signage regulations.

## Digital Signs

Since the time of SSP adoption in 1996, the technologies for digital billboards have changed. Digital billboards consist of clusters of LEDs that display illuminated sign content using a computer that receives images remotely via the Internet. Digital billboards are equipped with lighting sensors and controls to adjust brightness based on ambient light conditions. The display can be dimmed at a specified time and/or a photocell can be installed on the sign that automatically adjusts the brightness of the screen based on ambient light levels. The imagery that is displayed typically consists of a series of static slides, a video or animation sequence, or a combination of both. Digital billboards can also be used to display time-sensitive, location-specific, and/or interactive content. Figure 2-5 shows a typical digital billboard in the daytime and nighttime. The displays are typically controlled remotely through computer software. Operation of LED digital billboards typically requires more energy than a traditional standard billboard, since it consists of numerous LED bulbs that are illuminated during both the daytime and the nighttime. (In contrast, a static billboard consists of several larger light fixtures that are only illuminated during the nighttime.) Energy per standard-size digital billboard in California is estimated to range between 29,000 and 94,000 kilowatt-hours per year. (A standard-sized billboard is 14 feet by 48 feet in size.) By comparison, a typical static billboard that is externally illuminated with halide lamps would be expected to require approximately 7,000 kilowatt-hours per year. (Lamar Advertising Company 2016; Outdoor Advertising Association of America 2016; SDG&E 2014; WireSpring 2016; Young 2010).

One of the goals of the City's planning effort for the Sunset Strip is to facilitate a signage environment that is innovative and noteworthy in contrast to the typical signage that can be found along a less iconic urban roadway.

Other goals include encouraging creativity in off-site signage, developing a framework to better address new sign proposals and new technology, and continuing to attract and welcome visitors to the Sunset Strip. New digital signage along the Sunset Strip would allow for individual and coordinated displays of public art. This project also proposes formation of the Sunset Strip Billboard District, which would involve art displayed on participating billboards and special arts events with billboard displays of public art. The off-site advertising billboards are intended to function as the catalyst for activities such as coordinated daily or weekly art displays and larger cultural events that would occur on an annual or biennial basis, incorporating the City's creative brands and the traditional synergy of layered creative endeavors on the Sunset Strip. The proposed Sunset Strip Off-Site Signage Policy is intended to keep the Sunset Strip iconic by creating an immersive urban experience, promoting good signage design, and protecting and enhancing the value of existing and new signage along the strip. The regulations for limited new digital billboards will allow recent technological advances to be accommodated in a manner that protects sensitive receptors and visual quality, while ensuring that the Sunset Strip is on the forefront of new signage technology and design. To meet these goals, the City is setting forth the proposed regulations to allow for digital billboards and increased creativity in such digital billboards, while ensuring that adverse effects to sensitive receptors and to visual character and quality are reduced and avoided. The City is also setting forth the proposed regulations to comprehensively define its policy relative to off-site signage on the Sunset Strip and to allow for an optimal balance of signage to support the built environment.

## 2.3 Project Details

This section consists of a summary of the proposed regulations and a description of the types of signage developed that could occur upon approval of the proposed regulations. For the complete text of the proposed regulations, see Appendix A of this document. In summary, the proposed regulations would allow for the following:

1. Updated standards, requirements, and guidelines for integrating new billboards into new development and facade remodels that supply major aesthetic improvements to existing buildings;
2. Opportunities for providing a limited number (20) of digital sign faces on the Sunset Strip, either integrated into new development or facade remodel projects, or as conversion from a traditional billboard, if the billboard is on a site with a designated cultural resource; and
3. Updated regulations for modifications to existing static billboards (referred to as "modifications" or "standard modifications").



Photo 1: Example of a digital pole-mounted billboard (daytime)



Photo 2: Example of a digital pole-mounted billboard (evening)

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The project does not propose any new off-site signs or digital conversion of particular billboard faces. Rather, the proposed project provides regulations for how many digital billboard faces would be allowed and for the nature of development projects that could incorporate off-site signage into the project design. All projects that include new billboards as part of new development or facade remodels and conversions of existing billboards would only be permitted by Development Agreement. (Development Agreement projects are included in the City’s -DA overlay zoning district per 19.14.040 of the Municipal Code.) As such, digital conversions and new billboards would therefore respond to specific site conditions and City priorities. The anticipated number and regional location of new billboard faces that would be allowed in conjunction with new development is shown in Table 2-1 (this includes both traditional and digital). The number and distribution of location by Billboard Zone for new digital billboard faces that would be permitted upon project approval is shown in Table 2-2.

**Table 2-1. Existing and Potential Off-Site Sign Faces**

Baseline Existing and Proposed Billboards and Tall Walls			Potential Assumed New Billboards (2032)		
<i>Sunset Strip Geographic Region</i>	<i>Existing Billboard &amp; Tall Wall Faces</i>	<i>Entitled or in Progress Billboard Faces</i>	<i>Potential Second Face</i>	<i>Potential Additional Billboard Faces (with New Development or Facade Remodels)</i>	<i>Total</i>
West Region	33	2 (foreseeable)	1	9	45
Central Region	9	0	0	0	9
East Region	47	2 (entitled)	2	9	60
Total	89	4	3	18	114

**Source:** City of West Hollywood 2017

**Note:** See Figure 2-3 for the boundaries of the geographic regions identified in this table.

**Table 2-2. Existing and Potential Digital Billboards**

Billboard Zone	Entitled or In Progress	Potential New Faces (with New Development or Facade Remodels)	Potential Conversion (by Region)	Total Potential Digital Billboard Faces (2032)
<i>West Region</i>				
Zone 1	0	3	1	3
Zone 2	2 (foreseeable)	3		5
Zone 3	0	4		4
<i>West Region Subtotal</i>				13
<i>Central Region</i>				
Zone 4	0	0	1	1
<i>Central Region Subtotal</i>				1

**Table 2-2. Existing and Potential Digital Billboards**

Billboard Zone	Entitled or In Progress	Potential New Faces (with New Development or Facade Remodels)	Potential Conversion (by Region)	Total Potential Digital Billboard Faces (2032)
<i>East Region</i>				
Zone 5	0	3	1	3
Zone 6	2 (entitled)	2		4
Zone 7	0	2		2
<i>East Region Subtotal</i>				10
<b>Totals</b>	<b>4</b>	<b>17</b>	<b>3</b>	<b>24</b>

**Source:** City of West Hollywood 2017

**Note:** See Figure 2-3 for the boundaries of the geographic regions and billboard zones identified in this table.

The planning horizon for the development of digital billboards, new off-site signage, and standard modifications is assumed to be 15 years. As such, assuming project approval in approximately 2017, the 71 standard modifications, 20 digital billboards, and approximately 18 new billboard faces associated with new development and facade remodels is expected to be developed between 2017 and 2032.

The components of the regulations, (standard modifications, digital billboards, and integration of new off-site signs into new development or faced remodels) are described in detail below.

### Standard Modifications

Existing billboards would be allowed to undergo several types of minor structural or design modifications. As described in Section 1.1, some of the modifications described in this document and in the proposed regulations are currently allowed in the project area. However, this analysis assumes that the proposed project would reinvigorate the overall billboard environment along Sunset Strip, thereby encouraging billboard operators to apply for improvements to their signs. As such, the environmental analysis in this document conservatively assumes that all the existing static billboard faces that do not convert to digital would undergo other modifications over the course of the 15-year study period. This equates to 71 potential modifications. Some existing static billboards that convert to digital may also involve one or more other types of modifications. The following modifications would be permissible, assuming all relevant conditions of the Zoning Ordinance and SSP are met:

- **Replacement Billboards.** An existing billboard could be replaced and upgraded in the same position, location, and dimension as the existing billboard, upon participation in the Sunset Strip Billboard District and upon obtaining an Administrative Permit. Replacement billboards are currently allowed in the project area under existing City policy.
- **Height Adjustment.** Billboards with sightlines that are currently obstructed by trees or buildings may be permitted a one-time opportunity for additional height up to 14 feet above the SSP height limit. Height

adjustments would be subject to Administrative Permit review by the Director of Community Development, and if granted, would require participation in the Sunset Strip Billboard District. Billboard owners would also be required to conduct and provide a sightline study to ensure that the height adjustment would not cause obstructions to other existing outdoor advertising facilities, designated cultural resources, or public viewsheds.

- **Reorientation.** The angle of the face(s) on an existing billboard would be allowed to be adjusted to resolve existing visibility issues. Reorientation would be subject to inclusion in the Sunset Strip Billboard District and an Administrative Permit. Reorientation of a billboard face is prohibited if the proposed new orientation would cause a nuisance, obstruct other existing signage, create a safety hazard, and/or create visual blight. Billboard owners would also be required to conduct and provide a sightline study to ensure that the reorientation would not cause obstructions to other existing outdoor advertising facilities, designated cultural resources, or public viewsheds.
- **Location Adjustment.** The location of a billboard pole would be allowed to be relocated on the same site. Relocation of any pole structures would be subject to inclusion in the Sunset Strip Billboard District and approval of an Administrative Permit. Reorientation of a billboard face is prohibited if the proposed new orientation would cause a nuisance, obstruct other existing signage, create a safety hazard, and/or create visual blight. Any height adjustments or billboard reorientations would also be subject to review as described above. Billboard owners would also be required to conduct and provide a sightline study to ensure that the location adjustment would not cause obstructions to other existing outdoor advertising facilities, designated cultural resources, or public viewsheds.
- **Addition of a Second Billboard Face.** Billboards with one sign face could have a second face added to the backside of the existing face. The intent of allowing a second billboard face is to cover the unsightly supporting back structure of existing single-sided billboards. The addition of a second face is an action that is currently allowed in the project area under existing City policy. Due to the number of single-sided billboards on the Sunset Strip and the restrictions imposed, a survey of the Sunset Strip shows that there are currently three existing billboards that would be allowed to have a second billboard face (see Table 2-1). Approval is subject to inclusion in the Sunset Strip Billboard District and Administrative Permit review. Billboard owners would also be required to conduct and provide a sightline study to ensure that the additional face would not cause obstructions to other existing outdoor advertising facilities, designated cultural resources, or public viewsheds.

### **New Billboards (Static and Digital) and Digital Conversions**

As described in Section 2.2, the City is revising regulations for new off-site signage applications as part of the amendment to the SSP. Under the revised regulations, new off-site signage would be permitted via a Development Agreement in conjunction with new development of a certain density along Sunset Strip. (Development Agreement projects are included in the City's -DA overlay zoning district per 19.14.040 of the Municipal Code.) For a project that includes a new billboard on the north side of the street, the new development would need to be at least 75% of allowable FAR, and for a project on the south side of the street that includes a new billboard, the new development

would need to be 90% of allowable FAR. In addition, the new policy will allow new billboards integrated into facade remodels for buildings that are already over 100% of FAR and that include improvements to the pedestrian realm. For facade remodels, applicants would also be required to conduct and provide a sightline study to ensure that obstructions to other existing outdoor advertising facilities, designated cultural resources, or public viewsheds would not result from the remodel.

The proposed policy language includes comprehensive standards, requirements, and guidelines for digital billboards and limits the number of digital billboards to no more than 20 sign faces constructed over the next 15 years (see Table 2-2 for the allowable billboard locations). Recognizing that the opportunities are valuable and limited, the City is proposing a series of non-preferential lotteries to award opportunities to install digital billboard faces at these 20 locations. The multi-phase lottery system which would provide opportunities for: (a) up to 3 conversions from existing standard billboard faces that are located on sites that have designated cultural resources (e.g., sites with historic buildings that have been officially designated at the local, state or national level); (b) 7 new billboards as part of facade remodels; and (c) up to 10 new billboards integrated into new development (see standards above). Multiple lotteries would occur during this 15-year period. Approval of the selected digital billboards would be allowed to proceed upon completion of the lottery process and upon approval of the associated Development Agreements. All winning lottery projects would be required to enter into a Development Agreement negotiation with the City. If a Development Agreement is not negotiated, the right for digital billboard at that site will no longer be valid.

As stated below, additional CEQA review would be required for any new development and facade remodel projects.

## 2.4 Methodology for Environmental Analysis

### **Standard Modifications**

If the proposed project were approved, existing billboards would be allowed to undergo one of the modifications listed above in Section 2.3, subject to the proposed regulations. As such, this document analyzes the potential environmental effects of allowing one or more of the allowable standard modifications on existing billboards that do not undergo a digital conversion. Because it is currently unknown which of the existing billboard faces would undergo a digital conversion, the specific location and number of existing billboards that would undergo standard modifications is currently unknown. This analysis conservatively assumes that all existing billboards that are eligible for a digital conversion would convert and that the balance would undergo standard modifications, resulting in up to 71 standard modifications. No further CEQA review would be required for the 71 standard modifications.

### **Digital Conversion of Existing Billboards**

If the proposed project were approved, a limited number of existing traditional billboards on sites with a designated cultural resource would be allowed to convert to a digital sign through the lottery process described in Section 2.3 and through a Development Agreement process. This document analyzes the potential environmental effects of installing

and operating a maximum of 3 projects that convert static faces to digital sign faces along Sunset Strip. Each of these conversions must comply with the proposed signage regulations and may be subject to additional conditions set forth in the Development Agreement. No further CEQA review would be required for the 3 digital conversions.

### **In-Progress Digital Billboards**

As shown in Table 2-2, 4 digital billboard faces are anticipated for development projects that are in progress. While these signs are not currently in place, they are planned, approved, and/or reasonably foreseeable digital sign faces. The environmental impacts associated with these digital billboard faces are being evaluated in other CEQA documents. For the purposes of this analysis, they are considered a part of the cumulative scenario for Sunset Strip signage described and analyzed in Section 3.19 of this IS/ND.

### **New Billboards Integrated into New Development or Facade Remodels**

If the proposed project were approved, new billboards would be allowed in the project area through a Development Agreement process, as described in Section 2.3. This IS/ND analyzes the potential environmental effects of installing and operating new billboards along the Sunset Strip, including 17 new digital billboards. New billboards would be required to comply with the proposed signage regulations and may be subject to additional conditions set forth in the Development Agreement. As explained in Section 2.3, the proposed signage regulations would allow for new billboards only in association with facade remodel projects or new development projects. New development projects or facade remodels, including those that integrate new billboards, would be required to undergo separate project-specific CEQA analysis. This is because the nature of future development projects and facade remodels, including the design, location, size, and land use mix of such projects, is currently unknown and is therefore considered highly speculative. Because CEQA requires evaluation of the whole of an action, the CEQA analysis for such future projects would also include any associated new off-site signage that is part of the project.

Note that the type of anticipated facade remodels that could include off-site advertising has some precedent in recent City projects. A facade remodel of sufficient scale to include a new billboard complying with the Sunset Strip Off-Site Signage Policy is likely to include non-structural changes to the exterior of the building, resulting in visual changes, but not altering floor area, land uses, or parking requirements. A typical facade remodel that changes the appearance of a building can be constructed in a shorter time frame than a new development project and would not likely require excavation, site grading, foundation work, or installation of building systems. It is likely that such projects could be determined to be exempt from additional CEQA analysis. However, as the location and full scope of these projects are unknown at this time, the City will evaluate these projects on a case-by-case basis to determine if additional CEQA analysis would be required. To the extent that non-speculative information is available at this time (such as how many sites could potentially undergo one of these projects and what types of activities are associated with facade remodels), it is provided herein. As appropriate, the information in this IS/ND may be incorporated by reference into future CEQA documents for new development or facade remodel projects that include new billboards in their designs.

## Maximum Billboard Development Scenario

As summarized in Table 2-2, 24 digital billboard faces along the Sunset Strip would result over the life of the project (i.e., prior to 2032). It is currently unknown whether all allowable digital conversions would occur, what the timing of such conversions would be, whether all allowable new digital billboards would be constructed, when they would be constructed, and where such new signs would be located. To ensure a conservative analysis, the following assumptions have been made:

- **Digital Conversions.** Up to 3 existing billboard faces could convert to digital. These conversions would likely occur within the first several years after the first lottery is completed.
- **In-Progress Digital Billboards.** The 4 in-progress digital sign faces are anticipated to be constructed by 2021. These digital sign faces are included in the cumulative development scenario that is analyzed in Section 3.19 of the IS/ND.
- **New Billboards.** New billboards (up to 17 of which could be digital) would be integrated into new development and facade remodels via a lottery system, prior to 2032. Note that this is highly speculative, as no projects are currently proposed on the assumed sites, and the rate at which such sites are developed is unknown. Nonetheless, this IS/ND analyzes the potential for new billboards (static and digital) to be constructed and operated.
- **Standard Modifications.** Although the precise number of standard (i.e., non-digital) modifications is currently unknown, it is conservatively assumed to be 71 for the purposes of this analysis. The maximum number of standard modifications occurring in a single year is expected to be approximately 10 standard modifications.

## 2.5 Construction Scenarios

### Standard Modifications

Based on the above assumptions, the proposed project would result in standard modifications for up to 71 billboard faces along the Sunset Strip across a period of 15 years. The City estimates a maximum of 10 standard modifications would occur in a given year. The types of activities that would be involved with each standard modification would vary for each billboard and each type of modification. The construction scenario for a typical modification is expected to be similar to the construction scenario for a digital conversion that is described above. Additional activities would be required for standard modifications that involve pole location adjustments. For adjusting the pole location, a drill rig would be required on the first day of construction and is assumed to operate for 4 hours. If a new foundation is required, an area approximately 35 to 45 feet deep and 5 feet in diameter would be excavated, resulting in approximately 50 cubic yards of excavated soils. Soils would be hauled to the City's designated depository at an Athens facility. Once the new foundation is established, the billboard footing would be placed followed by pouring of concrete to hold the pole in place, which would require a cement truck. Next, a crane would be used to place the billboard column into the footing. As with other types of modifications, the crane is assumed to operate for 4 hours

on both days of construction. Six construction personnel, three roundtrip vendor truck trips per day, and a total of 12 haul truck trips would also be required.

As with the construction scenario for digital conversions, some standard modifications may involve temporary sidewalk closure. In these cases, an encroachment permit would be required for temporary use of the public right of way. The permit includes conditions to ensure the safety of pedestrians and drivers during any closure. So long as the existing billboard is illuminated, power connections will already be in place at the site of the billboard. Because the majority of off-site signage along the Sunset Strip is currently illuminated, it is assumed that no ground disturbance would be required to provide power to modified billboards.

### **Digital Conversion of Existing Billboards**

Based on the above assumptions, the proposed project would result in a maximum of 3 digital conversions along the Sunset Strip across a period of 15 years, with a maximum development intensity of up to 3 conversions within the first several years after policy approval. The types of activities that would be involved with each digital conversion would vary for each billboard. However, a typical digital conversion process has been assumed for all billboard faces for the purpose of this environmental analysis. The typical process would require 2 days for installation of the digital sign face, as described below. The equipment would be delivered and installed on day one of construction. On day two, the connections for power and the sign content would be installed and equipment would be removed from the site.

The materials required for a digital sign would vary, depending on the size and design of the sign. It is assumed that each digital conversion would require approximately three roundtrip vendor truck trips per day and a total of four haul truck trips. Approximately six construction workers would be required per day. One crane would be required, which would be expected to operate for 4 hours on each day of construction. In the event that construction activities require temporary sidewalk closure, an encroachment permit would be required for temporary use of the public right of way. The permit includes conditions to ensure the safety of pedestrians and drivers during any closure. Digital conversions are likely to switch the orientation of the sign face from horizontal orientation to vertical. So long as the existing billboard is currently illuminated, power connections will already be in place at the site of the billboard. Because the majority of off-site signage along the Sunset Strip is currently illuminated, it is assumed that no ground disturbance would be required to provide power to digital billboards.

### **New Billboards**

Construction activities for new billboards would be similar to the process for standard modifications and digital conversions identified above. Specifically, new billboards may have their own poles or free-standing support structures; as such, there is the potential that new billboards could also result in ground disturbing activities, with excavation of holes that are 35 to 45 feet in depth.

## 2.6 Operational Scenarios

### **Digital Conversion of Existing Billboards**

Operation of existing billboards that have converted to digital billboards would not result in daily operational vehicle trips to the billboard locations. It is assumed that the digital billboard faces would use electrical power provided at the sign location and that no generators or other sources of electricity would be required. It is anticipated that each digital billboard face would consume between 29,000 and 94,000 kilowatt-hours of electricity per year (SDG&E 2014). Digital billboard faces would be required to operate in accordance with the proposed regulations summarized in Section 2.3 and included as Appendix A. Little to no maintenance activities are required for digital billboards. The lightbulbs in digital billboards typically have a lifespan of approximately 5 years. As such, it is assumed that each digital billboard face would require new lightbulbs once every 5 years. Note that LED bulbs are expected to become more efficient over time, so with each bulb replacement, the energy usage per billboard is expected to decrease. When the old bulbs are removed, they would be transported to a solid waste facility that is approved to safely handle electronic waste.

The proposed Sunset Strip Off-Site Policy would require that all conversions to digital billboards offset all new energy usage through purchase of renewable energy credits and/or construction of on-site renewable energy resources. In the case of a digital billboard replacing a traditional billboard, the energy credits would be calculated based on the net increase in energy usage.

### **Standard Modifications**

Billboards that undergo height alterations, reorientation of the face(s), or adjustments in pole location would require little to no maintenance activities relative to the minor maintenance activities that already occur for such billboards, such as copy changes and lightbulb replacement.

### **New Billboards**

The operational scenario for new digital billboards would be the same as the operational scenario described above for existing billboards that have converted to digital. As with digital conversion, the proposed Sunset Strip Off-Site Policy would require that all new digital billboards offset all new energy usage. The calculation for the net increase in energy usage would be based on new energy usage associated with the new digital billboard. Additional details are provided in Appendix A.

The operational scenario for new static billboards would be generally the same as the operational scenarios for existing static billboards. This generally entails advertising copy changes and occasional lightbulb replacements. The advertising copy changes generally occur one time per month and involve one roundtrip truck trip with two to four workers. Application of copy to a billboard face typically entails installation of staging and safety rigging on the top of

the billboard structure and affixing the copy to the billboard face. The copy that is removed is generally recycled or returned to the advertiser. Installation of new advertising copy generally takes approximately 4 hours. The use of heavy equipment is not generally required for copy changes.

### **Sunset Strip Billboard District**

New off-site signage, digital billboards, billboards that undergo a standard modification, and existing tall wall signs that undergo modifications would be required to become members of the Sunset Strip Billboard District. Off-site signs that are part of the district would have minimum requirements for arts programming and would also be required to participate in a biennial or annual special arts event. During the special events, regular billboard programming would be interspersed with arts programming. Such events are anticipated to last for several days (for example, over the course of a weekend). The specific nature of such future events is currently unknown. The events may be targeted toward existing travelers and visitors to the Sunset Strip, but could potentially build in popularity over time. Any events associated with the Sunset Strip Billboard District would occur in conformance with the City's requirements for special events, which include standards to support safety in the event vicinity. The City's protocol for special events includes measures to protect traffic flow and to facilitate pedestrian and traffic safety.

## **2.7 Required Permits and Approvals**

The following approvals would be required prior to incorporating the proposed regulations into the Zoning Ordinance and into the SSP:

- **City of West Hollywood Planning Commission.** Approval of the proposed zoning text amendments and the proposed SSP amendments.
- **City of West Hollywood City Council.** Approval of the proposed zoning text amendments and the proposed SSP amendments.

### **References**

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Young, Gregory. 2010. *Illuminating the Issues: Digital Signage and Philadelphia's Green Future*. Accessed December 9, 2016. [http://www.energy.ca.gov/appliances/2013rulemaking/documents/responses/Lighting\\_12-AAER-2B/Ban\\_Billboard\\_Blight\\_Comments\\_and\\_Report\\_2013-05-09\\_TN-70730.pdf](http://www.energy.ca.gov/appliances/2013rulemaking/documents/responses/Lighting_12-AAER-2B/Ban_Billboard_Blight_Comments_and_Report_2013-05-09_TN-70730.pdf).

### 3 INITIAL STUDY CHECKLIST

#### ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED

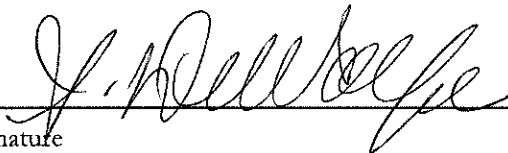
The environmental factors checked below would be potentially affected by this project, involving at least one impact that is a “Potentially Significant Impact,” as indicated by the checklists on the following pages.


- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Aesthetics                 | <input type="checkbox"/> Agriculture and Forestry Resources | <input type="checkbox"/> Air Quality                        |
| <input type="checkbox"/> Biological Resources       | <input type="checkbox"/> Cultural Resources                 | <input type="checkbox"/> Geology and Soils                  |
| <input type="checkbox"/> Greenhouse Gas Emissions   | <input type="checkbox"/> Hazards and Hazardous Materials    | <input type="checkbox"/> Hydrology and Water Quality        |
| <input type="checkbox"/> Land Use and Planning      | <input type="checkbox"/> Mineral Resources                  | <input type="checkbox"/> Noise                              |
| <input type="checkbox"/> Population and Housing     | <input type="checkbox"/> Public Services                    | <input type="checkbox"/> Recreation                         |
| <input type="checkbox"/> Transportation and Traffic | <input type="checkbox"/> Utilities and Service Systems      | <input type="checkbox"/> 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.

  
\_\_\_\_\_  
Signature

  
\_\_\_\_\_  
Date

## EVALUATION OF ENVIRONMENTAL IMPACTS

1. A brief explanation is required for all answers except “No Impact” answers that are adequately supported by the information sources a lead agency cites in the parentheses following each question. A “No Impact” answer is adequately supported if the referenced information sources show that the impact simply does not apply to projects like the one involved (e.g., the project falls outside a fault rupture zone). A “No Impact” answer should be explained where it is based on project-specific factors as well as general standards (e.g., the project will not expose sensitive receptors to pollutants, based on a project-specific screening analysis).
2. All answers must take account of the whole action involved, including off-site as well as on-site, cumulative as well as project-level, indirect as well as direct, and construction as well as operational impacts.
3. Once the lead agency has determined that a particular physical impact may occur, then the checklist answers must indicate whether the impact is potentially significant, less than significant with mitigation, or less than significant. “Potentially Significant Impact” is appropriate if there is substantial evidence that an effect may be significant. If there are one or more “Potentially Significant Impact” entries when the determination is made, an Environmental Impact Report (EIR) is required.
4. “Negative Declaration: Less Than Significant With Mitigation Incorporated” applies where the incorporation of mitigation measures has reduced an effect from “Potentially Significant Impact” to a “Less Than Significant Impact.” The lead agency must describe the mitigation measures, and briefly explain how they reduce the effect to a less than significant level (mitigation measures from “Earlier Analyses,” as described in (5) below, may be cross-referenced).
5. Earlier analyses may be used where, pursuant to the tiering, program EIR, or other CEQA process, an effect has been adequately analyzed in an earlier EIR or negative declaration. Section 15063(c)(3)(D). In this case, a brief discussion should identify the following:
  - a. Earlier Analysis Used. Identify and state where they are available for review.
  - b. Impacts Adequately Addressed. Identify which effects from the above checklist were within the scope of and adequately analyzed in an earlier document pursuant to applicable legal standards, and state whether such effects were addressed by mitigation measures based on the earlier analysis.
  - c. Mitigation Measures. For effects that are “Less than Significant with Mitigation Measures Incorporated,” describe the mitigation measures which were incorporated or refined from the earlier document and the extent to which they address site-specific conditions for the project.
6. Lead agencies are encouraged to incorporate into the checklist references to information sources for potential impacts (e.g., general plans, zoning ordinances). Reference to a previously prepared or outside document should, where appropriate, include a reference to the page or pages where the statement is substantiated.
7. Supporting Information Sources: A source list should be attached, and other sources used or individuals contacted should be cited in the discussion.

8. This is only a suggested form, and lead agencies are free to use different formats; however, lead agencies should normally address the questions from this checklist that are relevant to a project’s environmental effects in whatever format is selected.
9. The explanation of each issue should identify:
  - a. The significance criteria or threshold, if any, used to evaluate each question; and
  - b. The mitigation measure identified, if any, to reduce the impact to less than significance.

### 3.1 Aesthetics

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Have a substantial adverse effect on a scenic vista?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Substantially damage scenic resources including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Substantially degrade the existing visual character or quality of the site and its surroundings?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

a) *Would the project have a substantial adverse effect on a scenic vista?*

**Less Than Significant Impact.** There are no officially designated scenic vistas in the City (City of West Hollywood 2010). However, views of the Hollywood Hills and the Los Angeles Basin are available from Sunset Boulevard. Note that the City does not have policies for protection of private views; as such, this analysis addresses views from public vantage points. As described in the Sunset Specific Plan, public views of the Hollywood Hills and the Los Angeles Basin are available through open spaces between buildings that provide unobstructed views from the ground to the sky (“view corridors”), from open plazas or patios accessible from the street level that provide expansive views (“view terraces”), and from openings through buildings that provide a clear view from street level (“view portals”). Preservation of views is encouraged by the Sunset Specific Plan, and enhancement of views through incorporation of view corridors, view terraces, or view portals into the design of new development is required at 13 specified sites along the Sunset Strip. Because digital conversions and/or standard modifications would occur at the sites of existing billboards, they do not constitute new development that is subject to the SSP requirements of incorporating view corridors, view terraces, or view portals into the design of development projects. The proposed regulations

set forth provisions to ensure that any changes to existing billboards and new billboards associated with facade remodels do not compromise any of these viewsheds identified in the SSP.

The proposed project would result in a maximum of 3 digital conversions, new billboards (up to 17 of which can be digital), and minor structural modifications to existing billboard faces (“standard modifications”). Standard modifications, digital conversions, and installation of new billboards (static and digital) would occur in a phased process between the time of project approval (anticipated to occur in 2017) and approximately 2032. Each of these components is addressed below relative to potential effects of policy implementation on scenic vistas.

### **Standard Modifications**

Standard modifications would allow for existing billboards to undergo minor structural changes. Possible changes include the following: replacement of the billboard in the same position, location, and dimension; alteration in height, orientation, or location; and, for single-faced billboards only, addition of a second face. Certain standard modifications would not have the potential to affect existing scenic vistas. For example, the addition of a second face to the backside of an existing billboard structure would not obstruct any scenic vistas that are currently available. The second face would merely cover the exposed supporting back structure of an existing billboard and would not substantially alter existing sightlines. Conversely, standard modifications involving changes in height, location, or orientation of an existing billboard face would have the potential to alter a billboard structure such that an existing view could become obstructed. However, the majority of existing billboards are located on developed properties and are integrated into existing development such that the billboards themselves do not obstruct views of the Los Angeles Basin or the Hollywood Hills. While billboards are a prominent visual feature along the Sunset Strip, they are generally not sized or positioned such that they obstruct public views to the north and south. The billboards are positioned so that they are visible to east-west travelers along Sunset Boulevard, not to observers who are looking north toward the Hollywood Hills or south towards to the Los Angeles Basin.

For the reasons described above, it is unlikely that the proposed standard modifications would result in substantial, adverse impacts to scenic vistas along the Sunset Strip. Nonetheless, the proposed regulations set forth numerous restrictions specifically designed to avoid the creation of new view obstructions within the project area. As shown in Section 2.3, modifications involving changes in height, size, location, and orientation, as well as the addition of a second face, would require a sightline study. The sightline study must show that sightlines to nearby outdoor advertising facilities, designated local, state and national cultural resources, and public viewsheds identified for view protection and enhancement in the Sunset Specific Plan are not additionally impeded by the repositioning of the billboard. Photo simulations, plan views identifying primary site lines, and 3D massing studies would be required components of the sightline study.

As such, the proposed regulations have been designed to preclude future standard modifications from resulting in substantial adverse effects to scenic vistas.

#### **Digital Conversion of Existing Billboards**

Conversion of existing billboard faces from static to digital would not have the potential to obstruct existing scenic vistas that may be available from public spaces along Sunset Boulevard. Such conversions would not involve substantial changes in the size or height of the sign face. While the orientation of the sign face may change upon a digital conversion (for example, a horizontal sign face may be converted to a vertical sign face), this type of change would not be expected to adversely affect a scenic vista. As described above, existing billboards are generally oriented perpendicular to the Hollywood Hills and the Los Angeles Basin, such that they are visible to east-west travelers along Sunset Boulevard. As such, existing billboards do not generally obstruct views to the north and south along Sunset Boulevard. As such, the conversion of existing billboard faces from static to digital would not substantially affect any existing scenic vistas. The sightline criteria described above would also be required for digital conversions and would protect and enhance public viewsheds designated in the SSP, as well as views to and from existing off-site advertising assets.

#### **New Billboards Integrated into New Development or Facade Remodels**

Under the proposed regulations, new billboards would be allowed if integrated into new development or facade remodels and upon compliance with the proposed Sunset Strip Off-Site Signage Policy. New billboards would have the potential to partially obstruct or compromise public views of the Hollywood Hills and/or the Los Angeles Basin. However, provisions have been included in the proposed Sunset Strip Off-Site Signage Policy to prevent new billboards from obstructing these public views. For example, sightline studies would be required for all new billboards installed in association with facade remodels, and new billboards must be integrated into the building face, preventing new billboards from protruding above or beyond a building facade. As such, new billboards that comply with the proposed regulations are not expected to result in substantial adverse effects to scenic vistas.

While the policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects to scenic vistas resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

**Summary**

There are no officially designated scenic vistas in the City (City of West Hollywood 2010). Nevertheless, new billboards and modifications to existing billboards undertaken pursuant to the proposed Sunset Strip Off-Site Signage Policy are not anticipated to substantially alter existing public views of the Hollywood Hills and the Los Angeles Basin for the reasons provided above. The proposed regulations have been designed to prevent changes in billboard height, location, and orientation that would interfere with public viewsheds. Additionally, design standards have been included in the policy to prevent new billboards from obstructing public views. For these reasons, effects on scenic vistas resulting from the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

**b) *Would the project substantially damage scenic resources including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?***

**No Impact.** The nearest officially designated State Scenic Highway is a portion of State Highway 2 that extends through the San Gabriel Mountains, beginning just north of the City of La Cañada Flintridge (Caltrans 2011). The portion of State Highway 2 that is officially designated as a State Scenic Highway is located approximately 12 miles northwest of the proposed project area. Due to this distance, the proposed project area is not within the viewshed of this State Scenic Highway. Therefore, no impact on scenic resources within a state scenic highway would occur.

**c) *Would the project substantially degrade the existing visual character or quality of the site and its surroundings?***

**Less Than Significant Impact.** Under existing conditions, the Sunset Strip is a brightly lit, vibrant urban corridor with high volumes of vehicular and pedestrian traffic. It is developed with numerous attractions that support both daytime entertainment and nightlife. Along the Sunset Strip, there are currently 74 existing billboard faces and 15 tall wall signs. Under existing conditions, there are also 4 digital screens that have been installed as video art. The proposed project would result in the conversion of up to 3 existing static billboard faces to digital, minor structural modifications to a maximum of 71 existing billboard faces along the 1.6-mile Sunset Strip, and new billboard faces (17 of which could be digital). Standard modifications, digital conversions, and installation of new billboards (static and digital) would occur in a phased process between the time of project approval (anticipated to occur in 2017) and approximately 2032. The incremental conversion of a limited number of existing static billboard faces to digital, minor structural adjustments in other billboards, and the installation of new billboards (static and digital) would alter the visual character of the Sunset Strip. However, these changes to the existing billboard environment are subject to the regulations set forth in the Sunset Strip Off-Site Signage Policy, which are intended to enhance the visual character of the Sunset Strip through standards related to building design, integrations of billboards and architecture, design

excellence, and the addition of public art. Implementation of this policy would not substantially degrade the existing visual character or quality of the project area, as further described in the paragraphs below.

### **Standard Modifications**

Standard modifications would allow for existing billboards to undergo minor structural changes. Possible changes include the following: replacement of the billboard in the same position, location, and dimension; alteration in height, orientation, or location; or, for single-faced billboards only, addition of a second face. The potential for these changes to adversely degrade the visual quality of the Sunset Strip is described below for each allowable change.

#### **Replacement in Place**

Replacing billboards in the same position, location, and dimension would not have the potential to substantially alter the visual character or quality of the Sunset Strip. As the Sunset Strip is known for its environment of multiple billboard faces and consistently changing billboard content, some minor updates could be made to replaced billboards, such as the color or style of the pole structure, and these changes would not substantially alter the appearance of billboards on the Sunset Strip such that an adverse effect to visual character or quality would occur. Minor changes in design without changing location, position, or dimension of billboards would not be highly noticeable to viewers in the project area or vicinity of the 1.6 miles Sunset Strip with an existing inventory of 89 off-site sign faces.

#### **Height Modifications**

Under the proposed project, existing billboard structures may be raised by 14 feet, if the billboard has sightlines that are currently obstructed by trees or buildings. Billboards that currently exceed the allowable height in the Sunset Specific Plan may be either kept at the same height or lowered so as not to exceed the height limit. Changes in the heights of numerous billboards along the Sunset Strip may represent a noticeable change in the visual environment. For example, a billboard that is raised by 14 feet may become visible from properties or nearby roadways where it was previously obstructed by other development or landscaping. However, due to the unique baseline visual conditions of the Sunset Strip, in combination with the required sightline and viewshed analyses described under Section 2.3 and Section 3.1(a), such changes would not cause a substantial degradation in the visual character or quality of the Sunset Strip.

Under existing conditions, the heights of billboards, tall wall signs, and other structures vary greatly along the Sunset Strip. The building heights range from single-story structures (typically 10 feet in height) to buildings that are over 100 feet in height. Examples include the building at 9000 Sunset Boulevard (14 stories, or 194 feet, in height), the building at 9229 Sunset Boulevard (144 feet in height), the building at 9200 Sunset Boulevard (195 feet in height), the building at 9201 Sunset Boulevard (140 feet in height), the Mondrian hotel building at 8440

Sunset Boulevard (147 feet in height), and the Andaz West Hollywood hotel building at 8401 Sunset Boulevard (150 feet in height). The building at 8560 Sunset Boulevard has tall wall signs that are 118 feet in height and 99 feet in height, and the building at 8440 Sunset Boulevard has a tall wall sign that is 112 feet in height. In contrast, there are numerous single-story structures along the Sunset Strip, such as the Tower Records building at 8801 Sunset Boulevard (one story), the Rainbow Bar and Grill at 9015 Sunset Boulevard (one story), and the Coffee Bean and Tea Leaf at 8789 Sunset Boulevard (one story). Given the existing variations in the height of structures along Sunset Strip, as well as the proposed restrictions in billboard height modifications, extensions in the height of existing billboards by a maximum of 14 feet or lowering of billboards to meet Sunset Specific Plan requirements would not represent a substantial change in the visual character of the project area or the surroundings such that the existing visual character or quality is degraded.

Furthermore, under the proposed regulations, extensions in height would only be allowed if a proven visual obstruction would be resolved. As such, changes in height would be limited to billboards that are currently being blocked or partially blocked from view. As such, height extensions would resolve overlapping signage and other visual obstructions and may, therefore, represent an improvement in visual conditions. Before a billboard owner proceeds with a height modification, the owner would be required to conduct a sightline study to ensure that altering the height would not create a new visual obstruction. The existing variations in height along the Sunset Strip, in conjunction with the proposed limitations on the extent of billboard height modifications, would ensure that future height modifications do not degrade the visual character or quality of the Sunset Strip and its surroundings.

#### Orientation and Location

Minor changes in the orientation of a billboard face and/or the location of the pole structure would not substantially alter the visual character or quality of the Sunset Strip. As with height modifications, a sightline study would be required to determine whether or not such changes would cause a new visual obstruction. This requirement would protect existing views along the Sunset Strip, thereby ensuring that visual character would not change to the extent that the visual environment is substantially degraded. Furthermore, the changes in orientation and/or location would allow billboard owners to resolve existing visibility issues, land use compatibility issues, and/or to reduce the number of pole structures. As such, changes in orientation and location could in fact improve visual quality by resolving existing visual issues such as unnecessary pole structures and overlapping signs.

#### Addition of a Second Face

The addition of a second face on single-sided billboards would not substantially alter the visual character or quality of the Sunset Strip. The purpose of this modification is to allow billboard owners to cover the unsightly supporting back structure of an existing billboard. As such, adding a second face may in fact

improve the visual quality of sites that have existing single-sided billboards with exposed back structures. Under the proposed regulations, the allowable changes that can be made to a billboard upon addition of a second face are limited. For example, the height cannot increase. If the height currently exceeds the height limit established in the zoning ordinance, the billboard height must be reduced to comply with the height limitations established in the Sunset Specific Plan. As described above under “height modifications,” minor changes in billboard height within the project area would not have a substantial adverse effect on the visual character or quality of the project area. By allowing the addition of second face within the parameters established in the proposed regulations, the project would allow for improvements in the visual quality of existing billboard structures that may currently be unsightly while ensuring that the addition of a second face does not create a new impairment to visual character or quality.

Overall, standard modifications would represent minor changes in the visual character of existing billboards. Such modifications would be limited in scope by the proposed regulations, which would protect the Sunset Strip from degradation caused by highly obstructive or otherwise drastic alterations to existing billboards. Furthermore, the proposed changes would occur on existing billboards; as such, the properties and surfaces on which standard modifications would occur have already undergone substantial alteration by the presence of existing advertising images. As such, the modifications to existing billboards that may occur under the proposed project would not represent substantial degradation in the existing visual character or quality of the Sunset Strip or its surroundings.

#### **Digital Conversion of Existing Billboards**

Across the 1.6-mile Sunset Strip, the proposed conversion of up to 3 existing billboard faces from static to digital would change the existing visual character of the Sunset Strip and its surroundings. However, these digital conversions would not substantially degrade the visual character or quality of the project area. Rather, they would be generally consistent with the existing bright, urban area and wide variety in signage that currently characterizes the Sunset Strip. For digital conversions, as well as new billboards, the content would include an arts programming component, which is intended to enhance the viewing experience and provide a consistent high-quality alternative to advertising. Furthermore, the visual changes attributable to digital conversions would occur on existing billboards, where advertising copy already exists. The appearance of the billboard surfaces would change from static images to digital imagery. Unlike static billboards, digital billboards would introduce moving images and/or changing static images to billboard surfaces, which would change the aesthetic of the off-site advertising environment along the Sunset Strip. The proposed regulations set forth numerous restrictions specifically designed to reduce the potential for digital imagery to adversely affect the visual character and quality of the project area. As shown in Section 2.3, the following regulations would impose limits on the operation of digital signs such that the project would not represent a substantial change to the existing appearance of the Sunset Strip.

### **New Billboards Integrated into New Development or Facade Remodels**

Under the proposed regulations, new billboards would be allowed if integrated into new development or facade remodels and upon compliance with the proposed Sunset Strip Off-Site Signage Policy. Of the new billboard faces, up to 17 could be digital. The new billboards, both digital and static, would have the potential to change the character and visual quality of the project area by introducing new visual elements and by altering the overall aesthetic of the off-site signage environment. However, provisions have been included in the proposed Sunset Strip Off-Site Signage Policy to prevent new billboards from leading to degradation in visual character or quality. For example, the policy dictates architectural standards for integration of signage into buildings, sets a threshold for design excellence, and requires arts programming, which will create visual interest and cohesion on off-site signage. In addition, the policy limits the number of new signage opportunities in specific areas along the Sunset Strip to avoid clustering of digital signs. It is the intent of the policy to improve and protect the visual character and quality of the Sunset Strip, and new billboards that comply with the proposed regulations are not expected to substantially degrade the visual character or quality of the project area.

While the policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects to visual character and quality resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

### **Summary**

For the reasons described above, new billboards and modifications to existing billboards undertaken pursuant to the proposed Sunset Strip Off-Site Signage Policy are not anticipated to represent substantial changes in the existing visual conditions of the Sunset Strip or the surrounding areas such that the visual character or quality of these areas would be substantially degraded. As described above, the proposed regulations set forth a number of standards that would prevent new billboards and changes to existing billboards from causing visual blight or new obstructions. Furthermore, colorful signage, lights, and entertainment are an integral part of the existing visual environment along the Sunset Strip. The prominent billboards are part of the historical and expected visual environment within the project area. Baseline visual conditions are characterized by an abundance of signs, pedestrian and automobile traffic, entertainment venues, and other visual elements contributing to a vibrant and visually rich urban scape. Accordingly, minor alterations in the physical characteristics of existing billboard structures, a limited number of digital conversions along the Sunset Strip, and a limited number of new billboards would not represent a change over these unique baseline conditions

to the extent that the existing visual character or quality of the project area would become substantially compromised. Additionally, goals for the City's planning effort for the Sunset Strip include facilitating a signage environment that is innovative and noteworthy and that would propel the Sunset Strip into the forefront of unique, creative outdoor media, consistent with its history of renowned signage. By allowing for a number of digital conversions along the Sunset Strip, by allowing existing billboards to make a number of minor modifications in structure, and by allowing for a limited number of new billboards implemented in a well-designed and visually integrative manner, the proposed project would support increased innovation and would allow the Sunset Strip to better support an updated, creative outdoor media environment. Therefore, although the appearance of Sunset Boulevard could change upon approval of the proposed project, these changes would support the planning and design goals for the project area and would be consistent with the vibrant, urban character of the project area. For these reasons, impacts related to visual character and quality resulting from the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

### **Shade and Shadow**

**Less Than Significant Impact.** The City of West Hollywood does not define a specific threshold for significant shade/shadow impacts; therefore, this analysis uses the City of Los Angeles shade and shadow threshold to determine significance for the purposes of this analysis, which is commonly accepted as a reasonable threshold for the region. Specifically, the L.A. CEQA Thresholds Guide states that "A project impact would normally be considered significant if shadow-sensitive uses would be shaded by project-related structures for more than three hours between the hours of 9:00 a.m. and 3:00 p.m. Pacific Standard Time (between late October and early April), or for more than four hours between the hours of 9:00 a.m. and 5:00 p.m. Pacific Daylight Time (between early April and late October)" (City of Los Angeles 2006). Shade-sensitive uses generally include routinely useable outdoor spaces associated with residential, recreational, or institutional land uses; commercial uses, such as pedestrian-oriented outdoor spaces or restaurants with outdoor eating areas; nurseries; and existing solar collectors/panels.

### **Digital Conversions and Standard Modifications**

There is the potential that an existing billboard adjacent to a shade-sensitive use would undergo a digital conversion or a standard modification as a result of the proposed project. Digital conversions alone would not have the potential to substantially alter the shade or shadow cast by an existing billboard structure, since conversion of an existing static sign face to a digital sign face would not alter the size of the billboard. Standard modifications involving changes in height, orientation, and/or location, or the addition of a second face, would have the potential to alter the shade/shadow produced by an existing billboard structure in either size, length, and/or location. However, billboard structures are small in massing relative to most other structures along the Sunset Strip. As such, the shadows cast by billboards are typically small and are subsumed within shadows created by nearby buildings and structures. While some existing billboards may

extend above adjacent buildings, the shadow cast by a typical billboard structure is long and narrow and rarely covers the entirety of a structure or a property. Additionally, many of the buildings adjacent to billboard structures are commercial in nature with limited outdoor space and shade sensitive uses. As such, minor changes in the height, orientation, and location of a billboard structure or the addition of second face would not represent the creation of a substantial new shadow that would adversely affect surrounding land uses. Rather, the existing long, narrow shadows produced by billboards may shift and/or slightly lengthen or shorten. These minor changes would not trigger the thresholds described above (i.e., a standard modification would not change an existing billboard to the extent that a shade-sensitive use that is not currently shaded by the billboard would become shaded for more than three or four hours by the modified billboard structure).

As noted above, the Sunset Strip is developed with buildings and signage that vary widely in size and height. Given this unique baseline setting, minor changes in the shape, size, or length of billboard shadows along the Sunset Strip would be negligible in the context of the range of shadows that are currently cast by the wide variety of buildings and signage along the Sunset Strip. For these reasons, changes in existing billboard structures attributable to the proposed project are not expected to produce substantial new shade and shadow in the project area such that a shade-sensitive use would be adversely affected. Impacts involving shade and shadow resulting from digital conversions and standard modifications would therefore be less than significant.

#### New Billboards Integrated into New Development or Facade Remodels

New billboards would have the potential to create new shade and shadow effects in the project area. However, provisions have been included in the proposed Sunset Strip Off-Site Signage Policy that would generally prevent new billboards from generating substantial shade and shadow effects. For example, new billboards must be integrated into the building face, preventing new billboards from protruding above or beyond a building facade. As such, new billboards that comply with the proposed regulations are not expected to result in substantial, adverse shade/shadow effects.

While the proposed Sunset Strip Off-Site Signage Policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential shade/shadow effects resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

d) *Would the project create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?*

**Less Than Significant Impact.** The existing lighting conditions along Sunset Boulevard include a variety of light sources that contribute to a brightly illuminated outdoor urban environment. The streets and sidewalks along Sunset Boulevard have a relatively high illumination consistent with the vehicular design standards for a high volume arterial street. The public right of way is surrounded on both north and south with commercial properties where parking lot lights and exterior building lighting is frequent. Within this well-illuminated context, lighted billboards and signs are prominent but are not excessively bright in comparison to their surroundings.

Additional lighting or lighting in new locations along the Sunset Strip could result in potential effects if new sources of light trespass were introduced and if the light trespass were to affect light-sensitive receptors such that daytime or nighttime views would become adversely affected. Light-sensitive receptors are generally considered residential properties, and also may include hotel, hospital or nursing home uses, where excessive light at night may impact the use of the property. Light trespass is measured in terms of illuminance in a unit of measurement called a “footcandle,” which is the illuminance on a one-square-foot surface coming from a uniform source of light.

Along Sunset Boulevard, most residential properties are set back behind the commercial properties that front onto Sunset Boulevard. The slope to the north and south of Sunset Boulevard significantly affects the visibility of the signs from residential properties. To the north, the properties are typically situated well above the elevation of Sunset Boulevard, and in most locations, properties are well above the top elevation of illuminated signs. To the north of Sunset Boulevard, the ambient light levels at residential streets and properties are very low, so the light at these properties from signs on Sunset Boulevard may be more noticeable. However, most of the existing illuminated signs are located and directed such that there are few locations where signs project significant light trespass or glare. The distance from Sunset Strip properties to adjacent residential properties varies considerably. The properties within close proximity are 250 feet to 300 feet away from the existing signs on Sunset Boulevard. To the south of Sunset Boulevard, the residential properties are below the elevation of Sunset Boulevard and well below the elevation of the illuminated signs. Signs located on the south side of Sunset Boulevard have the potential to create light trespass and or glare due to the difference in elevation. However, most of the existing illuminated signs are located and directed such that there are few locations where signs project significant light trespass or glare.

The proposed project would change the existing lighting environment in the project area. Digital conversions would replace existing static illuminated signs with LED screens. Additionally, digital conversions may also involve reorientation of a billboard face from horizontal to vertical, which would change the surface area that is illuminated. Some billboards that are being converted to digital may also undergo one or more of the allowable standard modifications. Standard modifications (to either digital or static billboards) would not involve a substantial change in billboard illuminance light trespass; however, a reoriented billboard face, a billboard that undergoes a height or location adjustment, and the addition of a second face to a single-sided

billboard are changes that would have the potential to slightly alter the location or shape of the illuminated sign surface area, thereby resulting in slight alterations in where the light from the billboards falls. New billboards (static or digital) would involve new sources of lighting. Such changes in lighting could cause a light trespass or glare impacts under the following conditions:

- The sign light source (LED, metal halide lamps, or other technology) projects toward an adjacent property, and is close enough to create substantial light at the property line.
- The sign surface area is great enough to create substantial light at the property line.
- The sign surface is bright enough to create glare, which is a high contrast condition when the sign surface brightness is compared to the surrounding brightness.
- North facing (northeast to northwest) signs from the south side of Sunset Boulevard may be a source of glare to residential properties to the north of Sunset Boulevard.
- Signs along the south side of Sunset Boulevard may create light trespass to residential properties down the slope, south of Sunset Boulevard.

Under existing regulatory conditions, there are no quantitative standards for the amount of light or light trespass that off-site signs are allowed to produce. The City's existing regulations and design guidelines pertaining to light from signs are listed below:

*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

*City of West Hollywood Municipal Code, Section G-12.040 Building Design and Architecture.*

6. Lighting

- f. All lighting should be shielded to confine light spread within the site boundaries. Lighting should be provided from half-an-hour after sunset to half-an-hour before sunrise at all exits, entrances, loading areas, parking lots, plazas, and alleys. An average of one foot candle evenly distributed across properties is the suggested minimum. Up to two foot candles may be appropriate at entrances, exits and loading areas.
- j. Illuminate signs and billboards from above, not below.

*City of West Hollywood Municipal Code, Section G-34.250 Sign Illumination.*

Shield the light source. Whenever direct lighting fixtures are used (fluorescent or incandescent), care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way. Signs should be lighted only to the minimum level required for nighttime readability.

Sections G-12.040 and G-34.250 contain non-mandatory guidelines for On-Site Signage and Buildings, and Sections 19.34.060 and 19.34.040 apply to on-site signs as well. The signs that would be modified and/or constructed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be off-site signs. (On-site signs advertise something that is sold or produced on the premises, whereas off-site signs identify a use, facility, service, or product that is not located, sold, or manufactured on the same premises as the sign.) As such, the existing lighting requirements for signs in the Municipal Code do not apply to the signage that would be modified and/or constructed pursuant to the proposed Sunset Strip Off-Site Signage Policy.

As such, the proposed Sunset Strip Off-Site Signage Policy includes new regulations that would provide quantitative standards to limit the amount of light trespass. The new lighting regulations would apply to digital conversions, standard modifications involving repositioning, relocating, or other changes in lighting, new billboards (digital and static), architectural lighting, temporary creative off-site signage installations, and tall wall signs that are modified pursuant to the proposed regulations. The proposed regulations were developed for the City using state lighting standards as well as lighting design recommendations established by the Illuminating Engineering Society of North America (IESNA). The purpose of the proposed regulations is to allow sufficient brightness and flexibility for billboard operators and advertisers, while limiting the off-site light trespass and glare. Compliance with the following standards from the proposed regulations would ensure that light and glare impacts caused by the proposed project would not adversely affect daytime or nighttime views:

- Sign illuminance (which is measured in footcandles) would not exceed 1.4 footcandles at any adjacent residentially zoned property line.

- Sign luminance (which is measured in candelas per meter squared) would be limited to 6,000 candelas per meter squared during the daytime and 300 candelas per meter squared in the evenings.
- Digital signs would reduce luminance during times of overcast weather to the required evening luminance levels.
- Transitions in illuminance of digital signs between daytime and nighttime and between sunny weather and overcast weather would occur at a smooth rate of change over the course of 20 minutes.

These regulations were established using a combination of local and state standards and existing City regulations. Pertinent standards that were used are described below, followed by an analysis of how the proposed regulations would ensure that digital billboards meet applicable regulations.

**California Green Building Standards Code (Title 24, Part 11)**

The California Green Building Standards Code, which is Part 11 of Title 24, is commonly referred to as the CALGreen Code. Paragraph 5.106.8, Light Pollution Reduction, sets forth requirements for all non-residential outdoor lighting. Lighting for outdoor signage may be exempt from these requirements in some cases. However, conservatively, the standards specified in CALGreen for non-residential outdoor lighting have been applied to the Sunset Strip Off-Site Signage Policy. The requirements set forth in Section 5.106.8 are as follows:

- The minimum requirements in the California Energy Code for Lighting Zones 1–4; and
- Backlight, Uplight and Glare (BUG) ratings as defined in the Illuminating Engineering Society of North America’s Technical Memorandum on Luminaire Classification Systems for Outdoor Luminaires; and
- Allowable BUG ratings not exceeding those shown in the CALGreen Code; or
- Comply with a local ordinance lawfully enacted pursuant to Section 101.7, whichever is more stringent.

Lighting Zones (LZs) are defined by the CEC, with LZ1 applying to areas of low ambient lighting and LZ4 applying to areas of high ambient lighting. All urban areas are designated LZ3 as default under the California Energy Code. Within each Lighting Zone, there is a different limit on light trespass. For LZ3, light trespass is limited to 0.74 footcandles. The LZ4 light trespass footcandle value is 1.4 footcandles. However, as stated in California Energy Code Section 10-114, “Special districts within a default LZ3 may be designated as LZ4 by a local jurisdiction for high intensity nighttime use, such as entertainment or commercial districts or areas with special security considerations requiring very high light levels.” Based on the existing conditions along Sunset Strip (a brightly illuminated international destination for nightlife and entertainment), the City has used the LZ4 standards as the basis for the lighting standards in the proposed Sunset Strip Off-Site Signage Policy. Under the LZ4 designation for Sunset Strip, the proposed lighting regulations would be in compliance with California Energy Code and CALGreen light trespass standards.

**California Vehicle Code, Division 11. Rules of the Road**

Chapter 2, Article 3 of the California Vehicle Code stipulates limits to the location of light sources that may cause glare and impair the vision of drivers. Article 3, Offenses Relating to Traffic Devices, Section 21466.5, sets forth the following:

No person shall place or maintain or display, upon or in view of any highway, any light of any color of such brilliance as to impair the vision of drivers upon the highway. A light source shall be considered vision impairing when its brilliance exceeds the values listed below.

The brightness reading of an objectionable light source shall be measured with a 1 ½-degree photoelectric brightness meter placed at the driver's point of view. The maximum measured brightness of the light source within 10 degrees from the driver's normal line of sight shall not be more than 1,000 times the minimum measured brightness in the driver's field of view, except that when the minimum measured brightness in the field of view is 10 foot-lamberts or less, the measured brightness of the light source in foot-lambert shall not exceed 500 plus 100 times the angle, in degrees, between the driver's line of sight and the light source.

Compliance with the sign brightness limits that are specified in the proposed Sunset Strip Off-Site Signage Policy would ensure that digital billboards have brightness levels that are well below the California Vehicle Code requirements, even assuming a worst-case, conservative scenario in which the billboards would be within the centerline of a driver's field of view and the angle noted above is 0. For this worst-case condition, the maximum allowable luminance would be 500 foot lamberts (fL). Therefore, the threshold for night luminance is a maximum 500 fL under the California Vehicle Code. Under the proposed Sunset Strip Off-Site Signage Policy, illuminated billboard sign faces are recommended to not exceed a maximum surface brightness of 300 candelas per meter squared during the evening and nighttime. Calculating the equivalent sign luminance by converting to English units from metric units, 300 candelas per meter squared equals 95.5 fL. The illuminated sign brightness would not exceed 95.5 fL, which is far less than the 500 fL maximum specified in the California Vehicle Code. Therefore, at night the digital signs would not exceed the 500 fL threshold and would not, therefore, introduce a new source of glare as defined by the California Vehicle Code, Article 3.

**IESNA Recommended Practices**

The IESNA recommends illumination standards for a wide range of building and development types. These recommendations are widely recognized and accepted as best practices and are therefore a consistent predictor of the type and direction of illumination for any given building type. For all areas not stipulated by the regulatory building code, municipal code, or specifically defined requirements, the IESNA standards are used as the basis for establishing the amount and direction of light. The IESNA 10th Edition Lighting

Handbook defines Outdoor Lighting Zones relative to a range of human activity versus natural habitat. Table 26.4, Nighttime Outdoor Lighting Zone Definitions, establishes the zone designation for a range of existing lighting conditions, from low or no existing lighting to high light levels in urban areas. This table is referenced by the California Energy Code relative to allowable energy use for outdoor lighting. In addition, the IESNA 10th Edition Lighting Handbook defines Recommended Light Trespass Limits relative to the Outdoor Lighting Zones. The Recommended Light Trespass Illuminance Limits describe the maximum light trespass values in Lux at the location where trespass is under review. As noted above, the CEC stipulates that all urban areas in California are designated as LZ3. IESNA Table 25.5 lists a pre-curfew 8 Lux (0.74 footcandles) maximum at the location where trespass is under review for LZ3. As described above, the City will consider the Sunset Strip to be within LZ4 instead of LZ3. As defined by the IESNA, LZ4 is for “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.” IESNA Table 25.5 lists a pre-curfew 15 Lux (1.4 footcandles) maximum at the location where trespass is under review for LZ4. Light trespass is considered a concern at the location of light-sensitive receptors. In the project area, these are considered to be residential uses. The proposed Sunset Strip Off-Site Signage Policy would limit light trespass at adjacent residentially zoned properties to 1.4 footcandles. As such, at the location where light trespass would be under review (i.e., at residentially zoned properties), new billboards, modified billboards, creative billboards, creative tall wall signs, and modified tall wall signs would be in compliance with the recommendations of the IESNA for light trespass in areas of high ambient lighting.

#### **City of West Hollywood Municipal Code**

The proposed Sunset Strip Off-Site Signage Policy would establish a light trespass limit onto residentially zoned properties of 1.4 footcandles. Digital billboard operators would be required to submit monitoring reports to confirm conformance with this requirement. While shielding requirements are not applicable to digital signs, the proposed Sunset Strip Off-Site Signage Policy limits the actual sign luminance that would be emitted by each digital sign and also requires monitoring reports to confirm conformance with the luminance limits. This would limit the potential for light spillover onto residential properties and public rights-of-way, in keeping with the intent of the City’s existing standards and guidelines for on-site signage and building lighting. As explained above, the lighting regulations and guidelines currently set forth in the City’s Municipal Code would not specifically apply to the billboards that would be modified or developed pursuant to the proposed Sunset Strip Off-Site Signage Policy. However, the lighting regulations that would be established for off-site signage in the proposed policy would be generally consistent with many of the existing regulations for on-site signs that are currently in the City’s Municipal Code. These existing regulations and guidelines establish protections for residential properties from sign lighting, and they also emphasize proper shielding of light sources and preventing spillover onto residential properties and public rights-of-way.

In summary, the proposed lighting regulations set forth in the Sunset Strip Off-Site Signage Policy have been developed to ensure that the light and glare produced by modified billboards, new billboards, and other types of off-site signage would comply with applicable state and local standards and guidelines. As demonstrated above, the proposed regulations would be in compliance with the LZ4 standards identified in the CALGreen Code, would be in compliance with glare standards established in the California Vehicle Code, would be consistent with IESNA recommendations, and would be consistent with the overall intent of existing City regulations and guidelines that are currently in place for on-site signs. As such, the proposed regulations would protect light- and glare-sensitive receptors from future digital billboards, modified billboards and tall wall signs, temporary creative off-site signage installations, and additional illuminated billboards along the Sunset Strip. The regulations would also protect pedestrians and drivers from the potentially adverse effects of installing digital signage along the Sunset Strip, as well as from new illuminated billboards that may be installed in association with new development or facade remodels. Upon compliance with the proposed regulations, modified billboards and new billboards are not expected to produce light or glare to the extent that daytime or nighttime views are adversely affected. As such, standard modifications and digital conversions are expected to have a less than significant impact relative to light and glare. Furthermore, so long as new digital billboards in new construction and facade remodels are designed in accordance with the proposed Sunset Strip Off-Site Signage Policy, they are also expected to have a less than significant impact relative to light and glare. For these reasons, impacts resulting from implementation of the proposed Sunset Strip Off-Site Signage Policy would result in less than significant.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects to daytime and/or nighttime views from light and glare resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

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- City of Los Angeles. 2006. "Aesthetics and Visual Resources" in *L.A. CEQA Thresholds Guide*. 2006. Accessed January 30, 2015. <http://environmentla.com/programs/Thresholds/A-Aesthetics%20and%20Visual%20Resources.pdf>.

### 3.2 Agriculture and Forestry Resources

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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))?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Result in the loss of forest land or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- a) *Would the project 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 area and surrounding areas are characterized by features typical of an urban landscape. As shown on the Los Angeles County Important Farmland map, the project area does not include any sites mapped by the Farmland Mapping and Monitoring Program as Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (FMMP 2015). 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 in the project area or in proximity to the project area. Furthermore, the properties along Sunset Strip are already graded and highly disturbed. Therefore, the proposed project would not convert Farmland to non-agricultural uses, and no impact would occur.

**b) *Would the project conflict with existing zoning for agricultural use, or a Williamson Act contract?***

**No Impact.** The project area is located within the boundaries of the SSP and is zoned and designated as SSP, with the exception of the William S. Hart Park and Off-Leash Dog Park, which is designated PF (Public Facilities) (City of West Hollywood 2011). The SSP zoning district contains commercial and residential uses. As shown on the Los Angeles County Williamson Act Fiscal Year 2015/2016 map, no areas that are under a Williamson Act contract exist in the project area or in the vicinity of the project area (California Department of Conservation 2016). For these reasons, implementation of the proposed project would not conflict with existing zoning for agricultural use, as none exist, nor would it conflict with a Williamson Act contract, as none exist. No impact to Williamson Act contract lands or land zoned for agricultural uses would occur.

**c) *Would the project 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 area is located within the boundaries of the SSP and is zoned and designated as SSP, with the exception of the William S. Hart Park and Off-Leash Dog Park, which is designated PF (Public Facilities). The SSP zoning district contains commercial and residential uses (City of West Hollywood 2011). The list of allowable land uses contained in the City's Zoning Ordinance for its commercial, residential, and PF zones does not include any timberland or forest land uses (City of West Hollywood Zoning Ordinance Section 19.10.030 and 19.06.030). For these reasons, no forest land, timberland, or Timberland Production areas are located within or adjacent to the project area. Therefore, the proposed project would not conflict with existing zoning for forest land, timberland, or Timberland Production areas, or result in the loss or conversion of forest lands to non-forest uses, as none exist. The project would be implemented on existing developed sites that are surrounded by fully developed areas. No impact to forest land or timberland would occur.

**d) *Would the project result in the loss of forest land or conversion of forest land to non-forest use?***

**No Impact.** As characterized above, no forest land is located within the project area or in the vicinity of the project area, as the area is urbanized and developed with commercial, residential, and public facilities uses. No forest land would be converted or otherwise affected by the proposed project, and no impact would occur.

**e) *Would the project 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.** As characterized above, no farmland or forest land is located in the project area or within the vicinity of the project area, as the area is urbanized and developed with commercial, residential, and public

facilities uses. No farmland or forest land would be converted or otherwise affected by the proposed project, and no impact would occur.

**References**

California Department of Conservation. 2016. *Los Angeles County Williamson Act FY 2015/2016*. [map]. 1:120,000. Sacramento, CA: California Department of Conservation, Division of Land Resource Protection. 2013. Accessed December 9, 2016. <http://www.consrv.ca.gov/dlrp/lca/Pages/Index.aspx>.

City of West Hollywood. 2011. *City of West Hollywood Zoning Districts Map*. Accessed January 12, 2016. <http://www.weho.org/home/showdocument?id=5138>.

FMMP (Farmland Mapping and Monitoring Program). 2015. *Los Angeles County Important Farmland 2012*. [map]. 1:120,000. Sacramento, CA: Farmland Mapping and Monitoring Program. January 2015. Accessed March 7, 2016. <ftp://ftp.consrv.ca.gov/pub/dlrp/FMMP/pdf/2012/>.

**3.3 Air Quality**

<b>Would the project:</b>	<b>Potentially Significant Impact</b>	<b>Less Than Significant with Mitigation Incorporated</b>	<b>Less Than Significant Impact</b>	<b>No Impact</b>
a) Conflict with or obstruct implementation of the applicable air quality plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Expose sensitive receptors to substantial pollutant concentrations?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Create objectionable odors affecting a substantial number of people?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

a) ***Would the project conflict with or obstruct implementation of the applicable air quality plan?***

**Less Than Significant Impact.** The project is located within the South Coast Air Basin (SCAB), which includes all of Orange County and the non-desert portions of Los Angeles, Riverside, and San Bernardino Counties, and is within the jurisdictional boundaries of the South Coast Air Quality Management District (SCAQMD).

The SCAQMD administers the Air Quality Management Plan (AQMP) for the SCAB, which is a comprehensive document outlining an air pollution control program for attaining all California Ambient Air Quality Standards (CAAQS) and National Ambient Air Quality Standards (NAAQS). The most recently adopted AQMP is the 2016 AQMP, which was adopted by the SCAQMD governing board on March 3, 2017 (SCAQMD 2017). The 2016 AQMP is a regional blueprint for achieving air quality standards and healthful air. The 2016 AQMP represents a new approach, focusing on available, proven, and cost effective alternatives to traditional strategies, while seeking to achieve multiple goals in partnership with other entities promoting reductions in greenhouse gases (GHGs) and toxic risk, as well as efficiencies in energy use, transportation, and goods movement (SCAQMD 2016). Because mobile sources are the principal contributor to the SCAB's air quality challenges, the SCAQMD has been and will continue to be closely engaged with CARB and the EPA, who have primary responsibility for these sources. The 2016 AQMP recognizes the critical importance of working with other agencies to develop funding and other incentives that encourage the accelerated transition of vehicles, buildings, and industrial facilities to cleaner technologies in a manner that benefits not only air quality but also local businesses and the regional economy. Therefore, the evaluation of the project's potential to conflict with or obstruct implementation is based on the 2016 AQMP.

The 2016 AQMP is designed to meet applicable federal and state requirements for ozone (O<sub>3</sub>) and particulate matter with an aerodynamic diameter equal to or less than 2.5 microns (fine particulate matter; PM<sub>2.5</sub>). While the 2012 AQMP focused on attainment of the 2006 24-hour PM<sub>2.5</sub> standard, it has since been determined, that due to unexpected drought conditions, that it was impracticable to meet the standard by the original attainment year. Since that time, EPA has approved a re-classification to "serious" nonattainment for the 24-hour PM<sub>2.5</sub> standard, which requires a new attainment demonstration with a new attainment deadline. The 2016 AQMP demonstrates how the region will achieve the 2012 annual PM<sub>2.5</sub> NAAQS, 12.0 micrograms per cubic meter (µg/m<sup>3</sup>) as expeditiously as practicable, but no later than the statutory attainment deadline of 2021 for the moderate classification and 2025 for the serious classification. The 2016 AQMP also provides a preliminary evaluation of the most recent federal 8-hour ozone, which includes Ozone Measures necessary to attain the 2008 eight-hour ozone NAAQS, 75 parts per billion (ppb) by 2031.

The purpose of a consistency finding is to determine if a project is inconsistent with the assumptions and objectives of the regional air quality plans, and thus, if it would interfere with the region's ability to comply with federal and state air quality standards. The SCAQMD has established criteria for determining consistency with the currently applicable AQMP in Chapter 12, Sections 12.2 and 12.3, in the SCAQMD *CEQA Air Quality Handbook* (SCAQMD 1993). The criteria are as follows (SCAQMD 1993):

- Whether the project would result in an increase in the frequency or severity of existing air quality violations, cause or contribute to new violations, or delay timely attainment of the ambient air quality standards or interim emission reductions in the AQMP.
- Whether the project would exceed the assumptions in the AQMP or increments based on the year of project buildout and phase.

To address the criterion regarding the project's potential to result in an increase in the frequency or severity of existing air quality violations, cause or contribute to new violations, or delay timely attainment of the ambient air quality standards or interim emission reductions in the AQMP, a criteria air pollutant modeling analysis was performed to identify the project's impact on air quality. Results of this analysis are included in Appendix B. The California Emissions Estimator Model (CalEEMod) Version 2016.3.1 was used to model emissions for the project and analyzed for significance under Criterion 3.3(b) below. The project would generate minimal air pollutant emissions during short-term construction and long-term operational activities as discussed under Criterion 3.3(b).

In general, 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 AQMP. Like the 2012 AQMP, the 2016 AQMP provides contingency and control measures, which are outlined to mitigate emissions, are based on existing and projected land use and development. The Southern California Association of Governments (SCAG) developed demographic growth forecasts for various socioeconomic categories (e.g., population, housing, employment by industry) for its 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) based on general plans for cities and counties in the SCAB. The 2016 AQMP relies on the land use and population projections provided in SCAG 2016 Regional Growth Forecast is used as a guide for developing regional plans and strategies mandated by federal and state governments, which is generally consistent with the local plans including the 2016 AQMP. Therefore, the 2016 AQMP can be considered consistent with local government plans.

The second criterion regarding the project's potential to exceed the assumptions in the 2016 AQMP or increments based on the year of project buildout and phase, is primarily assessed by determining consistency between the project's land use designations and potential to generate population growth which were used in the development of the 2016 AQMP. The proposed project does not propose additional land for development nor would it induce additional population in the project area. Rather, the proposed project

involves new regulations for modifying existing billboards along the Sunset Strip and for developing new billboards along the Sunset Strip. New development would continue to occur along Sunset Boulevard with or without the proposed signage regulations. Because the proposed project involves making modifications to existing billboards and developing new billboards, the project would not generate additional habitable floor area. As such, the proposed Sunset Strip Off-Site Signage Policy would not cause an increase in population in the region. Overall, impacts relating to the project's potential to conflict with or obstruct implementation of the 2016 AQMP would be less than significant. However, note that new development projects and facade remodels incorporating new billboards would be subject to further CEQA review, including an analysis of the project's consistency with the applicable AQMP. This analysis would encompass the whole of the project, including any billboard(s) installed as part of the new development or the facade remodel. While such projects are not expected to conflict with the applicable AQMP that is in place at the time the project(s) are being proposed, this determination would ultimately be made as part of the future project-level CEQA analysis.

***b) Would the project violate any air quality standard or contribute substantially to an existing or projected air quality violation?***

**Less Than Significant Impact.** Implementation of the proposed Sunset Strip Off-Site Signage Policy could result in 3 digital conversions, 71 standard modifications, new billboards (including up to 17 new digital billboards) along the Sunset Strip, and periodic special events. Potential effects of these activities relative to violation of air quality standards are discussed below.

**Digital Conversions and Standard Modifications of Existing Billboards**

A quantitative analysis was conducted to determine whether construction and operation of existing billboards that have undergone standard modifications or digital conversions may result in emissions of criteria air pollutants from mobile, area, and energy sources that may cause exceedances of the NAAQS or CAAQS or contribute to existing nonattainment of ambient air quality standards. The following discussion identifies potential short- and long-term impacts that would result from the standard modifications and digital conversions that would be allowed by the proposed Sunset Strip Off-Site Signage Policy without further review under CEQA (an analysis that is quantifiable at this time).

**Construction Emissions**

Construction activities for standard modifications and digital conversions would result in a temporary addition of pollutants to the local airshed caused by fugitive dust emissions (as a result of pole location adjustments, which are the only activities that would require ground disturbance) and combustion pollutants from on-site construction equipment and on-road construction vehicles traveling to and from each billboard's location. Construction emissions can vary substantially from day to day, depending on the level of activity, the specific type of operation and, for fugitive dust, the prevailing weather conditions. Therefore, an increment of day-to-day variability exists.

Pollutant emissions associated with construction activity were quantified using CalEEMod. Default values provided by the program were used where detailed project information was not available. A detailed depiction of expected construction schedules for each digital conversion or standard modification—including information regarding phasing, equipment used during each phase, vendor trucks, and worker vehicles—is contained in the CalEEMod outputs, as provided in Appendix B.

Two scenarios of construction activity were modeled for this analysis which includes (1) Digital Conversion/Standard Modifications and (2) Standard Modifications Requiring Pole Location Adjustments. It is anticipated that construction activities would begin in 2017. Construction activities would consist of up to 3 digital conversions and 71 standard modifications between the time of project approval and 2032. The construction activity schedule, equipment mix, and number of vendor trucks and workers for the air emissions modeling of the project are shown in Table 3.3-1. For this analysis, it was assumed that each construction activity would last for a total of 2 days, resulting in a maximum of 26 days of construction per year. Furthermore, construction activities would involve approximately six construction workers per day (12 one-way worker trips), three vendor roundtrips per day (6 one-way vendor trips), and a total of four haul truck trips. It was assumed that a crane would operate for 4 hours per day during both days of construction. Several standard modifications and digital conversions could require additional work for pole location adjustments. The proposed project was estimated to result in a total of 15 pole location adjustments over the course of project implementation. Pole location adjustments would require one drill rig operating for up to 4 hours on the first day of construction. This construction scenario would involve approximately six construction workers per day (12 one-way worker trips), three vendor trips per day (6 one-way vendor trips), and a total of 12 haul truck trips. Approximately 50 cubic yards of soil would be exported for each pole location adjustment undertaken.

**Table 3.3-1. Construction Schedule, Equipment, and On-Road Vehicles**

Construction Type	On-Road Vehicles			Off-Road Equipment	
	Worker Trips (one-way trips per day)	Vendor Trips (one-way trips per day)	Total One- Way Haul Trips	Type	Quantity
Digital Conversion or Standard Modification	12	6	4	Crane	1
Pole Location Adjustment	0	0	6	Drill Rig	1
	12	6	6	Crane	1

Table 3.3-2 presents the estimated maximum daily construction emissions generated during construction of a typical digital conversion or standard modification, including a standard modification involving an adjustment in pole location. The values shown are the maximum summer or winter daily emissions results from CalEEMod. Details of the emission calculations are provided in Appendix B.

**Table 3.3-2. Estimated Maximum Daily Construction Emissions**

Activity	VOC	NO <sub>x</sub>	CO	SO <sub>x</sub>	PM <sub>10</sub>	PM <sub>2.5</sub>
	<i>Pounds per Day</i>					
Digital Conversion/Standard Modification	0.47	5.49	2.49	0.01	0.39	0.23
Modifications Requiring Pole Location Adjustments	0.72	10.41	4.09	0.02	0.60	0.34
<b>Maximum Daily</b>	<b>0.72</b>	<b>10.41</b>	<b>4.09</b>	<b>0.02</b>	<b>0.60</b>	<b>0.34</b>
<b>SCAQMD threshold</b>	<b>75</b>	<b>100</b>	<b>550</b>	<b>150</b>	<b>150</b>	<b>55</b>
<b>Threshold exceeded?</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>	<b>No</b>

**Source:** SCAQMD 2015 (thresholds).

**Notes:** VOC = volatile organic compound; NO<sub>x</sub> = oxides of nitrogen; CO = carbon monoxide; SO<sub>x</sub> = sulfur oxides; PM<sub>10</sub> = coarse particulate matter; PM<sub>2.5</sub> = fine particulate matter; SCAQMD = South Coast Air Quality Management District.

The values shown are the maximum summer or winter daily emissions results from CalEEMod.

See Appendix B for detailed results.

As shown in Table 3.3-2, daily construction emissions for each activity would not exceed the SCAQMD significance thresholds for VOC, NO<sub>x</sub>, CO, SO<sub>x</sub>, PM<sub>10</sub>, or PM<sub>2.5</sub> during any year that digital conversions or standard modifications are undertaken. While it is anticipated that construction activities would not occur concurrently, the maximum number of concurrent construction activities could be nine activities (with pole location adjustments) before the exceedance of the SCAQMD significance thresholds. Therefore, construction impacts of future standard modifications and digital conversions undertaken pursuant to the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

Operational Emissions

Minimal operational activities would occur for digital billboards and billboards that have undergone standard modifications. Operation of digital billboards and billboards that have undergone standard modifications would not require employee or customer trips, only periodic vehicle trips required for LED bulb replacement, which would occur once every 5 years for digital signs. Minimal criteria air pollutants emissions would be generated during operational activities from the vehicle trips required for LED bulb replacement, resulting in a maximum increase of 3 round-trip truck trips (6 one-way truck trips) every 5 years over existing conditions. The periodic nature of operational activities occurring every 5 years would result in minimal operational impacts that would directly affect air quality.

As digital conversions are completed along the Sunset Strip, the electricity usage of billboards would incrementally increase. Standard modifications involving the addition of a second billboard face to a single-sided billboard would also result in minor increases in electricity use. (Other standard modifications are not expected to substantially alter electricity use relative to existing conditions.) Using assumptions regarding the number of second faces and the amount of electricity that is required by typical static and digital billboards,

annual electricity usage of billboards along the Sunset Strip would be 663,132 kilowatt-hours (kWh) once all allowable digital conversions and standard modifications are completed. This would represent an increase of approximately 144,540 kWh compared with the electricity usage of the existing 74 static billboard faces. Electricity use would contribute indirectly to criteria air pollutant emissions; however, the emissions from electricity use are only quantified for GHGs in CalEEMod since criteria pollutant emissions occur at the site of the power plant, which is typically off site. As further described in Section 3.7 of this IS/ND, the regulations that would be established by the proposed Sunset Strip Off-Site Signage Policy require that all digital billboard projects offset net energy increases with renewable energy credits and/or by providing alternative power sources on site. Compliance with this regulation would reduce the project's potential indirect contributions to criteria air pollutant emissions as a result of increased electricity usage.

With the exception of potential GHG effects associated with increased electricity demand in the project area, the operational impacts to air quality would be minimal given the scale and periodic nature of the expected operational activities resulting from existing billboards that have undergone standard modifications or digital conversions. As there would be minimal criteria air pollutant emissions associated with operation of existing billboards that have undergone standard modifications or digital conversions, the operational emissions are anticipated to be nominal. Implementation of the proposed digital conversions and standard modifications would not violate existing air quality standards, and impacts would be less than significant.

### **New Billboards Integrated into New Development or Facade Remodels**

#### **Construction**

Any new billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodels. As with digital conversions and standard modifications, the construction of new billboards would have the potential to result in a temporary addition of pollutants to the local airshed caused by fugitive dust emissions (as a result of pole location adjustments, which are the only activities that would require ground disturbance) and combustion pollutants from on-site construction equipment and on-road construction vehicles traveling to and from each billboard's location. While the construction scenarios for future billboards are currently unknown, they would likely be similar to the scenarios described and analyzed above for billboard modifications (also see Section 2.5). As substantiated above, this level of activity is expected to result in less than significant impacts related to daily air quality emissions. As described above, multiple billboards or billboard modifications could be undertaken during the same day and would still fall below the SCAQMD daily construction emission thresholds. Therefore, construction impacts of future new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

### Operation

The operational scenarios of new billboards are also expected to be similar to those described above. New digital billboards would require periodic vehicle trips for LED bulb replacement, which would occur once every 5 years for digital signs. New static billboards would require periodic vehicle trips for copy changes. Minimal criteria air pollutant emissions would be generated during operational activities from the vehicle trips required for LED bulb replacement or copy changes. The 17 allowable new digital billboards would result in a maximum increase of 17 round-trip truck trips (34 one-way truck trips) every 5 years over existing conditions. As shown in Tables 2-1 and 2-2, if all 17 allowable new digital billboards were to be constructed, then only one new billboard is anticipated to be a static billboard. The new static billboard would result in approximately one round-trip truck trip per month associated with copy changes. The periodic nature of operational activities would result in minimal operational impacts that would directly affect air quality.

As new billboards are installed along the Sunset Strip, the electricity usage of the Sunset Strip billboards would incrementally increase. Electricity use would contribute indirectly to criteria air pollutant emissions; however, the emissions from electricity use would occur at the site of the power plant, which is typically off site. As further described in Section 3.7 of this IS/ND, the regulations that would be established by the proposed Sunset Strip Off-Site Signage Policy require that all digital billboard projects offset net energy increases with renewable energy credits and/or by providing alternative power sources on site. Compliance with this regulation would reduce the project's potential indirect contributions to criteria air pollutant emissions as a result of increased electricity usage.

With the exception of potential GHG effects associated with increased electricity demand in the project area, the operational impacts to air quality would be minimal given the scale and periodic nature of the expected operational activities resulting from new billboards. As there would be minimal criteria air pollutant emissions associated with operation of new billboards, the operational emissions are anticipated to be nominal. Operation of new billboards pursuant to the proposed Sunset Strip Off-Site Signage Policy is not expected to violate existing air quality standards, and impacts would be less than significant.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. The potential effects of such future projects related to violations of air quality standards would be examined in accordance with CEQA as part of the required project-specific CEQA review.

**Sunset Strip Billboard District – Special Events**

The proposed Sunset Strip Billboard District would be associated with a biennial or annual event that is anticipated to last for several days (for example, it may occur over the course of a weekend). Such events have the potential to draw additional visitors to the project area during the event, leading to additional traffic in the area. This additional traffic could lead to a temporary and brief increase in emissions in the project vicinity during the special event. The specific nature of such future events is currently unknown. The events are anticipated to be targeted toward existing travelers and visitors to the Sunset Strip, but could potentially build in popularity over time. Because the nature and popularity of these events is unknown, the brief increases in air emissions that could be attributable to such events was not calculated. Due to the periodic and limited duration of these events, operational impacts to air quality would be less than significant.

- c) ***Would the project 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.** Air pollution is largely a cumulative impact. The nonattainment status of regional pollutants is a result of past and present development, and the SCAQMD develops and implements plans for future attainment of ambient air quality standards. In considering cumulative impacts from the proposed project, the analysis must specifically evaluate a project's contribution to the cumulative increase in pollutants for which the SCAB is designated as nonattainment for the CAAQS and NAAQS. If a project's emissions would exceed the SCAQMD significance thresholds, it would be considered to have a cumulatively considerable contribution to nonattainment status in the SCAB. Conversely, projects that do not exceed the project-specific thresholds are generally not considered to be cumulatively significant (SCAQMD 2003).

The SCAB has been designated as a federal nonattainment area for O<sub>3</sub> and PM<sub>2.5</sub> and a state nonattainment area for O<sub>3</sub>, PM<sub>10</sub>, and PM<sub>2.5</sub>. The nonattainment status is the result of cumulative emissions from various sources of air pollutants and their precursors within the SCAB including motor vehicles, off-road equipment, and commercial and industrial facilities. Construction activities attributable to implementation of the proposed Sunset Strip Off-Site Signage Policy would generate VOC and NO<sub>x</sub> emissions (which are precursors to O<sub>3</sub>) and emissions of PM<sub>10</sub> and PM<sub>2.5</sub>. However, as indicated in Table 3.3-2, construction emissions resulting from standard modifications and digital conversions would not exceed the SCAQMD emission-based significance thresholds for VOC, NO<sub>x</sub>, PM<sub>10</sub>, or PM<sub>2.5</sub>. Construction emissions associated with the installation of new billboards are expected to be similar to those of modifications involving pole location adjustments. As such, construction emissions from new billboards are not expected to exceed the SCAQMD emission-based significance thresholds. Operation of existing billboards that have undergone standard modifications and digital conversions, as well as new billboards, would result in minimal emissions,

as explained in Section 3.2(b). Therefore, construction activities associated with the proposed Sunset Strip Off-Site Signage Policy would not cause a cumulatively significant impact.

Regarding localized impacts, cumulative PM<sub>10</sub> and PM<sub>2.5</sub> emissions would be reduced because excavation activities would be subject to SCAQMD Rule 403 (Fugitive Dust), which sets forth general and specific requirements for all construction sites in the SCAQMD. As discussed under Criterion 3.3(d) below, standard modifications and digital conversions of existing billboards undertaken pursuant to the proposed Sunset Strip Off-Site Signage Policy would not result in maximum daily PM<sub>10</sub> and PM<sub>2.5</sub> concentrations that would exceed SCAQMD localized significance thresholds (LSTs) during project construction activities. Construction emissions associated with the installation of new billboards are expected to be similar to those of modifications involving pole location adjustments. As such, installation of new billboards are not expected to result in maximum daily PM<sub>10</sub> and PM<sub>2.5</sub> concentrations that would exceed SCAQMD LSTs. As such, construction activities associated with the proposed Sunset Strip Off-Site Signage Policy would not have a considerable contribution to the SCAB's nonattainment designation for PM<sub>10</sub> and PM<sub>2.5</sub> and would not, therefore, cause a cumulatively significant impact.

In summary, because the estimated project-generated emissions do not exceed the SCAQMD project-specific impact thresholds during construction and operation, the proposed Sunset Strip Off-Site Signage Policy would not result in a cumulatively considerable increase in emissions of nonattainment pollutants. Thus, this impact would be less than significant.

Any new billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodels. The construction and operational scenarios of such future projects are too speculative at this time to evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to cumulatively considerable increases in emissions of nonattainment pollutants resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

***d) Would the project expose sensitive receptors to substantial pollutant concentrations?***

**Less Than Significant Impact.** Localized project impacts associated with construction and operational emissions of criteria pollutants are assessed below.

**Localized Significance Threshold Analysis**

Sensitive receptors<sup>2</sup> that would potentially be affected by construction activity in the project area are residential uses located within the project area. Construction activities associated with standard modifications, digital conversions of existing billboards, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy would result in temporary sources of on-site fugitive dust and construction equipment emissions due to limited excavation activity required for pole location adjustments. However, the specific billboards that would undergo an adjustment in pole location are currently unknown. As a conservative assessment, this analysis assumes the closest possible distance for residential sensitive receptors that is found within SCAQMD’s Localized Significance Threshold (LST) analysis guidelines, which is a distance of approximately 82 feet (25 meters) from the proposed construction locations to a residence. Additionally, the SCAQMD LST values for a 1-acre site within Source-Receptor Area 2 (Northwest Coastal Los Angeles County) were used. Off-site emissions from vendor trucks and worker vehicle trips are not included in the LST analysis. The maximum daily on-site construction emissions generated during construction are presented in Table 3.3-3 and compared to the SCAQMD localized significance criteria for Source-Receptor Area 2 to determine whether on-site construction emissions would result in potential LST impacts.

**Table 3.3-3. Construction Localized Significance Thresholds Analysis**

Pollutant	Project Construction Emissions	LST Criteria	Exceeds LST?
	<i>Pounds per Day</i>		
NO <sub>2</sub>	2.46	103	<b>No</b>
CO	1.07	562	<b>No</b>
PM <sub>10</sub>	0.07	4	<b>No</b>
PM <sub>2.5</sub>	0.07	3	<b>No</b>

**Source:** SCAQMD 2008 (thresholds).

**Notes:** LST = localized significance threshold; NO<sub>2</sub> = nitrogen dioxide; CO = carbon monoxide; PM<sub>10</sub> = coarse particulate matter; PM<sub>2.5</sub> = fine particulate matter

To determine the LST criteria for the project, the LSTs for a 1-acre site with sensitive receptors located within an 82-foot (25-meter) distance from construction activity were used. Maximum on-site emissions were estimated for pole location adjustments.

As shown in Table 3.3-3, proposed construction activities associated with future standard modifications, digital conversions, and new billboards would not generate emissions in excess of site-specific LSTs; therefore, localized project construction impacts would be less than significant.

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<sup>2</sup> Some land uses are considered more sensitive to changes in air quality than others, depending on the population groups and the activities involved. The SCAQMD identifies sensitive receptors as residences, schools, playgrounds, childcare centers, long-term healthcare facilities, rehabilitation centers, convalescent centers, and retirement homes (SCAQMD 1993).

### **CO Hotspots**

Traffic-congested roadways and intersections have the potential to generate localized high levels of CO. Localized areas where ambient concentrations exceed federal and/or state standards for CO are termed CO “hotspots.” CO transport is extremely limited and disperses rapidly with distance from the source. Under certain extreme meteorological conditions, however, CO concentrations near a congested roadway or intersection may reach unhealthy levels, affecting sensitive receptors. Typically, high CO concentrations are associated with severely congested intersections operating at an unacceptable level of service (LOS; LOS E or worse is unacceptable). Projects contributing to adverse traffic impacts may result in the formation of a CO hotspot. Additional analysis of CO hotspot impacts would be conducted if a project would result in a significant impact or contribute to an adverse traffic impact at a signalized intersection that would potentially subject sensitive receptors to CO hotspots.

Standard modifications, digital conversions, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy would require minimal on-road vehicle trips during construction. Modifications to existing billboards would not increase daily vehicular trips during operations when compared to the operation of existing billboards. As described under Section 3.2(b), operational vehicular trips for new billboards would be minimal and infrequent. Accordingly, the proposed Sunset Strip Off-Site Signage Policy would not result in the generation of traffic that would contribute to potential adverse traffic impacts that may result in the formation of CO hotspots.

As described in Section 3.3(b), the Sunset Cultural Billboard District special events may result in temporary and brief increases in traffic in the project area. However, the nature and popularity of these events is currently unknown. Such events would be limited in duration and would occur biennially or annually. Due to the limited duration and the periodic nature of these events, they are not expected to create a significant, adverse effect related to CO hotspots. In addition, due to continued improvement in vehicular emissions at a rate faster than the rate of vehicle growth and/or congestion, the potential for CO hotspots in the SCAB is steadily decreasing. Based on these considerations, the proposed Sunset Strip Off-Site Signage Policy would result in a less than significant impact to air quality with regard to potential CO hotspots.

### **Toxic Air Contaminants**

Toxic air contaminants (TACs) are defined as substances that may cause or contribute to an increase in deaths or in serious illness, or which may pose a present or potential hazard to human health. The nearest sensitive receptors to the project area are residences located along the Sunset Strip or adjacent to the Sunset Strip. Health effects from carcinogenic air toxics are usually described in terms of cancer risk. The SCAQMD recommends an incremental cancer risk threshold of 10 in 1 million. “Incremental cancer risk” is the net increased likelihood that a person continuously exposed to concentrations of TACs resulting from a project

over a 9-, 30-, and 70-year exposure period will contract cancer based on the use of standard Office of Environmental Health Hazard Assessment (OEHHA) risk-assessment methodology (OEHHA 2015). In addition, some TACs have non-carcinogenic effects. The SCAQMD recommends a Hazard Index of 1 or more for acute (short-term) and chronic (long-term) effects.<sup>3</sup> TACs that would potentially be emitted during construction activities associated with implementation of the proposed Sunset Strip Off-Site Signage Policy would be diesel particulate matter.

Diesel particulate matter emissions would be emitted from heavy equipment operations and heavy-duty trucks during construction. Heavy-duty construction equipment is subject to a CARB Airborne Toxics Control Measure for in-use diesel construction equipment to reduce diesel particulate emissions. Proposed construction activities for standard modifications, digital conversions, and installations of new billboards pursuant to the proposed Sunset Strip Off-Site Signage Policy would occur intermittently and would be brief; therefore, implementation of the proposed Sunset Strip Off-Site Signage Policy would not require extensive use of heavy-duty construction equipment or extensive use of diesel trucks. As described for the LST discussion, the project does not require an extensive amount of earthwork; therefore, PM<sub>10</sub> (representative of diesel particulate matter) exposure resulting from construction of digital conversions, standard modifications, and new billboards would be minimal. According to OEHHA, health risk assessments, which determine the exposure of sensitive receptors to toxic emissions, should be based on a 30-year exposure period for the maximally exposed individual resident; however, such assessments should be limited to the period/duration of activities associated with the project. Thus, the duration of the proposed construction activities would only constitute a small percentage of the total 30-year exposure period. While construction activities associated with digital conversions, standard modifications, and new billboards are assumed to occur through 2032, construction activities are expected to be limited to a maximum of 44 days per year. Additionally, construction activities would occur at a given location for approximately 2 days, after which construction-related TAC emissions would cease. Due to this relatively short period of exposure and minimal particulate emissions on site, TACs generated during construction activities associated with standard modifications, digital conversions, and new billboards would not be expected to result in concentrations causing significant health risks.

Operation of billboards that have undergone standard modifications or digital conversions and operation of new billboards would not result in any non-permitted direct emissions (e.g., those from a point source such as diesel generators) or result in a substantial increase in diesel vehicles (i.e., delivery trucks) over existing baseline conditions.

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<sup>3</sup> Non-cancer adverse health risks are measured against a hazard index, which is defined as the ratio of the predicted incremental exposure concentrations of the various non-carcinogens from the project to published reference exposure levels that can cause adverse health effects.

Overall, implementation of the proposed Sunset Strip Off-Site Signage Policy would not result in substantial TAC exposure to sensitive receptors in the vicinity of the project area and impacts would be less than significant.

### **Health Impacts of Criteria Air Pollutants**

Construction and operation of standard modifications, digital conversions, and new billboards would generate criteria air pollutant emissions; however, the project would not exceed the SCAQMD mass-emission thresholds.

The SCAB is designated as nonattainment with respect to the O<sub>3</sub> NAAQS and CAAQS. Thus, existing O<sub>3</sub> levels in the SCAB are at unhealthy levels during certain periods. The health effects associated with O<sub>3</sub> are generally associated with reduced lung function. Because the proposed project involves construction and operational activities that would not result in O<sub>3</sub> precursor emissions (VOC or NO<sub>x</sub> emissions) in exceedance of the SCAQMD thresholds, the proposed Sunset Strip Off-Site Signage Policy is not anticipated to substantially contribute to regional O<sub>3</sub> concentrations and the associated health impacts.

In addition to O<sub>3</sub>, NO<sub>x</sub> contributes to potential exceedances of the NAAQS and CAAQS for NO<sub>2</sub>. The existing ambient NO<sub>2</sub> concentrations are below the NAAQS and CAAQS. Thus, construction and operation associated with standard modifications, digital conversions, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy is not expected to result in exceedances of the NO<sub>2</sub> standards or contribute to the associated health effects, which are primarily associated with respiratory irritation. CO tends to be a localized impact associated with congested intersections. The associated CO hotspots were discussed previously as a less-than-significant impact. Thus, potential CO emissions resulting from implementation of the proposed Sunset Strip Off-Site Signage Policy would not contribute to the health effects associated with this pollutant.

The SCAB is designated as nonattainment for PM<sub>10</sub> under the CAAQS and nonattainment for PM<sub>2.5</sub> under the NAAQS and CAAQS. According to the EPA, particulate matter contains microscopic solids or liquid droplets that are so small that they can get deep into the lungs and cause serious health problems. Particulate matter exposure has been linked to a variety of problems, including premature death in people with heart or lung disease, nonfatal heart attacks, irregular heartbeat, aggravated asthma, decreased lung function, and increased respiratory symptoms, such as irritation of the airways, coughing or difficulty breathing (EPA 2016). As with O<sub>3</sub> and NO<sub>x</sub>, future standard modifications, digital conversions, and new billboards would not generate emissions of PM<sub>10</sub> and PM<sub>2.5</sub> that would exceed the SCAQMD's thresholds. Accordingly, PM<sub>10</sub> and PM<sub>2.5</sub> emissions resulting from implementation of the proposed Sunset Strip Off-Site Signage Policy are not expected to cause any increase in related regional health effects for this pollutant.

In summary, standard modifications, digital conversions, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy would not result in a potentially significant contribution to regional concentrations of non-attainment pollutants and would not result in a significant contribution to the adverse health impacts associated with those pollutants. Impacts resulting from the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

Any new billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodels. The construction and operational scenarios of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects to sensitive receptors resulting from the air emissions of such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

e) ***Would the project create objectionable odors affecting a substantial number of people?***

**Less Than Significant Impact.** Odors are a form of air pollution that is most obvious to the public and can present problems for both the source and surrounding community. Although offensive odors seldom cause physical harm, they can be annoying and cause concern. As discussed below, construction and operation of the project would not create objectionable odors affecting a substantial number of people.

Odors would potentially be generated from vehicles and equipment exhaust emissions during construction activities associated with digital conversions, standard modifications, and new billboards. Odors produced during construction would be attributable to concentrations of unburned hydrocarbons from tailpipes of construction equipment. Such odors are temporary and generally occur at magnitudes that would not affect substantial numbers of people. Therefore, impacts associated with odors during construction would be considered less than significant.

Land uses and industrial operations typically associated with odor complaints include agricultural uses, wastewater treatment plants, food-processing plants, chemical plants, composting, refineries, landfills, dairies, and fiberglass molding. Existing billboards that have undergone standard modifications or digital conversions and new billboards would not result in creation of a land use that is commonly associated with odors. Sources that could potentially emit odors during operational activities include vehicle exhaust resulting from motor vehicles traveling to each site in order to replace LED bulbs; however, this activity would occur once every 5 years. Due to the limited nature of these activities and the localization of such sources, impacts associated with odors during operation of billboards that have undergone standard modifications or digital conversions and new billboards would be less than significant.

Any new billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodels. The construction and operational scenarios of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential odors resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

## References

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### 3.4 Biological Resources

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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 Wildlife or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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 Wildlife or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- a) *Would the project 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.** The Sunset Specific Plan area is developed with commercial buildings, residential buildings, and one park. Vegetation within the project area is generally sparse and is limited to ornamental vegetation consisting primarily of street trees and landscaping at the William S. Hart Park and Off-Leash Dog Park. The Hollywood Hills are located adjacent to and north of Sunset Boulevard. The portion of the Hollywood Hills near Sunset Boulevard is primarily developed with single-family residential uses but also contains scattered undeveloped areas between the residential lots.

Based on an electronic database review of the Hollywood and Beverly Hills quadrangles<sup>4</sup> in the California Natural Diversity Database, several sensitive species have historically been sighted in the general area of the proposed project (CNDDDB 2017). However, based on the disturbed and developed condition of the project area, and the relative lack of suitable habitat, the potential for any known sensitive species to occur in the area is very low, as the project area is fully developed and sparsely vegetated. Furthermore, many of the sightings in the electronic database review were reported in the early 1900s and/or were reported in naturalized areas such as the Santa Monica Mountains, which are located over 5 miles from the project area.

Implementation of digital conversions and standard modifications and installation of new billboards pursuant to the proposed Sunset Strip Off-Site Signage Policy would involve limited to no ground disturbance. Activities would occur on fully developed parcels adjacent to Sunset Boulevard that are devoid of suitable habitat for sensitive species. Due to the highly developed nature of the project area and the types of activities that such future projects would entail, a substantial adverse effect on species identified as candidate, sensitive, or special status would not occur as a result of the proposed Sunset Strip Off-Site Signage Policy.

New billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodels. While impacts to sensitive species are unlikely due to the existing conditions within the project area that are described above, the specific location along the Sunset Strip and the scope of construction for such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time

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<sup>4</sup> Quadrangles are areas established by the U.S. Geological Survey as a way of categorizing and dividing topographical maps. Quadrangles cover an area measuring 7.5 minutes of latitude and 7.5 minutes of longitude. The western portion of the project area is within the Beverly Hills quadrangle, and the eastern portion of the project area is within the Hollywood quadrangle.

such projects are proposed. Potential effects to sensitive species resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

- b) *Would the project 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?*

**No Impact.** No riparian or other sensitive habitats are known to occur in the project area or in the City (City of West Hollywood 2010). While ornamental vegetation is present within the project area, it is sparsely scattered 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, as none exist in the project area.

- c) *Would the project 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 2015). Therefore, no impact to federally protected wetlands would occur.

- d) *Would the project 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?*

**Less Than Significant Impact.** There are no wetlands or water bodies within the proposed project area. Therefore, the proposed project would have no potential to affect the movement of migratory fish. As stated in the City's General Plan Environmental Impact Report, while some local movement of wildlife can be expected to occur throughout the City, the City is not recognized as an area that links migratory wildlife populations. Furthermore, the project area is a highly built-out corridor. The majority of the properties along the Sunset Strip are fully developed, and the Sunset Strip supports a high volume of vehicular and pedestrian traffic and is therefore characterized by generally high ambient levels of noise and light. For these reasons, the Sunset Strip is a generally unsuitable area for wildlife habitat, including wildlife corridors.

While the Sunset Strip is highly developed and is not expected to serve as a wildlife corridor, its sparsely scattered ornamental vegetation could provide potential nesting sites for birds that are protected under Sections 3503, 3503.5, and 3513 of the California Fish and Game Code and under the Migratory Bird Treaty Act (1918). In the unlikely event that tree trimming or tree removal is required, construction activities associated with digital conversions, standard modifications, and new billboard installations could directly or indirectly affect nesting birds. However, for any construction activities occurring during the nesting season (February 1–August 31) that would involve vegetation trimming or removal, the proposed regulations would require that a qualified biologist survey

the immediate area for the presence of an active bird nest and that any active nests are not disturbed or otherwise adversely affected during construction. Upon compliance with the proposed regulations, the construction activities associated with standard modifications, digital conversions, and new billboards would not have an adverse effect on protected nesting birds. No operational impacts to nesting birds are assumed, since maintenance of billboards along the Sunset Strip would continue to occur in a manner consistent with current practices. Due to the highly developed nature of the project area and the types of activities that the proposed project would entail, combined with the nesting bird protection measures that have been included as part of the proposed regulations, impacts on the movement of native or resident species or on the use of native wildlife nursery sites resulting from the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

New billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodel projects. Nesting bird protection measures similar to those that have been incorporated into the proposed regulations would likely be required for such future developments and facade remodel projects. However, the exact locations and scope of construction for such future projects are too speculative at this time to adequately evaluate their potential environmental effects with more certainty. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects to native wildlife movement and/or nursery sites resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

***e) Would the project conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?***

**No Impact.** The City's municipal code provides regulations governing the treatment of street trees and trees on other public lands, as well as requirements under the City of West Hollywood Heritage Tree Program. No trees in the project area have been designated as Heritage Trees by the City (City of West Hollywood 2014). However, the project area contains numerous street trees, some of which are located adjacent to existing billboards that would be allowed to undergo digital conversions and standard modifications. Street trees may also be located on properties that could be developed with a new billboard. Street trees are subject to protections established in the City's municipal code, which requires permits for removing and/or trimming street trees or other vegetation. However, the proposed Sunset Strip Off-Site Signage Policy would prohibit the maintenance, construction, or operation of an off-site sign from resulting in removal or alteration of trees or landscaping in nearby public parks or in the public right-of-way. As such, implementation of the proposed Sunset Strip Off-Site Signage Policy would not affect any street trees or vegetation protected under City policy and, therefore, would not have the potential to conflict with City policies protecting such trees and vegetation.

New billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodel projects. While provisions have been included in the proposed policy that would prevent new billboards from resulting in removal or alteration of protected trees

and landscaping, new developments or the facade remodels could potentially involve removal or trimming of street trees or vegetation. In the event that tree or vegetation removal or trimming is involved for such future projects, the applicant would be required per the municipal code to replace any street trees and vegetation permitted for removal with another tree or trees, of a type and quality to be determined by the City (Municipal Code Chapter 11.36). Upon compliance with the municipal code provisions, these future projects would not conflict with local policies protecting biological resources. Due to required compliance with the City's municipal code and upon compliance with the proposed regulations in the Sunset Strip Off-Site Signage Policy for removal and/or tree trimming of street trees and trees on public lands, the proposed project would not conflict with local policies protecting biological resources, and no impact would occur.

**f) *Would the project 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.** The City's general plan does not designate any areas of the City as being within a habitat conservation plan (City of West Hollywood 2011). Furthermore, the City is not within any of the regional conservation plans designated by the state (CDFW 2014). Therefore, implementation of 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 plan, as none apply to the project area. No impacts would occur.

**References**

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### 3.5 Cultural Resources

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Cause a substantial adverse change in the significance of a historical resource as defined in §15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Disturb any human remains, including those interred outside of dedicated cemeteries?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

a) *Would the project cause a substantial adverse change in the significance of a historical resource as defined in §15064.5?*

**Less Than Significant Impact.** The Sunset Strip contains numerous historic built environment resources. The proposed Sunset Strip Off-Site Signage Policy would involve modifications to existing traditional billboards, conversion of existing traditional billboards to digital billboards, and construction and operation of new billboards in association with new development or facade remodels.

Some existing billboards along the Sunset Strip are located on the site of a historical resource. Modifications to such existing billboards (pursuant to the proposed Sunset Strip Off-Site Signage Policy) have the potential to indirectly impact historical resources by obscuring significant character-defining features of the building or historic views of the Sunset Strip. In order to prevent any significant impacts to historical resources, the proposed Sunset Strip Off-Site Signage Policy sets forth specific protections. Upon approval of the proposed Sunset Strip Off-Site Signage Policy, any off-site signage project located on or directly adjacent to historical resources (as defined in CEQA Guidelines Section 15064.5(a)) would be required to conform with the Secretary of the Interior’s Standards for Rehabilitation (SOI Standards, Weeks and Grimmer 1995).

Conformance with the SOI Standards would ensure that modifications to existing billboards and installation of new billboards do not obscure the important character-defining features of historical resources, including any significant historic street views. Proposed designs for new or modified off-site signage will be reviewed for compatibility in scale, size, and proportion to historical resources, so as not to adversely impact the

integrity of the resource or its setting. Additionally, if a standard modification, digital conversion, or new billboard would be located on or directly adjacent to properties containing historical resources, the billboard owner would be required to submit a Certificate of Appropriateness, which would be reviewed by the City's Historic Preservation Commission prior to approval. The requirement to submit a Certificate of Appropriateness for review by the City's Historic Preservation Commission would ensure that modifications to billboards or new billboards located on or adjacent to properties with designated cultural resources would be designed and constructed in conformance with the SOI standards.

Compliance with the proposed cultural resource protection measures (that would be adopted upon approval of the proposed Sunset Strip Off-Site Signage Policy) would reduce impacts associated with future standard modifications, digital conversions, and new billboards to a less than significant level. As such, impacts on historical resources resulting from the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects to historical resources resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

**b) *Would the project cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5?***

**Less Than Significant Impact.** A records search was conducted at the South Central Coastal Information Center (SCCIC) for the City of West Hollywood in support of the City's General Plan Environmental Impact Report. The records search included a review of the National Register of Historic Places (NRHP), the California Register of Historical Resources (CRHR), the California State Historic Resources Inventory, and the California Historical Landmarks and Points of Interest. The records search also included a list of designated historical resources within West Hollywood. No prehistoric or historic archaeological resources were identified in the records search results. All identified resources are historic buildings constructed between the early and middle 20<sup>th</sup> century (City of West Hollywood 2010). No prehistoric or historic archaeological resources were identified as a result of the records search. All identified resources are historic buildings constructed between the early and middle 20<sup>th</sup> century (City of West Hollywood 2010).

As described in the General Plan Environmental Impact Report, the City is located within an area that possesses a high potential to contain buried cultural resources, including historic and prehistoric artifacts and features. The City contacted the California Native American Heritage Commission (NAHC) to request a

Sacred Lands File search of the project area. The NAHC responded on November 15, 2016, and stated that the search “was completed with negative results however this area is sensitive for potential tribal cultural resources.” The NAHC provided a list of six tribal contacts with traditional lands or cultural places located within the boundaries of the project area, who should be contacted for additional information regarding cultural resources within the project area. On November 28, 2016, the City sent letters to the six contacts on the list with a project description and a map showing the project area. (Copies of these letters are on file at the City’s Community Development Department.) One response has been received to date: Andrew Salas, Chairman of the Gabrieleno Band of Mission Indians – Kizh Nation responded in a letter dated December 5, 2016, and stated that the project area is highly sensitive for cultural resources.

No known archaeological resources are located within the project area. However, there is the potential that previously undiscovered resources may be present below ground, especially at the depths that may be required to install new pole foundations for new billboards or billboard modifications involving pole location adjustments. Adverse effects to archaeological resources can occur if significant resources are uncovered during ground disturbance and subsequently destroyed, otherwise harmed, and/or not properly preserved in accordance with applicable laws. The majority of the digital conversions and standard modifications undertaken pursuant to the proposed Sunset Strip Off-Site Signage Policy would not involve ground disturbance. Work would typically take place aboveground, since changes in the billboard pole foundation(s) would not be required for digital conversions or for structural modifications involving height, orientation, or the addition of a second face. As such, most digital conversions and standard modifications would not have the potential to adversely affect archaeological resources. However, modifications involving an adjustment in pole location would likely require new ground disturbance, since pole foundations typically require excavation of holes that are 35 to 45 feet in depth and 5 feet in width. Similarly, some new billboards may have their own poles or free-standing support structures; as such, there is the potential that new billboards could also result in ground disturbing activities, with excavation of holes that are 35 to 45 feet in depth. While the project area is highly developed and disturbed, excavation at these depths could result in uncovering of previously undisturbed soils. As such, the potential exists for uncovering a previously unknown archaeological resource while excavating new pole foundations. As such, for modifications requiring ground disturbance, the proposed regulations have set forth the requirement for a qualified archaeologist to assess the archaeological sensitivity of the site and the potential for effects on subsurface deposits to occur during excavation. The policy also includes measures to be implemented in the unlikely event that archaeological resources or human remains are encountered during excavation (see Appendix A). These policy requirements would ensure that cultural resources would be protected to the extent required by law. Upon compliance with the proposed regulations, impacts to archaeological resources resulting from digital conversions and standard modifications would be less than significant.

Regarding new billboards, it is anticipated that similar resource protection measures would likely be applied. New billboards would be required to be part of new development projects or facade remodels. Such projects

could also result in ground disturbance with the potential to encounter previously unknown cultural resources. Facade remodels are unlikely to encounter buried archaeological resources, given the limited amount of earthwork anticipated for these projects. However, the location, design, and extent of earthwork for such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects to the significance of an archaeological resource resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

*c) Would the project directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?*

**Less Than Significant Impact.** The City is underlain with alluvial fan deposits. As stated in the City's General Plan Environmental Impact Report, a large number of fossils have been recovered from alluvial fan deposits similar to those that underlie the City (City of West Hollywood 2010). In the event that fossils and unique geologic features are uncovered during ground disturbing activities, they may be inadvertently destroyed, unless measures are taken to ensure that such resources are identified and properly handled and recovered. As described in Section 3.5(b), the majority of digital conversions and standard modifications would not generally involve ground-disturbing activities. Additionally, as described in Section 3.5(b), some new billboards may not involve ground disturbance, if they are adhered to building facades. As such, the majority of activities occurring as a result of implementing the proposed Sunset Strip Off-Site Signage Policy would not have the potential to directly or indirectly destroy a unique paleontological resource or site or unique geologic feature. However, modifications to existing billboards involving a change in pole location or new billboards requiring a new pole foundation would have the potential to involve minor amounts of ground disturbance as the hole(s) for new pole foundations are excavated. Due to the depth of typical billboard pole foundations, there is the potential that paleontological resources or unique geologic features would be encountered during excavation. While destruction of a paleontological resource or unique geologic feature is unlikely to occur, the proposed regulations include measures to ensure that any ground disturbance associated with changes in pole location would not result in destruction of a paleontological resource or unique geologic feature (see Appendix A). As such, upon compliance with the proposed regulations, impacts to paleontological resources and unique geologic features resulting from digital conversions, standard modifications would be less than significant.

Regarding new billboards, it is anticipated that similar resource protection measures would likely be applied. New billboards would be required to be part of new development projects or facade remodels. Such projects could also result in ground disturbance with the potential to encounter previously unknown paleontological resources. However, the location, design, and depth of excavation for such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e.,

the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects to paleontological resources resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

**d) *Would the project disturb any human remains, including those interred outside of dedicated cemeteries?***

**Less Than Significant Impact.** As described under Section 3.5(b), the project area is considered sensitive for previously uncovered cultural resources, which include human remains. Previously undiscovered human remains have the potential to be uncovered during ground disturbance. If proper evaluation and protection of the human remains are not conducted, such remains could be disturbed, resulting in a potentially significant effect. However, as described in Section 3.5(b), most activities involved with standard modifications and digital conversions undertaken pursuant to the proposed Sunset Strip Off-Site Signage Policy would not result in ground disturbance. Additionally, as described in Section 3.5(b), some new billboards may not involve ground disturbance, if they are adhered to building facades. For the activities involving ground disturbance (i.e., moving the location of an existing billboard pole or installing a new pole for a new billboard), the ground disturbance involved would be limited. Excavation of a hole for a billboard pole foundation would not be anticipated to result in discovery of human remains, due to the limited horizontal extent of excavation. In the unlikely event that human remains are unexpectedly encountered during construction activities for the modification of existing billboards or for new billboards, there are laws and required procedures that would preclude potentially significant effects to human remains. These laws include State Health and Safety Code Section 7050.5 and Public Resources Code Section 5097.98, which provide guidance with regard to the accidental discovery of human remains. Should remains be unearthed during any construction activities involved with implementation of the proposed Sunset Strip Off-Site Signage Policy, required compliance with these laws would reduce any potential impact to less than significant.

The policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects. These future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to the same laws and required procedures referenced above, which would be expected to preclude significant effects to human remains from occurring. However, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would still be subject to project-specific CEQA review at the time such projects are proposed.

**Reference**

City of West Hollywood. 2010. *Public Review Final Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan*. October 2010. Accessed December 12, 2016. <http://www.weho.org/city-hall/download-documents/-folder-626>.

### 3.6 Geology and Soils

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ii) Strong seismic ground shaking?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
iii) Seismic-related ground failure, including liquefaction?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
iv) Landslides?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) *Would the project 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.*

**Less Than Significant Impact.** There are numerous known earthquake faults in the vicinity of the project area (California Geological Survey 2014, City of West Hollywood 2010). Additionally, several portions of the project area are 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 several properties near the eastern boundary of the project area (City of West Hollywood 2010). As such, the proposed project would be implemented in an area where a known earthquake fault could potentially rupture. The proposed project entails changes to existing billboards, including digital conversions and modifications in billboard height, orientation, and/or pole location, and construction and operation of new billboards. In the unlikely event of fault rupture on a billboard site, the billboard could undergo structural damage. However, modifications to existing billboards and installation of new billboards would be required to be conducted in accordance with existing federal, state, and City laws and guidelines concerning seismic safety. Additionally, implementation of the proposed project would not change the use of any buildings resulting in an increase of building occupants who may be exposed to fault rupture. The proposed changes to existing billboard structures and new billboards would not substantially increase the risk of loss, injury, or death due to fault rupture along the Sunset Strip, relative to existing conditions. Upon compliance with seismic safety regulations, impacts related to fault rupture associated with implementation of the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

While the policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects involving rupture of a known earthquake fault would be examined in accordance with CEQA as part of the required project-specific CEQA review.

ii) *Strong seismic ground shaking?*

**Less Than Significant Impact.** The project area is located within the seismically active Southern California region and, like all locations within the region, is subject to strong seismic ground shaking. In

the event of strong seismic ground shaking within the project area, billboard structures would have the potential to undergo seismic damage, just as buildings and other structures along Sunset Strip may undergo damage during a strong earthquake. Standard modifications and digital conversions undertaken pursuant to the proposed Sunset Strip Off-Site Signage Policy would entail changes to existing billboard structures; as such, the standard modifications and digital conversions would not increase the number of structures or building occupants in the project area that would potentially be subject to risks related to seismic-related ground shaking. New billboards would introduce new structures to the Sunset Strip that would potentially be subject to seismic-related ground shaking. However, modifications to existing billboards and construction and operation of new billboards would occur in accordance with existing federal, state, and City laws and guidelines concerning seismic safety, thereby ensuring maximum feasible stability of modified billboards and new billboards. As such, the proposed changes to existing billboard structures and installation of new billboards along the Sunset Strip would not substantially increase the risk of loss, injury, or death due to strong seismic ground shaking along the Sunset Strip, relative to existing conditions. Upon compliance with seismic safety regulations, impacts related to seismic ground shaking associated with implementation of the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

While the policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects involving strong seismic ground shaking would be examined in accordance with CEQA as part of the required project-specific CEQA review.

*iii) Seismic-related ground failure, including liquefaction?*

**Less Than Significant 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 pressure 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. Areas identified as being susceptible to liquefaction have been identified within the project area (Division of Mines and Geology 1999, California Geological Survey 2014). In the event that seismic-related ground failure were to occur at the site of an existing billboard structure or at the site of a new billboard structure, the structure would have the potential to undergo damage, just as buildings and other structures along Sunset Strip may undergo damage from seismic-related ground failure. Standard modifications and digital conversions undertaken pursuant to the proposed Sunset Strip

Off-Site Signage Policy would entail changes to existing billboards only; as such, these activities would not increase the number of structures or building occupants in the project area that would potentially be subject to risks related to seismic-related ground failure. New billboards would introduce new structures to the Sunset Strip that would potentially be subject to seismic-related ground shaking. However, modifications to existing billboard structures and construction and operation of new billboards would occur in accordance with existing federal, state, and City laws and guidelines concerning seismic safety. As such, the proposed changes to existing billboard structures and installation of new billboards along the Sunset Strip would not substantially increase the risk of loss, injury, or death due to strong seismic ground shaking along the Sunset Strip, relative to existing conditions. Upon compliance with seismic safety regulations, impacts associated with associated with implementation of the proposed Sunset Strip Off-Site Signage Policy related to seismic-related ground failure would be less than significant.

While the policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects involving seismic-related ground failure would be examined in accordance with CEQA as part of the required project-specific CEQA review.

*iv) Landslides?*

**No Impact.** The project area is not located within an area identified as being susceptible to earthquake-induced landslides on maps prepared by the state (California Geological Survey 2014; Division of Mines and Geology 1999). As such, landslides are unlikely to occur in the project area. Therefore, no impact would occur.

*b) Would the project result in substantial soil erosion or the loss of topsoil?*

**No Impact.** In an urbanized setting, substantial erosion or loss of topsoil typically occurs when ground disturbance causes soils to be exposed, and the soils are washed away during a storm or wind event. As described in Section 3.5, modifications to existing billboards involving adjustments in pole location and construction of new billboards requiring new pole foundations would entail minor amounts of ground disturbance and would, therefore, have the potential to temporarily expose soils at billboard sites. However, once existing pole foundations are removed for any modifications requiring pole location adjustments, the holes would be backfilled and then repaved or re-landscaped, consistent with the existing ground covering on the billboard site. Following excavation of new holes for modifications requiring pole location adjustments or

new billboards, the poles would be installed and cemented in place. The process is expected to take approximately 2 days. As such, the project would not result in large areas of exposed soils, and the limited areas of exposed soils would be covered with the new pole or with pavement and landscaping within a few days of initial ground disturbance. Therefore, substantial soil erosion or loss of topsoil would not result. No impact would occur as result of the proposed Sunset Strip Off-Site Signage Policy.

Any new billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodels. While impacts involving erosion are unlikely due to the urbanized nature of the project area and the regulatory requirements for stormwater management, the specific locations of such future projects and the scope of construction for future projects are too speculative at this time to determine with more certainty whether impacts could occur. These future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. The potential for such projects to result in substantial erosion or loss of topsoil would be examined in accordance with CEQA as part of the required project-specific CEQA review.

- c) *Would the project 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?*

**Less Than Significant Impact.** As described above, portions of the project area could be susceptible to soils hazards, such as liquefaction. However, standard modifications and digital conversions undertaken pursuant to the proposed Sunset Strip Off-Site Signage Policy would not increase the number of structures or building occupants exposed to soils hazards. New billboards would introduce new structures to the Sunset Strip that would potentially be subject to seismic-related ground shaking. However, all conversions, modifications, and new billboards would be subject to applicable City, state, and federal regulations related to geologic safety. For these reasons, the minor amounts of ground disturbance associated with standard modifications, digital conversions, and new billboards are not expected to result in hazards related to soil stability. Upon compliance with seismic safety regulations, impacts related to soil hazards associated with implementation of the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

While the policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. The potential for those projects to result in substantial adverse effects involving soil hazards would be examined in accordance with CEQA as part of the required project-specific CEQA review.

*d) Would the project 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?*

**Less Than Significant 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. Portions of the project area and surrounding areas are underlain by quaternary alluvium consisting of loose to moderately dense sand, silt, and clay (Division of Mines and Geology 1998). While unlikely, substantial soil expansion could potentially undermine a billboard foundation, causing structural damage and a potential safety hazard. However, standard modifications and digital conversions undertaken pursuant to the proposed Sunset Strip Off-Site Signage Policy would not increase the number of structures or building occupants potentially exposed to hazards associated with soil expansion. New billboards would introduce new structures to the Sunset Strip that would potentially be subject to seismic-related ground shaking. However, modified billboards and new billboards would be constructed and operated in accordance with existing federal, state, and City laws and guidelines concerning structural safety, thereby ensuring maximum feasible stability of modified billboards and new billboards. For modifications involving changes in pole location and for new billboards involving poles (or other ground-mounted supports), new pole foundations would be established. Removal of old pole foundations and the installation and design of new pole foundations would occur in accordance with applicable seismic design codes that address structural safety. Upon compliance with these regulations, impacts related to expansive soils associated with standard modifications, digital conversions, and new billboards would be less than significant.

While the policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. The potential for such projects to create substantial risks to life or property due to expansive soils would be examined in accordance with CEQA as part of the required project-specific CEQA review.

*e) Would the project have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?*

**No Impact.** No septic tanks or alternative wastewater disposal systems are proposed. The properties along Sunset Strip are served by a sewer system. Therefore, no impact associated with the use of alternative wastewater disposal systems would occur.

**References**

California Geological Survey. 2014. *Earthquake Zones of Required Investigation – Hollywood Quadrangle*. November 6, 2014. Accessed December 12, 2016. <http://www.quake.ca.gov/gmaps/WH/regulatorymaps.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](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 – Beverly Hills Quadrangle*. March 25, 1999. Accessed January 20, 2015. <http://www.quake.ca.gov/gmaps/WH/regulatorymaps.htm>.

**3.7 Greenhouse Gas Emissions**

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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

**Less Than Significant Impact.** Greenhouse gases (GHGs) are gases that absorb infrared radiation in the atmosphere. The greenhouse effect is a natural process that contributes to regulating the Earth’s temperature. 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<sub>2</sub>. Thus, GHG gas emissions are typically measured in terms of pounds or metric tons (MT) of CO<sub>2</sub> equivalent (CO<sub>2</sub>E).<sup>5</sup>

In October 2008, SCAQMD presented to the Governing Board the Draft Guidance Document – Interim CEQA GHG Significance Threshold (SCAQMD 2008). 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 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 draft interim CEQA thresholds guidance document was not adopted or approved by the Governing Board. However, in December 2008, the SCAQMD adopted Resolution 08-35, which established an interim 10,000 MT CO<sub>2</sub>E per year screening level threshold for stationary source/industrial projects for which the SCAQMD is the lead agency. The 10,000 MT CO<sub>2</sub>E per year threshold was based upon the conclusion that the 10,000 MT CO<sub>2</sub>E per year threshold was consistent with achieving an emission capture rate of 90% of all new or modified stationary source projects, which in turn uses Executive Order S-3-05 as the basis for deriving the screening level.

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. 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 proposal, issued in September 2010, uses the following tiered approach to evaluate potential GHG impacts from various uses (SCAQMD 2010):

- Tier 1** Determine if CEQA categorical exemptions are applicable. If not, move to Tier 2.
- Tier 2** Consider whether or not the proposed project is consistent with a locally adopted GHG reduction plan that has gone through public hearing and CEQA review, that has an approved inventory, includes monitoring, etc. If not, move to Tier 3.
- Tier 3** Consider whether the project generates GHG emissions in excess of screening thresholds for individual land uses. The 10,000 MT CO<sub>2</sub>E per year threshold for industrial uses would be recommended for use by all lead agencies. Under option 1, separate screening thresholds are proposed for residential projects (3,500 MT CO<sub>2</sub>E

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<sup>5</sup> The CO<sub>2</sub> equivalent for a gas is derived by multiplying the mass of the gas by the associated GWP, such that metric tons of CO<sub>2</sub>E = (metric tons of a GHG) × (GWP of the GHG). This analysis assumes the GWP of CH<sub>4</sub> is 25 and the GWP of N<sub>2</sub>O is 298 consistent with default values in CalEEMod 2016.

per year), commercial projects (1,400 MT CO<sub>2</sub>E per year), and mixed-use projects (3,000 MT CO<sub>2</sub>E per year). Under option 2, a single numerical screening threshold of 3,000 MT CO<sub>2</sub>E per year would be used for all non-industrial projects. If the project generates emissions in excess of the applicable screening threshold, move to Tier 4.

**Tier 4** Consider whether the project generates GHG emissions in excess of applicable performance standards for the project service population (population plus employment). The efficiency targets were established based on the goal of AB 32 to reduce statewide GHG emissions to 1990 levels by 2020. The 2020 efficiency targets are 4.8 MT CO<sub>2</sub>E per service population for project level analyses and 6.6 MT CO<sub>2</sub>E per service population for plan level analyses. If the project generates emissions in excess of the applicable efficiency targets, move to Tier 5.

**Tier 5** Consider the implementation of CEQA mitigation (including the purchase of GHG offsets) to reduce the project efficiency target to Tier 4 levels.

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<sub>2</sub>E per year operational threshold for commercial projects is used to analyze the significance of GHG impacts under CEQA.

### **Digital Conversions and Standard Modifications of Existing Billboards**

#### **Construction Emissions**

Construction activities for standard modifications and digital conversions undertaken pursuant to the proposed Sunset Strip Off-Site Signage Policy 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 scenarios for standard modifications and digital conversions described in Section 2.5 of this document.

For the analysis of the potential GHG emissions impacts of standard modifications and digital conversions, it was assumed that there would be a total of 71 standard modifications and 3 digital billboard conversions with each activity totaling 2 days of construction. Each construction activity would require a total of six construction workers per day (12 one-way worker trips), three vendor roundtrips per day (6 one-way vendor trips), and a total of four haul truck trips. It was also conservatively assumed that a crane would be in operation for a total of 4 hours each day of construction. It was estimated that a total of 15 pole location adjustments would be required. In addition to the construction scenario noted previously, pole location adjustments would also require a drill

rig, which would operate for 4 hours during the first day of construction activity. Approximately 50 cubic yards of soil would be excavated for each pole location adjustment. This construction scenario would involve approximately six construction workers per day (12 one-way worker trips), three vendor trips per day (6 one-way vendor trips), and a total of 12 haul truck trips. Approximately 50 cubic yards of soil would be exported for each pole location adjustment undertaken. The SCAQMD recommends that “construction emissions be amortized over a 30-year project lifetime, so that GHG reduction measures will address construction GHG emissions as part of the operational GHG reduction strategies” (SCAQMD 2008). Thus, the total construction GHG emissions were calculated and amortized over 30 years, for comparison with the GHG significance threshold of 1,400 MT CO<sub>2</sub>E. The determination of significance, therefore, is addressed in the operational emissions discussion below.

Table 3.7-1 presents total construction-related GHG emissions for standard modifications and digital conversions over the anticipated 16-year period during which the modifications would be constructed. The table presents the anticipated GHG emissions from on-site (off-road equipment) and off-site emission sources (hauling and vendor trucks and worker vehicles).

**Table 3.7-1. Estimated Annual Construction Greenhouse Gas Emissions**

Activity	CO <sub>2</sub>	CH <sub>4</sub>	N <sub>2</sub> O	CO <sub>2</sub> E
	<i>metric tons per year</i>			
Digital Conversion or Standard Modification without Pole Location Adjustment (59)	42.08	0.00	0.00	42.24
Digital Conversion or Standard Modification Requiring Pole Location Adjustment (15)	18.75	0.00	0.00	18.82
<b>Total</b>	<b>60.83</b>	<b>0.00</b>	<b>0.00</b>	<b>61.06</b>

**Notes:** CO<sub>2</sub> = carbon dioxide; CH<sub>4</sub> = methane; N<sub>2</sub>O = nitrous oxide; CO<sub>2</sub>E = carbon dioxide equivalent  
 See Appendix B for detailed results.

As shown in Table 3.7-1, the estimated total GHG emissions during construction of future standard modifications and digital conversions would be approximately 61 MT CO<sub>2</sub>E. The total GHG emissions for the 59 modifications without pole location adjustments was an estimated 43 MT CO<sub>2</sub>E, and the 15 modifications requiring pole location adjustments was an estimated 19 MT CO<sub>2</sub>E, resulting in amortized emissions of 2 MT CO<sub>2</sub>E over the operational life of the project (typically a 30-year period). As with project-generated construction air quality pollutant emissions, GHG emissions generated for each construction activity would be short-term in nature, lasting 2 days with a maximum of 26 days of construction in a given year. All standard modifications and digital conversions would be completed by 2032.

### Operational Emissions

Minimal operational activities would occur after construction activities for standard modifications and digital conversions are completed. Operation of existing billboards that have undergone standard modifications and/or digital conversions would require only periodic vehicle trips required for LED bulb replacement, which would occur once every 5 years for digital billboards (3 billboard faces). Minimal GHG emissions would be generated during operational activities from the vehicle trips required for LED bulb replacement, resulting in a maximum increase of 3 round-trip truck trips (6 one-way truck trips) every 5 years. The periodic operational activity occurring every 5 years would result in less annual GHG emissions compared to the analyzed construction scenario that assumes multiple worker vehicle, vendor truck trips and haul trucks, and equipment operation. Furthermore, the operational scenario would not change substantially over existing conditions, since existing billboards along the Sunset Strip currently require periodic maintenance and would continue to require similar levels of maintenance under the proposed project.

The primary source of operational GHG emissions would be attributed to electricity consumption of billboards that have undergone digital conversions. Using assumptions regarding the number of second faces that would be allowed and the amount of electricity that is required by typical static and digital billboards, annual electricity usage of billboards along the Sunset Strip would be 663,132 kilowatt-hours (kWh) once all allowable digital conversions and standard modifications are completed. This would represent an increase of approximately 144,540 kWh compared with the total combined electricity usage of the existing billboards. This GHG emissions calculation takes into account the procurement of renewable energy by Southern California Edison to meet the required 20% renewable portfolio standard (RPS) by 2016 and 50% RPS by 2030. The existing billboards estimated annual GHG emissions total approximately 167 MT CO<sub>2</sub>E. Once all allowable digital conversions and standard modifications are complete, billboards along the Sunset Strip would generate approximately 134 MT CO<sub>2</sub>E, representing a decrease relative to existing conditions. The calculated decrease in GHG emissions is largely attributable to the increasing stringency of state standards for procurement of renewable energy that would occur during the anticipated implementation period for the proposed policy. Project-generated construction GHG emissions amortized over 30 years plus net operational emissions (billboards that have undergone digital conversions and standard modifications minus existing billboard operations) would result in a decrease of GHG emissions of 31 MT CO<sub>2</sub>E over existing conditions (Appendix B). As such, operation of billboards that have undergone digital conversions and standard modifications would not exceed the proposed SCAQMD threshold of 1,400 MT CO<sub>2</sub>E per year for commercial projects and would not result in a substantial source of long-term GHG emissions. Potential GHG impacts would be less than significant. Furthermore, the proposed Sunset Strip Off-Site Policy would require that all conversions to digital billboards off set all new energy usage through renewable energy sources (see Section 3.7(b) for details).

### **New Billboards Integrated into New Development or Facade Remodels**

Under the proposed regulations, new billboards would be allowed if integrated into new development or facade remodels and upon compliance with the proposed Sunset Strip Off-Site Signage Policy. The construction and operation of new billboards would have the potential to generate greenhouse gas emissions. The primary source of operational GHG emissions would be attributed to electricity consumption of new digital billboards. However, provisions have been included in the proposed Sunset Strip Off-Site Signage Policy to prevent digital billboards from resulting in increased GHG emissions. The proposed policy would require digital billboards to use renewable energy sources, through purchase of renewable energy certificates and/or installation of on-site renewable energy sources. As such, new billboards that comply with the proposed regulations are not expected to result in generation of GHGs in excess of significance thresholds or to the extent that a substantial adverse impact on the environment would result. Impacts of new billboards are expected to be less than significant.

While the proposed Sunset Strip Off-Site Signage Policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the construction and operational scenarios of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to greenhouse gas emissions resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

### **Sunset Strip Billboard District – Special Events**

The proposed Sunset Strip Billboard District would be associated with a biennial or annual event that is anticipated to last for several days (for example, it may occur over the course of a weekend). Such events have the potential to draw additional visitors to the project area during the event, leading to additional traffic in the area. This additional traffic could lead to a temporary and brief increase in emissions in the project vicinity during the special event; however, the specific nature of such future events is currently unknown. Because the popularity of these events is unknown, and due to the brief and infrequent nature of these events, the increases in GHG emissions that could be attributable to such events would not have a substantial effect on the project's GHG emissions. As such, the special events were not included in the GHG calculations.

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

**Less Than Significant Impact.** The City adopted its Climate Action Plan (CAP) on September 6, 2011, concurrent with the adoption of the City's 2035 General Plan (City of West Hollywood 2011). The City's CAP includes strategies and performance indicators to reduce GHG emissions from municipal and communitywide activities within the City. The City's CAP strategies address seven major GHG sources and

recommend actions to achieve GHG reductions through the following strategies: 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 City's 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. According to the CAP, a project-specific GHG analysis "must identify the specific CAP measures applicable to the project and how the project incorporates the measures." If the project is not consistent with the CAP measures or if the measures are not otherwise binding, they must be incorporated as mitigation measures applicable to the project. Overall, the goal of the City's CAP is to reduce the City's communitywide GHG emissions by 20% to 25% below 2008 emission levels by 2035.

The proposed project involves digital conversions and other modifications to existing billboards and development of new billboards pursuant to the proposed Sunset Strip Off-Site Signage Policy, which 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. The proposed off-site signage regulations would not conflict with these measures and would not hinder the City from implementing these measures. The existing billboards that have undergone digital conversions or standard modifications and new billboards that are constructed pursuant to the proposed Sunset Strip Off-Site Signage Policy would not use water or generate substantial amounts of waste and would not conflict with the associated water efficiency and waste reduction and recycling goals and measures. Although digital conversions, standard modifications, and new billboards would result in a minor increase in vehicle trips, the proposed 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 of transportation and to reduce 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.

While the proposed project would result in a net increase in electricity consumed due to new digital billboards and converted digital billboards, the additional electricity consumed by the proposed project would be offset through compliance with the energy efficiency measures in the proposed Sunset Strip Off-Site Signage Policy. The following measure from the proposed Sunset Strip Off-Site Signage Policy would apply to both new digital billboards and converted digital billboards:

**Renewable Energy Usage:** Digital Billboards shall utilize renewable energy sources. Applications for digital billboards shall demonstrate that all additional energy use created by the digital technology meets renewable energy usage and neutral carbon fuel usage through one of the following options:

- a. Purchase of renewable energy certificates to offset energy use;

- b. On-site renewable energy that achieve zero carbon emissions for the additional energy usage for the new sign operations; or
- c. A combination of the above to offset new carbon emissions.

Upon compliance with this requirement, energy used by digital billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would, therefore, not conflict with the energy goals established in the CAP. Based on these considerations, digital conversions, standard modifications, and new billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would not conflict with the City's adopted CAP.

Regarding consistency with Senate Bill 32 (goal of reducing GHG emissions to 40% below 1990 levels by 2030) and Executive Order S-3-05 (goal of reducing GHG emissions to 80% below 1990 levels by 2050), there are no established protocols or thresholds of significance for that future year analysis. However, CARB forecasts that compliance with the current Scoping Plan puts the State on a trajectory of meeting these long-term GHG goals, although the specific path to compliance is unknown (CARB 2014). As provided in impact criterion 3.7(a), the digital conversions and standard modifications would not exceed the SCAQMD significance threshold of 1,400 MT CO<sub>2</sub>E. Additionally, all converted digital billboards and potential new digital billboards would be required to offset their net increase in energy usage through renewable energy sources. Therefore, conflicts with the state's trajectory toward future GHG reductions would not occur as a result of implementing the Sunset Strip Off-Site Signage Policy. With respect to future GHG targets under Senate Bill 32 and Executive Order S-3-05, CARB has also made clear its legal interpretation that it has the requisite authority to adopt whatever regulations are necessary, beyond the Assembly Bill 32 horizon year of 2020, to meet the reduction targets in 2030 and in 2050; this legal interpretation by an expert agency provides evidence that future regulations will be adopted to continue the state on its trajectory toward meeting these future GHG targets.

Based on the preceding considerations, implementation of the proposed Sunset Strip Off-Site Signage Policy would not conflict with an applicable plan, policy, or regulation adopted for the purpose of reducing the emissions of GHGs. Therefore, impacts related to conflicts with an applicable plans adopted for the purpose of reducing greenhouse gases emissions would be less than significant.

As described above, additional project-by-project analysis would be required for new billboards and the associated new developments and facade remodels, at which time such projects as whole (i.e., the new development plus the new billboard or the facade remodel plus the new billboards) would be evaluated for their consistency with applicable plans adopted for the purpose of reducing greenhouse gases emissions.

**References**

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City of West Hollywood. 2011. *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>.

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

SCAQMD. 2010. “Greenhouse Gases CEQA Significance Thresholds Working Group Meeting No. 15.” September 28, 2010. Accessed August 2016. [http://www.aqmd.gov/docs/default-source/ceqa/handbook/greenhouse-gases-\(ghg\)-ceqa-significance-thresholds/year-2008-2009/ghg-meeting-15/ghg-meeting-15-main-presentation.pdf?sfvrsn=2](http://www.aqmd.gov/docs/default-source/ceqa/handbook/greenhouse-gases-(ghg)-ceqa-significance-thresholds/year-2008-2009/ghg-meeting-15/ghg-meeting-15-main-presentation.pdf?sfvrsn=2).

**3.8 Hazards and Hazardous Materials**

<b>Would the project:</b>	<b>Potentially Significant Impact</b>	<b>Less Than Significant with Mitigation Incorporated</b>	<b>Less Than Significant Impact</b>	<b>No Impact</b>
a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) *Would the project 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, adhesive materials, grease, solvents, and architectural coatings would be used during digital conversions, standard modifications, and construction of new billboards in the project area. These materials are not considered acutely hazardous and are used routinely throughout urban environments for both construction projects and small-scale structural improvements. Further, 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 each digital conversion, standard modification, and new billboard installation has been completed, fuels and other petroleum products would no longer remain on the billboard sites.

Operation of digital billboards, billboards that have undergone standard modifications, and new static billboards would involve few changes in the routine transport, use, or disposal of hazardous materials in the project area. Operation of billboards that have undergone standard modifications would not generally require any additional materials, whether hazardous or non-hazardous, beyond those that are currently used to operate such billboards. New static billboards would have operational scenarios similar to those of existing

static billboards. The advertising copy would be changed periodically (generally a maximum of one time per month). Operational copy changes may also involve small amounts 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. Digital billboards would require a minor change in operational scenario relative to existing conditions. The LED bulbs for digital billboards would need to be replaced approximately once every 5 years. During these periodic maintenance events, the used bulbs would be transported and disposed of in accordance with applicable regulations. Use of LED bulbs in accordance with applicable handling and disposal requirements would not pose a significant risk to the public or environment. Impacts related to hazards caused by the routine transport, use, or disposal of hazardous materials resulting from the proposed Sunset Strip Off-Site Signage Policy would therefore be less than significant.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location, design, and sizes of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to hazards caused by the routine transport, use, or disposal of hazardous materials resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

- b) *Would the project 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 3.8(a), construction activities for digital conversions, standard modifications, and new billboards attributable to the proposed project would involve relatively small amounts of commonly used hazardous substances such as gasoline, diesel fuel, lubricating oil, grease, adhesive materials, solvents, and architectural coatings. These materials are not considered acutely hazardous and are used routinely throughout urban environments for construction projects and small-scale structural improvements. Further, these materials would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. For these reasons, future digital conversions, standard modifications, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy are not anticipated to release hazardous materials into the environment that would pose a threat to human health or the environment.

Operation of digital billboards, billboards that have undergone standard modifications, and new static billboards would involve few changes in the use of hazardous materials in the project area. As described

under Section 3.8(a), digital billboards would involve operation of numerous LED bulbs within or on the billboard face. LED bulbs contain trace amounts of hazardous materials but are not currently regulated as a hazardous material. LED bulbs used for billboards in the project area would be required to be transported, installed, and disposed in accordance with the most recent regulations concerning treatment of LED bulbs. Operational copy changes for new static billboards may involve small amounts 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. For these reasons, future digital billboards, billboards that have undergone standard modifications, and new static billboards are not anticipated to release hazardous materials into the environment that would pose a threat to human health or the environment. Therefore, impacts resulting from the proposed Sunset Strip Off-Site Signage Policy related to release of hazardous materials would be less than significant.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location, design, and sizes of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to the release of hazardous materials resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

**c) *Would the project 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 Elementary School (970 North Hammond Street), West Hollywood College Preparatory School (1317 Crescent Height Boulevard), and Pacific Hills School (8628 Holloway Drive) are both located within one-quarter mile of the project area. As discussed in Section 3.8(a), construction activities associated with digital conversions, standard modifications, and new billboards would involve relatively small amounts of commonly used hazardous substances such as gasoline, diesel fuel, lubricating oil, grease, adhesive materials, solvents, and architectural coatings. 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.

As described in Sections 3.8(a) and 3.8(b), operation of digital billboards, billboards that have undergone standard modifications, and new static billboards would involve few changes in the use of hazardous materials in the project area. Most billboards that have undergone standard modifications would continue to operate in the same manner with or without the project (i.e., modifying the height, orientation, and pole

location of an existing billboard or adding a second face would not have a substantial effect on the materials involved with billboard operations). The proposed project would increase the use of LED bulbs in the project area. As described under Section 3.8(b), LED bulbs are not considered a hazardous waste or material. They would be required to be transported, installed, and disposed in accordance with the most recent regulations concerning treatment of LED bulbs. Use of additional LED bulbs along the Sunset Strip for their intended purposes and in accordance with regulations is not expected to pose a hazard to nearby schools. Operational copy changes for new static billboards may involve small amounts 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 nearby schools. Impacts related to the use of hazardous materials near schools resulting from the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location, design, and sizes of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. The potential for such projects to emit hazardous emissions or handle hazardous materials within one-quarter mile of an existing or proposed school would be examined in accordance with CEQA as part of the required project-specific CEQA review.

- d) ***Would the project 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?***

**Less Than Significant Impact.** Most digital conversions and standard modifications, as well as some new billboards, would not involve ground disturbance. This would ensure that no hazardous materials are unearthed or otherwise encountered. However, adjustments in pole location and installing new ground-mounted structural support for new billboards could entail minor amounts of ground disturbance. For each new pole, the excavation area for the foundation is assumed to be approximately 5 feet in diameter and 35 to 45 feet in depth. In the event that such ground disturbance were to occur in a location where soil contamination is present, hazardous materials could potentially be released during excavation. Unearthing of contaminated material may create a hazard to the public or the environment if the materials are not handled properly.

There are few properties within or adjacent to the project area that are identified on regulatory databases compiled pursuant to Government Code Section 65962.5. No properties within or near the project area

have been listed as a National Priority List Superfund Site by the U.S. Environmental Protection Agency, and no properties within or near the project area are on the Cortese list (U.S. EPA 2016a, 2016b; DTSC 2011). Several properties within the project area are listed on the Regional Water Quality Control Board's GeoTracker site and the California Environmental Protection Agency's Enviro Mapper site. The majority of the listed sites are leaking underground storage tanks, mostly associated with automotive uses. All of the listed sites (with one exception) have reached a "case closed" status, indicating that the leak, spill, cleanup, and/or investigation has been addressed (DTSC 2016; SWRCB 2016a). One remaining open case is located within the project area: a leaking underground storage tank cleanup site at 8873 Sunset Boulevard, which has a status of "open." The leak was associated with a former gasoline station at the site. The site has already undergone remediation under the oversight of the State Water Resources Control Board and Los Angeles County and is currently being monitored (SWRCB 2016b). There are no billboards on this site; as such, no ground disturbance associated with potential future billboard modifications would take place on this site. Because remediation has been completed and the site is being monitored, the previous leak is not anticipated to cause a significant hazard on nearby sites in the project area. In the unlikely event that construction workers were to encounter contaminated soils during removal of an existing billboard foundation and/or excavation for a new pole foundation, the hazardous soils would be tested, removed, and disposed of in accordance with applicable local, state, and federal regulations for proper treatment of contaminated soils. Compliance with such regulations would further minimize the likelihood of a release of hazardous materials into the environment. As such, while the project area contains hazardous materials sites that are on lists compiled pursuant to Government Code Section 65962.5, digital conversions, standard modifications, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy are not anticipated to create a significant hazard to the public or to the environment pertaining to these sites, due to the minor and infrequent ground disturbance that would result, the status of the listings in the project area, and required compliance with laws concerning hazardous materials. As such, impacts resulting from implementation of the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

Any new billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodels. For the same reasons described above, it is not anticipated that the development of such future projects would occur on a hazardous materials site. However, the location, design, and sizes of such future projects are too speculative at this time to adequately evaluate their potential environmental effects with more certainty. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to hazardous materials sites resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

- 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 nearest airports to the project area are the Hollywood-Burbank Airport, located approximately 7 miles north of the project area, and the Santa Monica Municipal Airport, located approximately 6 miles southwest of the project area (Caltrans 2012). The proposed project area is located well outside of the airport influence area of these airports (County of Los Angeles 2003). As such, the project area is not located within a 2-mile radius of any public airport, and no airport land use plans apply to the site. Therefore, the proposed project would not create an airplane safety hazard for people residing or working in the project area, and no impact would occur.

- 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 project area is not located within the vicinity of a private airstrip (Airnav.com 2016). Therefore, no impact would occur.

- g) *Would the project impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?*

**No Impact.** The City has an emergency plan (the West Hollywood Emergency Plan) that 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 2011). The proposed project would be required to be consistent with 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 Los Angeles County. On the map that depicts the City of West Hollywood, the disaster routes that are nearest to the project area are Crescent Heights Boulevard and Santa Monica Boulevard (Los Angeles County Department of Public Works 2014). At its closest orientation to the project area, Crescent Heights Boulevard is a north-south roadway located approximately 0.14 mile east of the eastern project area boundary. At its closest orientation to the project area, Santa Monica Boulevard is an east-west roadway located approximately 0.30 mile south of the project area. The proposed project would not affect these roadways, as they are located outside of the project area. As explained in Section 3.16, the proposed project is not expected to be associated with increased traffic volumes such that Sunset Boulevard or surrounding roadways would be affected.

Construction activities associated with future digital conversions, standard modifications, and new billboards could involve small, localized, temporary sidewalk closures along Sunset Boulevard during construction activities. However, these closures would not impede emergency access routes or implementation of

evacuation plans, as they would be site-specific, would be limited to a small portion of the sidewalk, and are not anticipated to last for more than 2 days at a time. Additionally, an encroachment permit would be required, which would include provisions for appropriate emergency access and detour signage as necessary.

The biennial or annual special event that may be associated with the Sunset Strip Billboard District would have the potential to briefly and temporarily draw additional visitors to the project area. However, such events would proceed in accordance with the City's special events permitting process and would therefore be subject to conditions of approval, including traffic control and safety measures. In the unlikely event that an emergency were to occur at the time of the Sunset Strip Billboard District special event, City and County emergency response and evacuation protocol would proceed as planned. For these reasons, the proposed Sunset Strip Off-Site Signage Policy is not expected to interfere with emergency response or evacuation plans, and no impact would occur.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location, design, and sizes of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. The potential effects of such future projects related to implementation of emergency response or evacuation plans would be examined in accordance with CEQA as part of the required project-specific CEQA review.

***h) Would the project 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 begin on the north side of Sunset Boulevard, adjacent to and north of the project area. Due to the project area's proximity to the Hollywood Hills, portions of the project area near its eastern boundary are located within the City's Moderate Wildland Fire Hazard zone, as designated on the City's Wildland Fire Hazards map (City of West Hollywood 2011). Although small segments of the project area are within this zone, the hills directly north of the project area are developed with residential uses. Furthermore, the project area is highly urbanized and is surrounded on all sides by development. In the unlikely event of a wildland fire emergency in the project area, 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.

Digital conversions and standard modifications would not change existing conditions such that additional people or structures would be exposed to significant risk of loss, injury, or death caused by a wildland fire in the Hollywood Hills. The number of engineered structures along the Sunset Strip would increase if new

billboards are constructed; however the new structures would be located on developed properties and would not pose an increased safety risk relative to wildland fires. As such, new billboards installed along Sunset Strip pursuant to the proposed Sunset Strip Off-Site Signage Policy would not lead to a substantial increase in loss, injury, or death along the Sunset Strip in the unlikely event of a wildland fire disaster.

The presence of digital billboards would entail the operation of more LED bulbs within the project area, when compared to existing conditions. When used for their intended purposes and when operated and installed in accordance with standard procedures, LED bulbs do not pose an increased risk of fire relative to other lighting sources. As such, digital billboards are not expected to increase the potential for fires to occur in the project area. For these reasons, no impact related to wildland fire would occur as a result of the proposed Sunset Strip Off-Site Signage Policy.

The proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects. For the same reasons described above, it is not anticipated that the development of such future projects would lead to a wildland fire hazard along the Sunset Strip. However, the location, design, and sizes of such future projects are too speculative at this time to adequately evaluate their potential environmental effects with more certainty. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. The potential effects of such future projects related to exposure of people or structures to wildland fire would be examined in accordance with CEQA as part of the required project-specific CEQA review.

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### 3.9 Hydrology and Water Quality

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Violate any water quality standards or waste discharge requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Otherwise substantially degrade water quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
h) Place within a 100-year flood hazard area structures which would impede or redirect flood flows?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
j) Inundation by seiche, tsunami, or mudflow?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) *Would the project violate any water quality standards or waste discharge requirements?*

**Less Than Significant Impact.** The proposed project is not expected to violate any water quality standards or waste discharge requirements. The project would generally involve conversion of existing static sign faces to digital sign faces and minor structural modifications to existing billboards. The project would also involve new billboards developed in association with new development projects or facade remodels. Construction activities for the conversions, structural modifications, and new billboards are anticipated to last for approximately 2 days per sign face. Construction activities for digital conversions and standard modifications

would not typically involve ground disturbance. In infrequent cases, a standard modification may entail an adjustment in pole location requiring removal of existing billboard pole foundation(s) from the ground and excavation of a new pole foundation. Some new billboards would also involve excavation of a new foundation for a pole or other ground-mounted support structure. (Holes for billboard pole foundations are typically 5 feet wide and 35 to 45 feet deep.)

Water quality impacts could occur if the use of construction equipment at the billboard sites resulted in spilled or leaked petroleum products. In the event of a storm, such chemicals would have the potential to enter stormwater runoff from the site and would potentially contribute to pollutants in stormwater runoff. However, standard site management practices and typical equipment maintenance would generally preclude leaks and spills of a magnitude that would adversely affect stormwater runoff. The duration of construction would be limited (the proposed project is expected to result in a maximum of 44 days of construction activity per year, which are expected to be spread throughout the year). Furthermore, construction equipment needs are limited (see Section 2.5 for details). The potential for construction to affect water quality due to runoff of construction-related chemicals is unlikely, and any potential effects would be minimal to negligible due to the limited duration and activities involved with the proposed construction activities. Furthermore, the City's municipal code prohibits discharges to the stormdrain system of any fuel, chemical wastes, or other materials that have potential adverse impacts on water quality (Section 15.56.060). The municipal code also requires implementation of best management practices. As stated in Section 15.56.070, "best management practices shall be used in areas exposed to storm water for the removal and lawful disposal of all fuels, chemicals, fuel and chemical wastes, animal wastes, garbage, batteries, or other materials which have potential adverse impacts on water quality."

Water quality impacts can also occur if land disturbance activities result in erosion or sedimentation downstream. As described above, ground disturbance involved with the proposed project would consist of removal of existing billboard pole foundations and excavation of new foundations for relocated billboards and new billboards. These activities would occur infrequently, and the amount of ground disturbance involved would be limited. Furthermore, the project area is fully developed, and most properties are fully paved and/or built out with structures. Once a billboard foundation for a relocated billboard has been removed, it would be immediately filled and covered with pavement or landscaping, consistent with the surrounding ground covering of the site. Once the foundation has been excavated for a relocated billboard or a new billboard, the pole or other support structure would be installed and cemented into place. Excavated soils would be hauled to a landfill and no exposed soils would remain on site. This process would take approximately 1 to 2 days. As such, a limited amount of soil would be exposed during the brief construction period associated with pole relocation and/or excavation activities. Furthermore, in accordance with the City's municipal code, best management practices are required to be implemented in areas exposed to storm water. The municipal code requires the removal and lawful disposal of materials that have the potential to adversely affect water quality (Section 15.56.070). For these reasons, construction activities associated with

implementation of the proposed Sunset Strip Off-Site Signage Policy would result in less than significant effects relative to water quality standards and waste discharge requirements.

Operation of the proposed digital billboards, new static billboards, and billboards that have undergone minor structural modifications would not affect water quality or result in a violation of waste discharge requirements. Proper operation and maintenance of billboards would continue to ensure that such structures do not contribute pollutants to stormwater runoff. For these reasons, operational activities associated with implementation of the proposed Sunset Strip Off-Site Signage Policy would not result in impacts related to violation of water quality standards and/or waste discharge requirements.

Any new billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodels. However, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects to water quality resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

- b) Would the project 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 (i.e., the production rate of pre-existing nearby wells would drop to a level that would not support existing land uses or planned uses for which permits have been granted)?*

**No Impact.** Digital conversions and standard modifications would involve minor structural changes in existing billboards along the Sunset Strip. New billboards would involve minor construction activities that would occur periodically along the Sunset Strip. Neither the construction nor operational processes associated with digital conversions, standard modifications, or new billboards are expected to require substantial amounts of water use or result in any groundwater extraction. As such, standard modifications, digital conversions, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy would not substantially deplete groundwater supplies. Groundwater recharge rates would not be affected. Digital conversions and standard modifications of existing billboards would not substantially alter the amount of impermeable surfaces along Sunset Boulevard. New billboards would have the potential to add impermeable surfaces associated with pole foundations or other ground-mounted structure supports; however, any areas of impermeable surfaces would be minor, and much of the project area is already impermeable. As such, no impacts to groundwater supply or recharge activities would occur as a result of the proposed Sunset Strip Off-Site Signage Policy.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location, design, size, and land use mix of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to groundwater resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

- c) ***Would the project 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?***

**Less Than Significant Impact.** The project area does not contain any streams or rivers having the potential to be altered by the proposed project. Future standard modifications, digital conversions, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy would result in limited ground disturbance. As discussed under 3.9(a), all construction activities would be required to comply with the City's water quality best management practices. No ground disturbance would occur during operational activities associated with digital billboards, new static billboards, or existing billboards that have undergone standard modifications. As such, the proposed project would not have the potential to result in substantial erosion or siltation on or off site. Impacts related to erosion and siltation resulting from the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location, design, and size of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to erosion and siltation resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

- d) ***Would the project 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.** The proposed project area does not contain any streams or rivers having the potential to be altered by the proposed project. As explained in Section 3.9(b), future standard modifications, digital conversions, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy would not substantially alter the amount of impervious surfaces in the project area. Therefore, these activities

would not increase the rate or amount of surface runoff through conversion of existing pervious surfaces to impervious surfaces. Further, standard modifications, digital conversions, and new billboards would involve minimal ground-disturbing activities and, therefore, would not have the potential to substantially alter the existing drainage pattern of the project area. Any changes in drainage patterns would be temporary and highly localized and would therefore not have the potential to lead to flooding. For these reasons, no impact would result from the proposed Sunset Strip Off-Site Signage Policy.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location, design, and size of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to flooding resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

***e) Would the project 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 explained in Section 3.9(b), standard modifications, digital conversions, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy would not require water use, nor would they increase the amount of impervious surfaces in the project area such that the rate and/or amount of stormwater runoff is increased. As such, these activities would not adversely affect the capacity of stormwater drainage systems.

As explained in Section 3.9(a), the potential sources of stormwater pollutants associated with future standard modifications, digital conversions, and new billboards would be limited to construction-related chemicals such as petroleum products used for construction equipment. However, the duration of construction and the amount of equipment and materials that would be required are limited. Additionally, compliance with City municipal code requirements would minimize the potential for stormwater contamination. Operational activities would not create a source of polluted runoff. For these reasons, no impact would occur relative to stormwater volumes or pollution resulting from implementation of the proposed Sunset Strip Off-Site Signage Policy.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location, design, and size of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed.

Potential effects related to stormwater runoff and stormwater pollutants resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

*f) Would the project otherwise substantially degrade water quality?*

**No Impact.** As described in Sections 3.9(a) through 3.9(e), implementation of the proposed Sunset Strip Off-Site Signage Policy would not result in the use or release of contaminants to an extent that water quality would be degraded. No impact would occur as a result of the proposed Sunset Strip Off-Site Signage Policy.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location, design, and size of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to water quality resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

*g) Would the project 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.** No area of the City is mapped within a 100-year flood hazard zone (City of West Hollywood 2011). Accordingly, no impact would occur as a result of the proposed Sunset Strip Off-Site Signage Policy.

*h) Would the project place within a 100-year flood hazard area structures which would impede or redirect flood flows?*

**No Impact.** As discussed in Section 3.9(g), no area of the City is mapped within a 100-year flood hazard zone. As such, no impact would occur as a result of the proposed Sunset Strip Off-Site Signage Policy.

*i) Would the project 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.** Franklin Canyon Reservoir is located approximately 1.3 miles northwest of the western project area boundary. However, as shown in the Dam Inundation Hazard Areas map in the City's general plan, the project area is not within a dam inundation hazard area (City of West Hollywood 2011). As such, no impact would occur as a result of the proposed Sunset Strip Off-Site Signage Policy.

**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 3.9(i), the Franklin Canyon Reservoir is located approximately 1.3 miles northwest of the western project area boundary. However, the distance and geographic boundaries between the project area and this body of water eliminates the risk of a seiche affecting the project area.

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 area is located approximately 8 miles northeast of the Pacific Ocean at an elevation of approximately 400 feet above sea level. As such, the project area would not be susceptible to inundation by tsunami.

As discussed in Sections 3.6(a)(iv) and 3.9(i), the project is not in an area identified as being susceptible to landslides or flooding. As such, the project area is not likely to be susceptible to mudslides. Therefore, implementation of the proposed Sunset Strip Off-Site Signage Policy 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 Sunset Strip Off-Site Signage Policy.

**Reference**

City of West Hollywood. 2011. *City of West Hollywood General Plan 2035*. Accessed December 14, 2016.  
<http://www.weho.org/city-hall/download-documents/-folder-155>.

**3.10 Land Use and Planning**

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Physically divide an established community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Conflict with any applicable habitat conservation plan or natural community conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

a) *Would the project physically divide an established community?*

**No Impact.** The proposed project would involve changes to existing billboards and would allow for a limited number of new billboards along the Sunset Strip. Such changes would consist of converting existing static billboard faces to digital billboard faces and would include minor structural modifications to existing billboards. The addition of new billboards integrated into new development and facade remodels would be consistent with the existing and planned land uses within the SSP area. The project would not involve features such as a highway, aboveground infrastructure, or an easement through an established neighborhood, which would have the potential to physically divide an established community. For these reasons, the proposed Sunset Strip Off-Site Signage Policy would not physically divide an established community, and no impact would result.

b) *Would the project 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?*

**No Impact.** Land use plans and policies applicable to the project area are set forth in the City’s General Plan, the SSP, and the City’s Zoning Ordinance. The proposed project consists of amendments to the SSP and the Zoning Ordinance. As discussed in Chapter 2 of this document, the proposed amendments would change existing regulations relative to digital signage and new off-site signage and would allow existing billboards to undergo minor structural modifications. While the proposed project itself consists of changes in land use policy, the new policy language must be consistent with the City’s overall land use goals for the Sunset Strip. As such, the proposed new regulations are analyzed below for their consistency with key General Plan and SSP policies.

**General Plan Consistency**

The Land Use and Urban Form Element of the General Plan sets forth goals and policies for Sunset Boulevard and for signage in the City as a whole. Relevant goals and policies are listed in Table 3.10-1, along with a description of how the proposed project would be consistent with each goal and policy.

**Table 3.10-1. General Plan Consistency Analysis**

General Plan Goals and Policies	Analysis
<i>Commercial Sub-Areas – Sunset Boulevard</i>	
Goal LU-15: Maintain Sunset Boulevard as a regional, national, and international destination for entertainment, and the primary economic engine for the City.	Consistent. The proposed project would further this goal by facilitating creativity and innovation in existing billboards and new billboards. Digital signage and the proposed Sunset Strip Billboard District would contribute to the vibrancy and uniqueness of Sunset Boulevard and would help maintain Sunset Boulevard as an internationally renowned location for entertainment, nightlife, and

**Table 3.10-1. General Plan Consistency Analysis**

General Plan Goals and Policies	Analysis
	artistic signage. Furthermore, as described in Chapter 2, new billboards, all digital billboards, and modified tall wall signs would require Development Agreements that would include provisions for public benefits, thereby expanding the Sunset Strip’s ability to generate economic benefits for the City.
Policy LU-15.1: Continue to promote a great diversity of uses on Sunset Boulevard including entertainment and related uses to support the community’s vision.	Consistent. The Sunset Strip has historically been renowned for interesting and artistic signage. The signs served as one of the many forms of entertainment available to travelers along Sunset Strip and/or to patrons of the restaurants and clubs. However, the signage available along Sunset Strip is no longer as distinct relative to other urban areas. The proposed project would promote a greater diversity in billboard media along the Sunset Strip, helping to reestablish the Sunset Strip as a destination for interesting and artistic signage and reinvigorating a form of entertainment along the Sunset Strip that has grown less unique in recent years. In addition, the creation of the Sunset Strip Billboard District enhances the public arts presence of Sunset Boulevard and creates new opportunities for creativity that supports the Citywide vision. The proposed project supports the overall vision for Sunset Boulevard that is expressed in the General Plan, as set forth in Goal LU-15. By reinvigorating the signage environment along Sunset Strip, the proposed project would help the area maintain its reputation as a destination for entertainment, as the proposed project would help facilitate a signage and public art environment that is distinguished and distinct from other urban centers and corridors in the Los Angeles area.
Policy LU-15.3: Maintain the identity of Sunset Boulevard as an eclectic urban environment with varied building heights and architectural styles.	Consistent. Allowing for a limited number of digital billboards on the Sunset Strip would increase the variation and creativity of the area’s existing billboard inventory. The proposed project as a whole would help reestablish the Sunset Strip as a destination for innovative signage, thereby maintaining the area as an eclectic urban environment with signage that is distinct from other major urban corridors in the region.
LU-15.4: Require high density development identified in the Sunset Specific Plan to support the economic development goals of the City.	Consistent. While the project does not propose or entitle any development projects, it sets forth regulations that support vitality of the SSP environment, allowing new billboards only as part of new development projects that meet certain density requirements. (As explained in Section 2.4 of this IS/ND, the environmental effects of any new development projects and facade remodels would be addressed in future CEQA analyses on a project-by-project basis.) Furthermore, development agreements would be established for any new billboards that are installed as part of new development or facade remodels. Development agreements for these new signs would include public benefits that would support the economic goals of the City.

**Table 3.10-1. General Plan Consistency Analysis**

General Plan Goals and Policies	Analysis
LU-15.7 Maintain the Sunset Specific Plan and update as appropriate.	Consistent. The proposed project is consistent with the overall goals and intent for the project area established in the Sunset Specific Plan (see the consistency analysis below under the “Sunset Specific Plan” subheading). However, the proposed project also amends Sunset Specific Plan to encourage modernization of the signage environment and to update the plan to reflect changes in technology that have occurred since the time of plan adoption in 1996.
<i>Signage</i>	
Goal LU-16: Maximize the iconic urban design value and visual creativity of signage in West Hollywood.	Consistent. The proposed project updates existing policy for off-site signage along the Sunset Strip to allow for a limited number of digital conversions of existing billboards, structural modifications to existing billboards, and new billboards in association with new development of certain sizes and facade remodels. Allowing for digital signage, updates to existing billboard structures, and new billboards would encourage creative changes in the existing signage environment along the Sunset Strip. Furthermore, creation of the Sunset Strip Billboard District would establish coordinated arts programming in the project area, which would create a unique urban design element that is not currently present along the Sunset Strip and would help maximize the potential for innovative urban design practices and visual creativity.
LU-16.1: Consider aesthetics, size, location, lighting, and siting in the evaluation of offsite signage.	Consistent. The proposed project updates existing regulations for off-site signage along the Sunset Strip. Consistent with this policy, the proposed regulations include protections for public viewsheds, limitations in the location and number of new billboards and digital billboards, limitations in the size of digital billboards and new billboards, and new lighting standards.
LU-16.2: Design and locate offsite signage to minimize its impact on: adjacent properties, the public right of way, cultural resources, creation of shade and shadow, and potential conflict with the development of adjacent properties.	Consistent. The proposed project updates existing regulations for off-site signage along the Sunset Strip. The regulations establish protections for nearby properties (particularly residential properties) from light trespass and other potential adverse effects. The proposed regulations also establish protections for pedestrian walkways and encourage billboards that support the pedestrian experience. Such regulations would help minimize the effects of new billboards on the public right of way. The proposed regulations also include protections for historical resources. Height limitations and requirements for sightline and viewshed studies would help prevent adverse visual affects at adjacent properties, including blockage of nearby outdoor advertisements and public viewsheds.

**Table 3.10-1. General Plan Consistency Analysis**

General Plan Goals and Policies	Analysis
<p>LU-16.3: Consider impacts to surrounding neighborhoods when evaluating off-site signage.</p>	<p>Consistent. While the proposed regulations allow for new billboards and digital billboards that are not currently present along the Sunset Strip, the regulations establish limitations on the number, location, and distribution of such signs along the Sunset Strip. The regulations also establish limitations on the amount of light trespass that can be created by digital, new, and modified billboards. These regulations would help protect surrounding neighborhoods from potential effects such as light trespass and effects in the visual character and quality of the project area. Additionally, this IS/ND evaluates the environmental impacts of implementing the proposed Sunset Strip Off-Site Signage Policy. This document has concluded that no significant, adverse environmental impacts would occur from the proposed policy. (Note that future new development projects and facade remodels, including any associated new billboards, would be subject to project-specific review under CEQA at the time such projects are proposed. See Section 2.4 for details.)</p>
<p>LU-16.4: Design offsite signage in new developments in concert with the architectural lighting, landscape, and public art program of the development.</p>	<p>Consistent. The proposed project would establish regulations for new billboards that would require such signage to be incorporated into new development of a certain size or facade remodels. Proposed design standards for new billboards include provisions to incorporate new billboards into the design of the new building. Furthermore, all new billboards would be required to become part of the Sunset Strip Billboard District, thereby ensuring that new billboards would support and participate in the public arts program that would be associated with the Sunset Strip Billboard District.</p>
<p>LU-16.5: As appropriate, allow new offsite signage on the Sunset Strip and in the Eastside Redevelopment Area where there is a public benefit, or in other areas where it is replacing an existing sign.</p>	<p>Consistent. The proposed regulations would allow for new billboards along the Sunset Strip. The project would establish regulations for new billboards, ensuring that the number, location, and design of new signs supports high-quality urban design along the Sunset Strip. All new billboards would be required to become part of the Sunset Strip Billboard District and would also require a Development Agreement, thereby ensuring that the new billboards would support the public arts program that is proposed for the project area and ensuring that public benefits would be provided to the City.</p>
<p>LU-16.6: As appropriate, consider both the direct economic value of the project and the indirect economic value of the project to the economy as a whole when evaluating the approval of offsite signage as part of a new development project.</p>	<p>Consistent. While the proposed project would not entitle any new off-site signage, it would establish regulations requiring new billboards to become part of the Sunset Strip Billboard District and to be processed under a Development Agreement. These aspects of the proposed project would result in both direct and indirect economic benefits in the event that new billboards are constructed along the Sunset Strip. For example, participation in the Sunset Strip Billboard District would invigorate the project area, potentially</p>

**Table 3.10-1. General Plan Consistency Analysis**

General Plan Goals and Policies	Analysis
	attracting additional notoriety, business interest, and visitors to Sunset Strip. Additionally, establishment of Development Agreements for new billboards would result in economic benefits to the City.
LU-16.8: Carefully integrate offsite signage into new development so that the building and not the sign is the primary use of the land.	Consistent. The proposed project would establish regulations for new billboards to be installed in conjunction with new development or facade remodels. New billboards would only be allowed for new developments of a high density or for facade remodels on existing buildings with high densities; as such, the regulations would ensure that new billboards would not be the primary use of parcels along the Sunset Strip. For example, new billboards integrated into new development would only be allowed in conjunction with projects meeting 75% to 90% of allowable FAR. As such, the proposed project would ensure that sites with new billboards would be developed so that the on-site building(s) would be the primary use of the parcel(s), not just a vessel for off-site signage. The proposed regulations also include urban design standards that would require thoughtful integration of new billboards into new development or facade remodels. For example, the square footage of new off-site signage would be limited per development project, and the design of new billboards must be consistent with the architecture of the building and enhance the overall building design. As such, the proposed regulations would ensure that new off-site signage would be integrated into new development such that the new building(s) remain the primary use of the land.
LU-16.9: Require an offsetting public benefit when a new development includes an offsite sign.	Consistent. The proposed project would establish regulations requiring new off-site signage to be processed under a Development Agreement. As required by the proposed regulations, the Development Agreements would establish public benefits consisting of, at a minimum, revenue to the City and site improvements to enhance the pedestrian environment. New off-site signage would also be required to participate in the Sunset Strip Billboard District, which would provide for coordinated arts programming and arts events along the Sunset Strip. The Sunset Strip Billboard District would create a public benefit to the City by helping to enhance creativity in the City and by establishing a unique, cohesive urban design element along the Sunset Strip that may add to the notoriety of the area as a destination for entertainment and innovative signage.

Source: City of West Hollywood 2011.

**Sunset Specific Plan Consistency**

Goals and requirements for billboards are contained in Part 2, Section 1 in the SSP, in a chapter titled “Billboards and Art Advertising.” The proposed project includes amendments to this chapter of the SSP. These amendments are described in Section 2.3 of this document. Table 3.10-2 includes the goals set forth for billboards and art advertising and analyzes the proposed project’s consistency with these goals. Due to the proposed project’s relationship to the visual environment of Sunset Boulevard, Table 3.10-2 also evaluates the proposed project’s consistency with relevant goals from the “Urban Design” chapter of the SSP.

**Table 3.10-2. Sunset Specific Plan Consistency Analysis**

Specific Plan Goals	Analysis
<i>Goals – Billboard and Art Advertising</i>	
I. Encourage maintenance and location of existing and proposed billboards.	Consistent. The proposed project would allow for modifications to existing billboards and digital conversion of existing billboards. Regulations for new billboards in association with new development projects of specified sizes are also provided. The provisions for modifications of existing billboards would support the goal of encouraging maintenance of existing billboards, as it would allow for updates to existing billboard structures and adjustments in height to resolve existing obstructions. These allowable modifications would encourage existing billboard operators to update and improve the appearance of billboard structures and to reorient existing billboards that may currently face existing sightline issues such as an obstruction due to intervening landscaping or buildings. Existing billboards would be allowed to undergo minor adjustments in location, upon City review and approval. However, the proposed regulations would set forth policies ensuring that adjustments in billboard location do not adversely affect existing sightlines, viewsheds, and adjacent properties. The proposed regulations would limit the locations of new billboards such that new signs are only established in conjunction with new development of certain densities or facade remodels on buildings of certain densities. This policy would prevent proliferation of off-site signage, thereby supporting the standards for high-quality urban design established for the Sunset Strip in the General Plan and in the SSP while allowing for an updated and enhanced signage environment, consistent with General Plan goals and policies that encourage a vibrant Sunset Strip. This policy would also encourage high-quality development projects that maximize the development potential and creativity for parcels along the Sunset Strip, also in a manner supporting the General Plan and SSP goals. As such, while the proposed project would change the regulations for where new off-site signage can be located, these new regulations would help foster the development of off-site signage and new development in a manner that is consistent with existing goals and policies for the design of the

**Table 3.10-2. Sunset Specific Plan Consistency Analysis**

Specific Plan Goals	Analysis
	Sunset Strip. As explained in Section 2.4 of this IS/ND, the environmental effects of new development projects and the associated new billboards would be addressed in future CEQA analyses on a project-by-project basis.
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. As stated in Section 2.2 of this document, one of the purposes of the proposed project is to encourage creativity in off-site signage. Refer to Section 2.2 for additional details on how the proposed project would support creativity in off-site signage. The proposed project also includes provisions that would protect sightlines, viewsheds, and views to historic properties along the Sunset Strip. The proposed project is not anticipated to cause an adverse aesthetic impact or an adverse impact to existing views. Refer to Section 3.1 of this document for a further discussion of aesthetics.
III. Encourage continued use of original artwork/signage at businesses which involve the entertainment industry.	Consistent. Signs advertising a business or a service that is provided at the same site where the sign is located are considered on-site signs. The proposed regulations pertain to off-site signs. For this reason, implementation of the proposed project would not hinder the continued use of original artwork/signage at entertainment industry businesses.
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. The proposed project would encourage enhanced visual quality and excitement along the Sunset Strip by establishing the Sunset Strip Billboard District. Digital billboards, modified billboards, modified tall wall signs, and new billboards would be required to be part of the Sunset Strip Billboard District and would be subject to the associated arts programming requirements, thereby fostering increased display of artwork along the Sunset Strip.
<i>Goals – Urban Design</i>	
VI. Protect and enhance significant public views to the Los Angeles Basin and to the hills above Sunset as well as along street corridors and within open spaces.	Consistent. The proposed project would allow for modifications to existing billboards and digital conversion of existing billboards. It would also allow for new billboards in association with new development of specified densities and facade remodel projects. For existing billboards that are repositioned, the proposed regulations would require sightline and viewshed studies. The studies must demonstrate that the repositioned billboards do not additionally impede public views. The proposed regulations would also limit the height of repositioned billboards to be consistent with the existing billboard height or the maximum height as specified in the SSP. Billboards with sightlines that are obstructed by City street trees or existing buildings may apply for approval for a height increase of up to 14 feet above the SSP height limit. These proposed regulations would protect existing views by minimizing potential impacts of future repositioned billboards. New billboards

**Table 3.10-2. Sunset Specific Plan Consistency Analysis**

Specific Plan Goals	Analysis
	that are part of facade remodels projects would be required to comply with the sightline and viewshed requirements described above. New billboards that are part of new development would be subject to design requirements for integration of the billboard face into the building facade, which would generally preclude such billboards from obstructing views. See Section 3.1(a) for details.

**Source:** City of West Hollywood 1996.

**Zoning Ordinance Consistency**

The proposed project consists of revisions to Section 19.34.080 of the Zoning Ordinance and involves moving existing Zoning Ordinance language relevant to Sunset Strip signage into the SSP.

Section 19.34.080 of the Zoning Ordinance currently allows for temporary creative billboards, temporary creative tall wall signs, new standard billboards at the locations identified in the SSP as sites for new billboards, replacement billboards, and the addition of second billboard faces. Additionally, large screen video signs are allowed in conjunction with new construction of 5,000 square feet or more in certain geographic zones of the Sunset Strip. Tall wall signs are allowed with a conditional use permit. While the proposed project would update regulations for off-site signage, it would remain generally consistent with the spirit and intent of the existing Zoning Ordinance regulations.

Under the proposed project, creative billboards and tall wall signs would continue to be allowed along the Sunset Strip and would be subject to the same regulations, with the exception of the lighting regulations. Under the proposed project, the lighting regulations would be more stringent than those currently in place for temporary creative installations on billboards and tall wall signs. Under the proposed project, new standard billboards would continue to be allowed along the Sunset Strip in certain instances. The previous regulations specified certain sites where new billboards would be allowed and also required that new billboards on these sites be associated with new construction of at least 10,000 square feet or a substantial remodel. In contrast, the proposed regulations do not provide specific sites where new billboards are allowed. Rather, they provide additional requirements for the types and sizes of development that can incorporate a new billboard and also divide the Sunset Strip into Billboard Zones to dictate distribution of signage along the Sunset Strip. While the approach for allowing new billboards would change, the general intent of limiting the number of new billboards and only allowing new billboards in association with developments that further the urban design goals for the Sunset Strip would remain the same. The proposed Sunset Strip Off-Site Signage Policy would include additional urban design standards to further encourage best design practices. Under the proposed regulations, there may be additional sites that could be developed with a new billboard that would not have been allowed to have a new billboard under the current regulations. However, the new regulations would

include additional lighting and design standards, whereas the existing regulations do not set forth design requirements or lighting restrictions. As such, while the new regulations could lead to additional sites that are developed with billboards, the billboards would be subject to a set of more stringent standards, which would reduce the potential for new billboards to have an adverse effect on the environment.

In contrast to existing regulations, the proposed Sunset Strip Off-Site Signage Policy would also change the policy for digital billboards along the Sunset Strip. While digital imagery is currently allowed under the regulations for “large screen video signs,” the proposed policy may allow for additional locations to be developed with a digital billboard. However, the proposed policy would place a limit on the total number of digital billboards that can be developed along the Sunset Strip and would also implement more specific and stringent regulations relative to lighting and energy use, which would reduce the potential for digital billboards to have an adverse effect on the environment.

In summary, the proposed Sunset Strip Off-Site Signage Policy may allow for additional billboard development and additional changes to existing billboards relative to what is currently allowed by the Zoning Ordinance. Conversely, the proposed Sunset Strip Off-Site Signage Policy would also provide new regulations for billboard design and operations that are not currently contained in the Zoning Ordinance. As such, the proposed Sunset Strip Off-Site Signage Policy would provide additional environmental protections relative to the existing Zoning Ordinance regulations while simultaneously allowing for continued billboard development in a manner that is consistent with the land use goals and overall vision for the Sunset Strip. While the proposed Sunset Strip Off-Site Signage Policy provides regulations that differ from the existing Zoning Ordinance regulations in some cases, these divergences are not anticipated to lead to adverse environmental impacts, since the proposed Sunset Strip Off-Site Signage Policy is more protective than the current Zoning Ordinance regulations. Furthermore, the overall intent of the proposed Sunset Strip Off-Site Signage Policy remains consistent with intent of the existing Zoning Ordinance policies in that billboards are both encouraged and regulated along the Sunset Strip in order to preserve and enhance the Sunset Strip’s famous signage environment without adversely affecting the environment.

As described above, the proposed project would be consistent with the applicable goals and policies of the SSP. No impact to applicable land use plans, policies, and regulations would occur.

**c) *Would the project conflict with any applicable habitat conservation plan or natural community conservation plan?***

**No Impact.** As discussed in Section 3.4(f), there are no adopted habitat conservation plans 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 as a result from the proposed project.

**References**

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

City of West Hollywood. 2011. *West Hollywood General Plan 2035*. Adopted September 6, 2011. Accessed January 16, 2017. <http://www.weho.org/city-hall/download-documents/-folder-155>.

**3.11 Mineral Resources**

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**a) *Would the project 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 California Department of Conservation, Division of Oil, Gas, and Geothermal Resources, there are no oil, gas, geothermal, or other known wells within the project area (DOGGR 2017). 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). Because the project area is not mapped as or known to contain an important mineral resource, the proposed project would not have the potential to cause a loss in availability of a known mineral resource that would be of value to the region and the residents of the state. The project area is developed primarily with entertainment uses, restaurants, shops and offices. As such, the project area does not support mineral extraction activities, nor would it be expected to support such activities in the future. Nevertheless, the proposed project involves signage along the Sunset Strip and would not involve land use changes that would affect availability of mineral resources. As such, no impact would occur.

**b) *Would the project 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 area is not delineated as a locally important mineral resource recovery site in the General Plan (City of West Hollywood 2011). Furthermore, as discussed in Section 3.11(a), no active oil wells exist within the project area, and the City has been mapped within an area where no significant mineral deposits are present or are likely to be present. The proposed project involves signage along the Sunset Strip and would not involve land use changes that would affect availability of mineral resources. Therefore, the proposed project would not result in the loss of availability of a locally important mineral resource recovery site. No impact would occur.

**References**

City of West Hollywood. 2011. *City of West Hollywood General Plan 2035*. Accessed January 20, 2015. <http://www.weho.org/city-hall/download-documents/-folder-155>.

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 January 13, 2017. <http://www.quake.ca.gov/gmaps/WH/smaramaps.htm>.

DOGGR (California Department of Conservation, Division of Oil, Gas, and Geothermal Resources). 2017. DOGGR Well Finder. Accessed January 13, 2017. <http://maps.conservation.ca.gov/doggr/index.html#close>.

**3.12 Noise**

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- a) *Would the project result in 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?*

**Less Than Significant Impact.**

**Construction**

The City of West Hollywood does not have quantitative construction noise standards. Rather, it prohibits construction on weekday nights, on Saturdays (interior construction is permissible during the day), and on Sundays and holidays. The proposed regulations would allow for minor, short-term construction activities at various billboard sites and for new billboards along the Sunset Strip.

Short-term construction activities attributable to standard modifications, digital conversions, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy would create intermittent elevated noise levels at and near the project area due to construction equipment, delivery of materials, construction worker trips, and construction personnel that would be necessary to complete the digital conversions, standard modifications, or installation of new billboards. Although the construction schedules, locations, and specific pieces of equipment for future digital conversions, standard modifications, and installation of new billboards are currently unknown, typical construction scenarios for these activities have been developed for the purposes of this CEQA analysis (see Section 2.5 for more details). The discussion below summarizes the anticipated construction processes and provides estimated noise levels that could be experienced by sensitive receptors located along and adjacent to the project area.

Approximately 2 days of construction are anticipated for each digital conversion, standard modification, or billboard installation. Construction would generally involve the following types of equipment: construction trucks (delivery trucks, vendor trucks, haul trucks, etc.) and cranes. For excavation of a billboard foundation, additional pieces of equipment would be involved: a drill rig, a cement truck, and additional haul trucks. (Table 3.12-1 shows the sound levels typically produced by the construction equipment that would be associated with standard modifications, digital conversions, or installation of new billboards.

**Table 3.12-1. Construction Equipment Noise Emission Levels**

Equipment	Typical Sound Level (dBA) 50 Feet from Source
Crane, mobile	83
Truck	88
Drill rig	77

**Source:** FHA 2008, FTA 2006

By comparison to the noise levels shown in Table 3.12-1, the project area is characterized by existing ambient noise levels of 65 to 70 dB (City of West Hollywood 2011). Due to the existing high ambient noise environment along Sunset Strip, the intermittent and isolated nature of the construction activities that would occur in association with standard modifications, digital conversions, and installations of new billboards, and the fact that these activities would not involve heavy construction equipment (i.e., large bulldozers or scrapers), construction activities associated with the proposed Sunset Strip Off-Site Signage Policy would not be expected to cause adverse exposure of persons to excessive noise levels. However, noise is considered of particular concern when increases in noise level are experienced by noise-sensitive receptors. The City’s General Plan defines noise-sensitive receptors as land uses such as residences, schools, hospitals, religious facilities, theaters, concert halls, libraries, offices, and parks (City of West Hollywood 2011). The project area is primarily developed with commercial land uses. However, there are residences within and near the project area, some of which are located as close as 50 feet of existing billboard sites. The project area also contains one park (the William S. Hart Park and Off-Leash Dog Park), and there is one billboard structure adjacent to this park. Due to the commercial nature of the project area, there are also numerous offices along the Sunset Strip. As such, construction activities associated with the proposed project would have the potential to affect these noise-sensitive receptors. As described above, construction for each digital conversion, standard modification, or new billboard installation would be temporary, lasting for approximately 2 days. Additionally, due to the minimal construction duration per site, the size of the overall project area, and the length of the project implementation period (which would extend from the time of project approval to approximately 2032), it is not expected that multiple construction projects associated with digital conversions, or standard modifications, or new billboard installations would occur simultaneously within the same area. Furthermore, construction would consist primarily of low-intensity activities and would not require the use of heavy construction equipment. Trucks are anticipated to be the most noise-intensive piece of equipment required, and the City’s Municipal Code contains policies that limit noise produced by construction trucks. As stated in

Section 9.08.050, “the motors and engines for construction related vehicles and equipment shall not be left idling and shall be turned off when not in use.” This requirement would ensure that trucks are turned off upon arrival at the site of a digital conversion, a standard modification, or a billboard installation and would therefore reduce the amount of noise produced by the project during the temporary, intermittent construction activity.

Several truck trips and worker vehicle trips would be required for each digital conversion, standard modification, and new billboard installation, and the addition of new vehicle trips in an area has the potential to increase traffic noise levels over existing conditions. However, the project area is highly urbanized and is characterized by high existing traffic volumes. The occasional and brief addition of several truck trips and worker vehicle trips to the project area would not create a noticeable or substantial increase in noise along the Sunset Strip.

Construction activities attributable to standard modifications, digital conversions, and new billboard installations would also be required to comply with the City’s Noise Ordinance, which prohibits construction from occurring between the hours of 7:00 p.m. and 8:00 a.m. on weekdays or at any time on Saturday (except, between the hours of 8:00 a.m. and 7:00 p.m., interior construction is permissible); or at any time on Sunday or on a holiday (Municipal Code Section 9.08.050). In the event that Sunday construction is necessary, City Manager approval and an extended hours construction permit would be required. Due to the minor and intermittent nature of the construction noise associated with standard modifications, digital conversions, and new billboard installations, the high levels of existing ambient noise in the project area, and required compliance with the City’s Noise Ordinance, impacts of construction activities associated with the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

While the proposed Sunset Strip Off-Site Signage Policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the construction scenarios, locations, and sizes of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to construction noise resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

### **Operation**

Operational noise in excess of established standards may occur when a project generates traffic to the extent that traffic-related noise on nearby roadways increases. Effects may also occur if a project involves on-site uses that generate noise in excess of standards, such as outdoor events, outdoor stationary equipment, amplified music, etc.

Operation of digital billboards, and billboards that have undergone standard modifications, and new billboards would not result in daily operational vehicle trips. As such, operation would not cause substantial increases in traffic noise on nearby roadways. For digital billboards, the LED bulbs would need to be replaced

approximately once every 5 years during operation. This process would generally require one roundtrip truck trip and several maintenance personnel per sign. The activities and vehicle trips associated with these maintenance activities would not differ substantially from the activities or vehicle trips required to maintain existing static, externally illuminated billboards, which require periodic copy changes and bulb replacements. New static billboards would require advertising copy changes, just as existing static billboards do. Copy changes generally occur one time per month and involve one roundtrip truck trip. As such, no substantial increases in noise would result from routine maintenance activities associated with digital billboards, billboards that have undergone standard modifications, or new billboards (static or digital).

Digital billboards along the Sunset Strip installed under the proposed regulations would not be allowed to have audio components, and the operation of digital billboards and billboards that have undergone standard modifications would not involve on-site equipment that would produce substantial amounts of noise. However, audio components may be allowed in association with special events and subject to City approval. Events with audio components would be infrequent, as special events would occur annually or biennially. As stated in the City's Noise Ordinance, outdoor gatherings, public dances, shows, and sporting events are exempt from the City's Noise Ordinance given that such events are conducted pursuant to a permit issued by the City Manager. As such, special events associated with the proposed project along the Sunset Strip, provided that a permit is obtained from the City Manager, would not be in violation of City noise standards. Furthermore, such events are expected to occur infrequently and would occur within the project area, which is already characterized by a high level of traffic and entertainment activity under existing conditions. Because maintenance activities for billboards along the Sunset Strip would not substantially change relative to existing conditions, and because infrequent special events would only occur under a permit from the City Manager, operational impacts resulting from future potential special events, new and modified billboards, and digital conversions would be less than significant.

New billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodels. The location, size, design, and operational scenarios for such future projects are too speculative at this time to determine whether potential operational noise effects could occur. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. As such, the potential effects of such projects relative to operational noise would be examined in accordance with CEQA as part of the required project-specific CEQA review.

**b) *Would the project result in exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?***

**Less Than Significant Impact.** Operation of certain types of construction equipment can cause vibrations that spread through the ground and diminish in strength with distance. Digital conversions, standard

modifications, and installation of new billboards would not require the use of heavy construction equipment (e.g., large bulldozers, pile drivers, etc.) typically associated with substantial levels of groundborne vibration. Ground-disturbing activities would be limited to modifications involving adjustments in pole location or new billboards requiring new pole foundations or other ground-mounted support structures. For these activities, a truck-mounted drill rig would be used to establish a new billboard foundation for billboards undergoing an adjustment in pole location. It is expected that the drill rig would be required for approximately four hours on the first day of the construction process. Small-sized drill rigs of the type used for this project are not considered to be heavy pieces of equipment typically associated with substantial levels of groundborne vibration. As such, even during the infrequent ground disturbances that would be associated with the proposed project, a substantial vibration impact would not be anticipated. Operation of digital billboards, billboards that have undergone standard modifications, and new billboards would not involve any pieces of equipment or activities that would produce excessive groundborne vibration or groundborne noise levels. For these reasons, impacts resulting from the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

New billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodels. The location, size, design, and operational scenarios of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects relative to vibration resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

**c) *Would the project result in a substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?***

**Less Than Significant Impact.** A significant impact would occur if the proposed project would cause a substantial permanent increase in noise levels above existing ambient levels. The proposed project would result in brief, intermittent construction activities along the Sunset Strip associated with the proposed digital conversions, standard modifications, and new billboard installations. The proposed project would also be associated with temporary, periodic special events resulting in increased noise levels along the Sunset Strip due to additional visitors, vehicle traffic, and/or audio components that may be associated with the special event. However, daily operation of digital billboards, new static billboards, and existing billboards that have undergone standard modifications would not be associated with any substantial permanent increase in ambient noise levels over existing conditions along the Sunset Strip. Therefore, impacts associated with potential future special events, digital conversions, standard modifications, and new billboards would be less than significant.

New billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodels. The location, size, design, and construction and operational scenarios for new billboards and the associated new development or facade remodels are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects relative to permanent increases in noise resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

*d) Would the project result in 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 3.12(a), the proposed project would be associated with temporary, intermittent increases in noise in the project area due to construction activities and minor maintenance activities associated with the proposed digital conversions, standard modifications, and new billboards. However, as described in Section 3.12(a), these activities would be minor and would not involve heavy construction equipment. Furthermore, the project area is characterized by high existing ambient noise levels, since it is a major thoroughfare for vehicle traffic and is also an international destination for entertainment and nightlife. As such, periodic construction activities and maintenance activities that are low in intensity, short in duration, and that take place within the permitted daytime hours are not expected to cause a substantial temporary or periodic increase in ambient noise levels relative to existing conditions.

As discussed in Section 3.12(a), operation of the proposed project would be associated with periodic events that may result in increased noise due to an audio component and/or temporary increases in visitors in the project area. However, the Sunset Strip is characterized as an area with high traffic volumes, numerous entertainment venues, and nightlife. The area is a major attraction for both residents of the Los Angeles area and for tourists. Sensitive receptors located along and adjacent to the Sunset Strip are currently subject to ambient noise levels associated with an overall high level of daily activity, as well as periodic and intermittent increases in noise levels associated with entertainment events and increased volumes of visitors occurring at different times throughout the year. As such, the introduction of new periodic events to the project area would not cause a substantial change in the noise environment along and adjacent to the Sunset Strip. Furthermore, any special events would occur only in coordination with the City and would require a permit from the City Manager if exceedances of the City's noise standards are expected. Such special events would also be subject to Chapter 19.54 of the City's municipal code, which requires permits for special events. The permits must be approved by the Director of Human Services, and the Director may impose conditions of approval that address nuisance factors, including noise and operating days and hours (Section 19.54.070). As such, if the special event is expected to result in substantial increased noise levels with the potential to adversely affect sensitive receptors, the City would be able to impose conditions of approval for the special

event to ensure that substantial impacts would not occur as a result of the special event. For these reasons, impacts resulting from the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

New billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodels. The location, size, design, and construction and operational scenarios of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects resulting from such future projects relative to temporary or periodic increases in noise would be examined in accordance with CEQA as part of the required project-specific CEQA review.

- 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 discussed in Section 3.8(e), the project area is not located within 2 miles of a public airport, and the project area is not within an 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.

- 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 discussed previously in Section 3.8(f), the project area 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.

### **References**

City of West Hollywood. 2011. *West Hollywood General Plan 2035*. Adopted September 6, 2011. Accessed January 16, 2017. <http://www.weho.org/city-hall/download-documents/-folder-155>.

FHA (Federal Highway Administration). 2008. *Roadway Construction Noise Model (RCNM), Software Version 1.1*. December 8, 2008. U.S. Department of Transportation, Research and Innovative Technology Administration, John A. Volpe National Transportation Systems Center, Environmental Measurement and Modeling Division. Washington, D.C.

FTA (Federal Transit Administration). 2006. *Transit Noise and Vibration Impact Assessment*. May 2006. Accessed February 12, 2015. <http://www.ontarioplan.org/index.cfm/33710/33960>.

### 3.13 Population and Housing

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- a) *Would the project 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.** Implementation of the proposed Sunset Strip Off-Site Signage Policy would involve digital conversions of existing billboards, minor structural modifications to existing billboards, and construction and operation of new billboards along the Sunset Strip. As such, the proposed Sunset Strip Off-Site Signage Policy would 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, as none would result. No extension of roads or other infrastructure that could potentially induce population growth would be required for future digital conversions, standard modifications, or new billboards. During the minor construction activities that would be required for digital conversions, standard modifications, and new billboards, several construction personnel (approximately six) would be required for approximately 2 days per activity. Due to the minimal number of workers required and 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 Los Angeles metropolitan area. As such, implementation of the proposed Sunset Strip Off-Site Signage Policy would not generate employment growth to the extent that population growth would result in the City or the region. Therefore, indirect population growth would not occur, and no impacts involving population growth would result from the proposed regulations.

New billboards would only be allowed in association with future facade remodel projects or new development projects. However, the size and land use mix of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects to population and housing resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

**b) *Would the project displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?***

**No Impact.** Implementation of the proposed Sunset Strip Off-Site Signage Policy would involve digital conversions of existing billboards, minor structural modifications to existing billboards, and construction and operation of new billboards along the Sunset Strip. These activities would not involve land use changes and would not displace any existing housing. Placement of new billboards on a particular site or modifications to existing billboards would not result in or require a land use change at the site of the new or modified billboard. No impact to housing would occur as a result of the proposed Sunset Strip Off-Site Signage Policy.

New billboards would only be allowed in association with future facade remodel projects or new development projects. The majority of the Sunset Strip is developed with commercial land uses, so there are few instances where existing housing could potentially be displaced by new development or facade remodels. It is unlikely that substantial numbers of existing housing would be affected; however, the location and design of such future projects are too speculative at this time to adequately evaluate potential environmental effects related to housing displacement. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects to population and housing resulting from such future projects would be examined if necessary in accordance with CEQA as part of the required project-specific CEQA review.

**c) *Would the project displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?***

**No Impact.** Implementation of the proposed Sunset Strip Off-Site Signage Policy would involve digital conversions of existing billboards, minor structural modifications to existing billboards, and construction and operation of new billboards along the Sunset Strip. Placement of new billboards on a particular site or modifications to existing billboards would not result in or require a land use change at the site of the new or modified billboard. As such, these activities would not involve land use changes and would therefore not displace any existing residents of the area. Construction of replacement housing would not be necessary. No impact would occur as a result of the proposed Sunset Strip Off-Site Signage Policy.

New billboards would only be allowed in association with future facade remodel projects or new development projects. The majority of the Sunset Strip is developed with commercial land uses, so there are few instances where existing housing could potentially be displaced by new development or facade remodels. It is unlikely that substantial numbers of people would be affected; however, the location and design of such future projects are too speculative at this time to adequately evaluate potential environmental effects related to displacement of people. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects to population and housing resulting from such future projects would be examined if necessary in accordance with CEQA as part of the required project-specific CEQA review.

### 3.14 Public Services

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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:				
Fire protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Police protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Schools?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Parks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other public facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- 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:*

***Fire Protection***

**No Impact.** Fire services in the City are provided by the Los Angeles County Fire Department. Two Los Angeles County Fire Department stations are located within the City: Fire Station 7, located approximately 0.5 mile south of the project area at 864 North San Vicente Boulevard and Fire Station 8, located approximately 1 mile east of the project area at 7643 Santa Monica Boulevard (City of West Hollywood 2011).

Implementation of the proposed Sunset Strip Off-Site Signage Policy would involve digital conversions of existing billboards, minor structural modifications to existing billboards, and construction and operation of new billboards along the Sunset Strip. The addition of digital billboards to the Sunset Strip, structural modifications to existing billboards, and new billboards (static and digital) would not change the use of any existing buildings resulting in additional occupants and would not result in new buildings requiring fire protection services. As described in Section 3.13, the digital conversions, structural modifications to existing billboards, and new billboards would not generate population growth resulting in an increase of people requiring fire protection services in the project area. Furthermore, the proposed project area is a highly urbanized corridor. The addition of digital billboards, structural modifications to existing billboards, and new billboards (static and digital) would not cause an intensification of uses over existing conditions such that additional fire services would be required.

The presence of digital billboards would entail the operation of more LED bulbs within the project area, when compared to existing conditions. As with other light fixtures, LED bulbs do not pose an increased risk of fire relative to other lighting sources when they are used for their intended purposes and when operated and installed in accordance with standard procedures. Furthermore, digital signs are typically equipped with a small air conditioning unit to ensure that the signs do not overheat. As such, the increase in use of LED technology in the project area that would result from the proposed project would not cause a fire hazard such that new or expanded fire facilities would be required.

During the proposed Sunset Strip Billboard District special events, increased emergency personnel may be required, depending on the nature and popularity of the event. Under existing conditions, the City hosts numerous special events throughout the year that draw additional visitors into the City, such as the City's Halloween festivities and the Pride Parade. The Sunset Strip Billboard District special events are anticipated to be of a smaller scale when compared to these large-scale events. However, due to the periodic occurrence of large-scale special events in the City, the City staff, local fire stations, and emergency response personnel are equipped to support such events and are experienced with coordinating any necessary emergency personnel support. In the event that increased demand for fire protection services were to occur during Sunset Strip Billboard District special events, this demand would only occur for several days on an annual or biennial basis. New fire facilities would not be required to support such events. For these reasons and the reasons described above, the proposed Sunset Strip Off-Site Signage Policy would not result in the need for construction or expansion of fire facilities, and no impact would occur.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the design, size, and land use mix of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are

proposed. Potential effects related to the need for new or expanded fire facilities resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

***Police Protection***

**No Impact.** The Los Angeles County Sheriff's Department contracts with the City to provide police protection. The City is served by the West Hollywood Sheriff's Station, located at 720 North San Vicente Boulevard, approximately 0.5 mile south of the project area. As described above under "Fire Protection," the proposed project would not result in population growth, additional building occupants, or additional buildings. Placement of digital signs on existing billboards, minor structural modifications to existing billboards, and construction and operation of new billboards would not cause an intensification of uses over existing conditions such that additional police services would be required.

The periodic special events that would take place in association with the proposed Sunset Strip Billboard District may require a temporary increase in police presence in the project area to facilitate pedestrian and traffic safety. However, under existing conditions, the City hosts numerous special events throughout the year that draw additional visitors into the City, such as the City's Halloween festivities and the Pride Parade. While the Sunset Strip Billboard District special events are anticipated to be of a smaller scale when compared to these large-scale events, the City and the West Hollywood Sheriff's Station are equipped to support such events and are experienced with coordinating the law enforcement that is necessary to ensure safety during these events. Furthermore, the West Hollywood Sheriff's Station has a Deputy Sheriff Reserve Program. The Reserve Deputy Sheriffs have full peace officer powers while on duty and help supplement the station's fulltime deputies for a variety of duties, including patrolling for special events (LASD 2016). Additionally, as part of the required special events permit, the City may impose conditions of approval requiring the provision of security and safety measures (Municipal Code Section 19.54.070). Such security and safety measures, if determined to be necessary, would reduce the need for police protection services during the special events. For these reasons, the proposed Sunset Strip Off-Site Signage Policy would not create the need for new or expanded police protection facilities, and no impact would occur.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the design, size, and land use mix of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to the need for new or expanded police facilities resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

### *Schools*

**No Impact.** The City is served by the Los Angeles Unified School District. The need for new school facilities is typically associated with a population increase that generates an increase in enrollment large enough to require a new school. As described in Section 3.13, digital conversions, minor modifications to existing billboards, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy would not generate population growth. Therefore, no new students would be generated as result of implementing the proposed Sunset Strip Off-Site Signage Policy, and no increase in demand for local schools would result. As such, no impact to schools would occur resulting from the proposed policy.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the design, size, and land use mix of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to the need for new or expanded school facilities resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

### *Parks*

**No Impact.** The City contains six municipal parks totaling 15.31 acres. The proposed project area includes the William S. Hart Park and Off-Leash Dog Park. This park is located at 8341 de Longpre Avenue and has a frontage on Sunset Boulevard. Residential development typically has the greatest potential to result in impacts to parks, since new residences generate a permanent increase in population. Implementation of the proposed Sunset Strip Off-Site Signage Policy would not include development of any residential or commercial uses and would not generate any new permanent residents or employees who would substantially increase the demand for local and regional park facilities.

There is one existing billboard that is located adjacent to the William S. Hart Park and Off-Leash Dog Park. The billboard is situated in the corner of the property to the east of the park (8300 Sunset Boulevard) and is adjacent to the northeast corner of the park. In the event that this billboard were to undergo either a digital conversion or a standard modification, some construction activity could potentially take place near or within the park. However, these activities would be minor and would only be expected to last for approximately 2 days. As such, even if a small portion of the park were to be temporarily inaccessible while the billboard at 8300 Sunset Boulevard is being modified, the interruption in service would be temporary, and no new or expanded park facilities would be required. For these reasons, the proposed Sunset Strip Off-Site Signage Policy would result in no impact involving a need for new or expanded park facilities.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the design, size, and land use mix of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to the need for new or expanded park facilities resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

### ***Other Public Facilities***

**No Impact.** The proposed standard modifications, digital conversions of existing billboards, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy would not include development of residential or commercial uses and would not increase the demand for other public facilities, such as library services or City administrative services. As such, no impact to other public facilities would occur resulting from the proposed Sunset Strip Off-Site Signage Policy.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the design, size, and land use mix of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to the need for new or expanded public facilities resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

### **References**

City of West Hollywood. 2011. *City of West Hollywood General Plan 2035*. Accessed January 9, 2017.

<http://www.weho.org/city-hall/download-documents/-folder-155>.

LASD (Los Angeles County Sherriff's Department). 2016. "Our Divisions." Webpage. Accessed January 9, 2017.

<http://www.wehosherriff.com/index.asp>.

### 3.15 Recreation

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Does the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**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?***

**No Impact.** As described in Sections 3.13 and 3.14, future digital conversions, standard modifications, and new billboards would not generate new permanent residents that would increase the use of existing parks and recreational facilities. Additionally, short-term impacts to local recreational facilities would not occur due to the limited number of construction personnel and the short duration of the construction process for digital conversions, standard modifications, and new billboards. As described in Section 3.14, there is one existing billboard that is located adjacent to the William S. Hart Park and Off-Leash Dog Park on the Sunset Strip. Construction at this billboard site has the potential to temporarily affect the adjacent portion of the park. However, any disruptions in park use would be temporary (approximately 2 days), and the park would be returned to the conditions that existed prior to construction at the adjacent billboard site.

The periodic special events that would take place within the project area in association with the proposed Sunset Strip Billboard District may result in temporary increases in visitors to the Sunset Strip. During special events that draw additional visitors to the area, the park could undergo an increase in use. However, the City currently supports numerous special events throughout the year, and the increase in visitors to the park would be temporary. Regular maintenance of the park and the presence of law enforcement officers during special events would prevent deterioration of the William S. Hart Park and Off-Leash Dog Park during special events to the extent possible. For these reasons, the proposed Sunset Strip Off-Site Signage Policy would not cause an increase in the use of existing recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated. No impact would occur resulting from the proposed policy.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the design, size, and land use mix of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to recreational facilities resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

**b) *Does the project include recreational facilities or require the construction or expansion of recreational facilities, which might have an adverse physical effect on the environment?***

**No Impact.** The proposed standard modifications, digital conversions of existing billboards, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy would not include development of any residential uses and would not generate new permanent residents that would increase the demand for recreational facilities. Therefore, no impact would occur as a result of the proposed Sunset Strip Off-Site Signage Policy.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the design, size, and land use mix of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to the need for new recreational facilities resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

### 3.16 Transportation and Traffic

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Result in inadequate emergency access?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

- a) *Would the project 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 streets. The criteria used by the City for determining whether 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). Two intersections in the City are monitored as indicators of the performance of the CMP Highway and Roadway System: the intersection of Santa Monica Boulevard and Doheny Drive (located approximately 0.5 mile south of the project area) and the intersection of Santa Monica Boulevard and La Cienega Boulevard (located approximately 0.3 mile south of the project area) (Metro 2010). The CMP criteria established for intersections is based on level of service and/or 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, the 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. The project's consistency with these plans and policies is further addressed in Section 3.16(f).

### **Construction**

The construction processes that would be required for future digital conversions, standard modifications, and new billboards would generate additional, albeit minimal, vehicle trips in the project vicinity. Although it is not possible to determine the specific distribution or timing of these activities, it is anticipated that the locations of digital conversions, standard modifications, and new billboards would be scattered along the 1.6-mile length of the Sunset Strip. Similarly, it is anticipated that construction events for digital conversions, standard modifications, and new billboards would be scattered throughout a given year. The construction activities would generally equate to approximately 10 one-way vehicle trips per digital conversion, standard modification, or new billboard installation in the morning on both days of construction and the same number in the evening. (Note that for modifications involving an adjustment in pole location or for new billboards requiring a foundation, several additional trips may be required in association with concrete pouring, delivery of the drill rig, and export of the excavated soils, for an anticipated total of 12 roundtrip vehicle trips per day of construction.) The construction trips would likely occur outside of the AM and PM peak traffic hours and would not significantly change roadway volumes. Intermittent and temporary increases in traffic in the project area on the order of 10 to 12 roundtrip vehicle trips would be a negligible increase in traffic. These increases would occur for 2 days at a time for each conversion, modification, or new billboard installation. Over the course of a year, given a reasonable worst-case assumption of 3 digital conversions, 10 standard modifications, and 9 new billboards this minor to negligible increase in construction-related traffic would occur for a total of 44 days, which would be spread throughout the year. As such, these additional trips would be temporary and intermittent and would not cause intersection levels 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. Construction impacts resulting from implementation of the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

### **Operation**

The operation and maintenance of digital billboards, new billboards, and modified billboards would not result in daily operational vehicle trips to the billboard sites. For existing billboards that have converted to digital or for new digital billboards, the LED bulbs would need to be replaced approximately once every 5 years. This process would generally require one roundtrip truck trip and several maintenance personnel. The activities and vehicle trips associated with these maintenance activities would not differ substantially from the typical activities required to maintain existing billboards. In fact, the need for copy changes would be eliminated for existing billboards that convert to digital, thereby eliminating a typical existing maintenance activity and the associated vehicle trips currently required to change the copy on those billboards. As such, no substantial increases in traffic would result from routine maintenance activities associated with the billboards that convert to digital. Maintenance requirements and processes for existing billboards that remain static, externally illuminated billboards are not expected to change in any way as a result of the proposed project. New static billboards would require advertising copy changes, just as the existing static billboards do. Advertising copy changes typically require one roundtrip truck trip approximately one time per month. As such, no permanent increases in daily traffic volumes would occur as a result of digital conversions, standard modifications, or new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy. Impacts would be less than significant.

### **Sunset Strip Billboard District – Special Events**

Periodically, a special event of not more than 4 days would be held in the project area in association with the proposed Sunset Strip Billboard District. Some of these special events may temporarily result in additional visitors to the project area and, therefore, may generate additional traffic in the project area. Under current conditions in the City, a variety of special events take place throughout the year, and the City has existing regulations and protocols that minimize traffic issues associated with a sudden and brief increase in visitors to the City. For example, Chapter 19.54 of the Municipal Code (Temporary Use and Special Event Permits) requires a special events permit for allowable special events. Allowable special events include outdoor entertainment and assembly events and/or outdoor display and exhibit events. Special events permits in the City are reviewed and approved by the City's Human Services Director, who may impose reasonable and necessary design, locational, and operational conditions on the event. Such conditions may include the provision of security and safety measures and may regulate the operating hours and days of the event. Conditions of approval may also regulate any nuisance factors associated with the event and may require that adequate temporary parking be provided to accommodate vehicle traffic generated by the special event. Additionally, any use of the public right-of-way requires approval from the Director of Transportation and Public Works. The requirement for a special events permit and the ability of the Human Services Director to impose conditions of approval on the event would reduce the potential for special events to adversely affect traffic conditions in the City. The City does not have any other plans, ordinances, or policies that establish traffic regulations during special events. As such, any special events that occur in association

with the proposed Sunset Strip Billboard District would not conflict with an applicable plan, ordinance, or policy establishing measures of effectiveness for the circulation system, so long as a special events permit is obtained from the Human Services Director and so long as the specified conditions of approval are implemented. Furthermore, the proposed special events would take place infrequently (on the order of once per year or once every two years). Although the proposed special events would likely increase level of service impacts and vehicle delays at nearby intersections, these impacts would occur infrequently (i.e., up to one time per year) and would be temporary (lasting several days). Furthermore, traffic would be regulated and controlled to the extent feasible in accordance with the conditions of approval for the special events permits. Impacts associated with future special events are anticipated to be less than significant.

### **New Development or Facade Remodels**

The proposed policy would allow for the construction of new billboards along the Sunset Strip only in association with future facade remodel projects or new development projects. The design, size, and land use mix of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential traffic effects resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

### **Summary**

Construction activities associated with digital conversions, standard modifications, and new billboards would create minor to negligible increases in traffic in the project area. Due to the minor, intermittent, and temporary nature of construction traffic associated with implementation of the proposed Sunset Strip Off-Site Signage Policy, exceedances of the City's standards for the effectiveness of its circulation system would not result. The daily operations of existing billboards that have undergone digital conversion or other modifications and daily operations of new billboards would not involve a substantial increase in daily traffic volumes in the project area. While the proposed special events could result in an exceedance of the City's standards for the effectiveness of its circulation system, such exceedances would occur once every two years or once per year and would last several days. Intersection level of service, vehicle delay at intersections, and average daily trips along City roadways would not permanently change as a result of the special events associated with the Sunset Strip Billboard District. Additionally, this temporary increase in traffic would be regulated by the City as part of the required special events permit, which would create a mechanism to control and/or reduce traffic associated with a special event. For these reasons, implementation of the proposed Sunset Strip Off-Site Signage Policy would not conflict with the City's standards for the effectiveness of its circulation system. Impacts resulting from the proposed policy would therefore be less than significant.

- b) *Would the project 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 CMP for the project area and the surrounding metropolitan area is the Los Angeles County Metropolitan Transportation Authority's 2010 CMP. This program monitors and sets performance indicators for a transportation network 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 area, Santa Monica Boulevard is an east-west roadway located approximately 0.3 mile south of the project area. There are also two intersections in the City that are monitored as indicators of the performance of the CMP Highway and Roadway System: the intersection of Santa Monica Boulevard and Doheny Drive (located approximately 0.5 mile south of the project area) and the intersection of Santa Monica Boulevard and La Cienega Boulevard (located approximately 0.3 mile south of the project area). The nearest CMP mainline freeway monitoring locations are the I-10 east of Overland Avenue and the I-10 east of La Brea Avenue (Metro 2010). The I-10 is located approximately 4.5 miles south of the project area. A project's effects to the CMP system must be analyzed in detail if the project is projected to add 50 or more vehicle trips during the AM or PM weekday peak hours to CMP arterial monitoring intersections or if the project is projected to add 150 or more trips in either direction during the AM or PM weekday peak hours at CMP mainline freeway monitoring locations.

### **Construction**

As explained in Section 3.16(a), construction activities associated with standard modifications, digital conversions, and new billboards pursuant to the proposed Sunset Strip Off-Site Signage Policy are anticipated to result in minimal additional vehicle trips in the project area. The anticipated 2-day construction process for each digital conversion, standard modification, or billboard installation would result in approximately 10 to 12 roundtrip vehicle trips per day of construction, equating to approximately 10 to 12 one-way trips in the morning hours and 10 to 12 one-way trips in the evening hours. This number of trips falls well below the threshold for CMP intersections of 50 or more trips and below the threshold for CMP freeway segments of 150 or more trips. Additionally, these trips are expected to occur outside of the AM and PM peak hours. Each construction event would be temporary, extending for approximately 2 days. Although it is not possible to determine the specific distribution or timing of the construction events, it is anticipated that the locations of digital conversions, standard modifications, and new billboards would be scattered along the 1.6-mile Sunset Strip. Similarly, it is anticipated that construction events would be scattered throughout the year and would not occur simultaneously. As such, potential construction-related effects to CMP intersections would be temporary, would generally occur outside of AM and PM peak hours, and would fall below the thresholds established by the CMP. Impacts would be less than significant.

### **Operation**

As explained in Section 3.16(a), operation of new billboards and modified existing billboards would result in minimal to no increases in vehicle trips. As such, operation of new billboards, billboards that have undergone digital conversions, billboards that have undergone standard modifications pursuant to the proposed Sunset Strip Off-Site Signage Policy would not exceed the thresholds established by the CMP. Impacts would be less than significant.

### **Sunset Strip Billboard District – Special Events**

During special events held in association with the proposed Sunset Strip Billboard District, it is reasonably foreseeable that 50 or more vehicle trips would be added to the CMP intersections of Santa Monica Boulevard/Doheny Drive and Santa Monica Boulevard/La Cienega Boulevard. However, these additional trips would be temporary and would terminate as soon as the event is over. The special events would occur once per year or once every two years and would last for a maximum of 4 days. Because the events are expected to be entertainment events, any additional trips are expected to occur outside of the AM and PM peak hours. Furthermore, in the event that the City anticipates an adverse increase in traffic in association with the special event, the Human Services Director would be able to impose conditions of approval on the project that involve traffic control and/or traffic reduction measures. The nearest mainline freeway monitoring locations are along the I-10, approximately 4.5 south of the Sunset Strip. A special event along the Sunset Strip is not anticipated to adversely affect the operations of the I-10 freeway, which is subject to high traffic volumes under current conditions and supports traffic associated with a wide variety of special events, which commonly occur throughout the Los Angeles metropolitan area. Impacts associated with future special events are anticipated to be less than significant.

### **New Development or Facade Remodels**

The proposed policy would allow for the construction of new billboards along the Sunset Strip only in association with future facade remodel projects or new development projects. The design, size, and land use mix of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential traffic effects resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

### **Summary**

For the reasons described above, the standard modifications, digital conversions, and new billboards, that would be allowed by the proposed Sunset Strip Off-Site Signage Policy would produce minimal to no traffic during construction or operational activities. Occasional special events associated with the proposed Sunset

Strip Billboard District may produce traffic volumes that exceed performance measures established in the CMP. However, these events would occur periodically and temporarily, would be outside of the AM and PM peak hours, and would not differ substantially from the traffic volumes associated with other special events that are held in the City or those that are held regularly throughout the greater Los Angeles metropolitan area. The City would be able to impose conditions of approval on the special events permit to ensure compliance with applicable traffic policies. As such, impacts resulting from implementation of the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

**c) *Would the project 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.** An increase in air traffic levels is generally caused by residential development that creates population growth to the extent that the use of airports increases. The proposed Sunset Strip Off-Site Signage Policy would not involve residential development; therefore, an increase in air traffic levels would not occur.

Air traffic safety risks are generally associated with increased heights in the vicinity of airports, to an extent that air traffic patterns would need to change or to the extent that a hazard is created. The proposed project area is located approximately 6 to 7 miles from the nearest airports (the Hollywood-Burbank Airport and the Santa Monica Municipal Airport). Under the proposed regulations, certain existing billboards would be allowed to extend in height by a maximum of 14 feet. The Sunset Strip is characterized by buildings and billboards having a wide variety of heights, with buildings ranging from single story to multi story structures, some of which are over 190 feet in height. The Federal Aviation Administration (FAA) has established a 200-foot height standard to determine whether markings and/or lighting is required for temporary and permanent structures (FAA 2007). It is not anticipated that new or modified billboards would exceed 200 feet in height. Due to the minor height extensions that would be allowed and the existing height variations in the project area, standard modifications, digital conversions, and new billboards are not expected to introduce an airport safety hazard. No impact would occur resulting from the proposed Sunset Strip Off-Site Signage Policy.

While the proposed Sunset Strip Off-Site Signage Policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the design, size, and land use mix of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related air traffic patterns resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

- d) *Would the project 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.** Digital conversions, standard modifications of existing billboards, and new billboards installed pursuant to the proposed Sunset Strip Off-Site Signage Policy would not involve changes to existing land uses or public roadways resulting in new design features, curves, or intersections that could potentially be dangerous. New billboards would be incorporated into new buildings or facade remodel projects. Such projects would be subject to Section 19.28.130(D) of the City's Zoning Ordinance, which sets forth visibility considerations, requiring that buildings be designed not to interfere with motorists' views of the sidewalk and pedestrians' views of vehicles. Some construction activities attributable to digital conversions, standard modifications, or new billboards may involve temporary, localized sidewalk closures at or adjacent to the site of a billboard. Sidewalk closures, especially along a roadway with high volumes of both vehicular and pedestrian traffic, has the potential to result in safety hazards if pedestrians try to navigate around the closure by entering one of the traffic lanes. An encroachment permit would be required for any digital conversions, standard modifications, or new billboard installations requiring sidewalk closure. Appropriate detour signage would be provided in accordance with the safety requirements of the encroachment permit. Due to the temporary nature of the future sidewalk closures attributable to the proposed project and the construction requirements to facilitate safe pedestrian movement around the closure, potential impacts related to increased hazards during construction activities associated with digital conversions, standard modifications, and new billboards would be less than significant.

Operation of digital billboards and new billboards would introduce new visual elements to the Sunset Strip. Under existing conditions, the project area has two properties with digital signs. Upon approval of the proposed regulations, a maximum of 3 existing billboards would be allowed to convert from static to digital signs, and up to 17 future billboards constructed in conjunction with new development of a certain size or facade remodels could also be digital. The buildout year for the project is 2032; as such, by that year, the Sunset Strip may support up to 24 additional digital billboards (this includes the 4 "in-progress" digital billboards discussed in Section 2.4). Digital billboards, new billboards, and modified billboards would also be part of the Sunset Strip Billboard District, which would require coordinated arts programming and would involve an annual or biennial special event in which the digital billboards are used for creative, artistic purposes. The changes to the existing signage environment that would be allowed by the proposed Sunset Strip Off-Site Signage Policy would alter the visual environment that is observed by drivers along the Sunset Strip. However, for the reasons outlined below, implementation of the proposed policy is not anticipated to substantially increase roadway hazards.

First, under existing conditions the Sunset Strip is a vibrant corridor with numerous existing billboards, on-site signs, entertainment venues, pedestrians, and an overall high ambient lighting level. As such, additional

digital imagery, new off-site signs, and periodic arts programming on the Sunset Strip would be consistent with the area’s overall character. Changes to the existing signage environment along the 1.6-mile Sunset Strip that may occur as a result of the proposed policy would not be substantially different from the existing visual environment that is currently encountered by drivers along the Sunset Strip. While the project would be associated with new visual elements, these elements would be integrated into the existing visual context and are not anticipated to result in a substantial change relative to existing conditions such that new roadway hazards would result.

Second, the proposed Sunset Strip Off-Site Signage Policy would establish limits on the geographic distribution of digital billboards (see Table 2-2). This aspect of the proposed policy would ensure that digital billboards do not proliferate or cluster along the Sunset Strip. As shown in Table 3.16-1, the allowable digital billboards would be dispersed evenly across the 1.6-mile Sunset Strip, with no more than 4 digital billboards allowed in a particular geographic zone. These geographical limitations, coupled with the restrictions on signage operations discussed below, would reduce the potential for distracted driving along the Sunset Strip as a result of the proposed policy.

**Table 3.16-1. Allowable Digital Faces Per Geographic Zone**

<b>Billboard Zone</b>	<b>Maximum Allowable New Digital Billboard Faces</b>
<i>West Region</i>	
Zone 1	3
Zone 2	3
Zone 3	4
<i>Central Region</i>	
Zone 4	0
<i>East Region</i>	
Zone 5	3
Zone 6	2
Zone 7	2
<b>Total</b>	<b>17</b>

Third, the proposed Sunset Strip Off-Site Signage Policy incorporates numerous restrictions on the operations of digital billboards to reduce the potential for such signs to contribute to distracted driving. For example, the proposed regulations would prohibit digital billboards from incorporating driver interaction features. Visual intensive aspects of digital imagery such as motion, animation, and moving patterns would be subject to a variety of restrictions that would reduce their potentially distracting effects. For example, motion or animated content would be required to avoid rapidly changing images and would be prohibited during late nighttime hours. Flashing images that rapidly change direction, oscillate, flash, or reverse in contrast would be prohibited.

For digital images that would be static, the proposed policy specifies a minimum refresh rate, to ensure that static images do not rapidly cycle, thereby reducing potentially distracting qualities of static digital images.

The proposed regulations also include standards for illuminance, message hold time, sign size, operational timeframe, and placement and spacing of digital billboards. For example, the proposed regulations specify light trespass thresholds and maximum allowable sign brightness. The regulations would require monitoring and reporting so that compliance with the lighting requirements is verified throughout the life of each digital billboard. The proposed regulations also require digital billboards to be equipped with photocells that monitor the ambient light environment and adjust billboard lighting conditions to minimize contrast between digital screens and ambient lighting conditions. Incorporation of photocells would ensure that the brightness of each billboard would be regulated in real time, such that compliance with the proposed lighting regulations are met as the ambient light environment changes. For example, the photocells would ensure that brightness is reduced to code-compliant levels during overcast weather and as the sun rises and sets.

The lighting requirements set forth in the proposed regulations are also consistent with Chapter 2, Article 3 of the California Vehicle Code, which stipulates limits to the location of light sources that may cause glare and impair the vision of drivers. This regulation states that “No person shall place or maintain or display, upon or in view of any highway, any light of any color of such brilliance as to impair the vision of drivers upon the highway.” The regulation provides numeric thresholds for when a light source is considered to “impair the vision of drivers.” Using these numeric thresholds, the City has calculated the luminance for digital billboards that would fall below the levels that are considered by the state to impair drivers’ vision (see Section 3.1(d) for additional details regarding the proposed lighting regulations). Under worst-case conditions, the maximum allowable luminance per the Vehicle Code was determined to be 500 foot-lamberts. The proposed regulations would, therefore, limit the surface brightness of digital billboards to 300 candelas per square meter at night, which equates to 95.5 foot-lamberts. The required maximum brightness for digital billboards along the Sunset Strip falls well below the threshold established in the Vehicle Code for “vision impairing” brightness and glare. The proposed regulations are, therefore, consistent with and more stringent than state standards that are established to protect drivers from safety hazards due to light and glare along highways. The photocells that regulate the brightness of digital billboards based on ambient light requirements, in combination with the monitoring requirements for the light levels of digital billboards, would ensure that standards are met.

Fourth, the proposed policy would support pedestrian-oriented design along the Sunset Strip. As such, throughout the implementation of the policy, the Sunset Strip is anticipated to become more pedestrian friendly. Examples of pedestrian-friendly provisions include the requirement for digital, new, and modified off-site signage to include site improvements that enhance the quality and comfort of the pedestrian experience on the Sunset Strip. The proposed regulations would also require any new development that includes a new billboard to have pedestrian-oriented amenities. Similarly, facade remodels that include a new billboard must create

pedestrian and streetscape improvements or equivalent contributions to the pedestrian environment. These incremental improvements to the pedestrian environment are expected to foster increased pedestrian safety along the Sunset Strip over time.

In conclusion, while implementation of the proposed Sunset Strip Off-Site Signage Policy would alter the visual environment along the Sunset Strip, the policy sets forth numerous requirements that would prevent its implementation from resulting in increased roadway hazards. Given the existing visual conditions along the roadway, the proposed restrictions on the potentially distracting qualities of digital imagery, the proposed lighting limitations, and the anticipated incremental improvements in pedestrian safety, the proposed policy is not anticipated to substantially increase roadway safety hazards in the project area. As explained in detail above, the lighting restrictions set forth in the proposed regulations are more stringent than state requirements established to prevent light sources from affecting drivers' vision. Additional standards, above and beyond state regulations, have been included in the proposed regulations to limit the aspects of digital imagery that may be particularly distracting to drivers. Upon required compliance with the proposed regulations, potential roadway safety hazards associated with the proposed project would be less than significant.

The proposed policy would allow for the construction of new billboards along the Sunset Strip only in association with future facade remodel projects or new development projects. As described above, such projects would be subject to Section 19.28.130(D) of the City's Zoning Ordinance, which sets forth requirements for visibility considerations. Compliance with this section of the Zoning Ordinance would reduce the potential for such future projects to cause a roadway hazard. However, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects with more certainty. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to increased roadway hazards resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

**e) *Would the project result in inadequate emergency access?***

**Less Than Significant Impact.** Inadequate emergency access may occur if emergency access is obstructed by the project or if new driveways, roadways, or fire truck turnaround areas are insufficient to accommodate the necessary emergency equipment. New billboards, digital conversions, and standard modifications installed pursuant to the proposed Sunset Strip Off-Site Signage Policy would not involve construction of new driveways, roadways, or fire truck turnaround areas. However, construction activities associated with new billboard installations, digital conversions, and standard modifications may involve sidewalk closures, which could potentially preclude emergency personnel from accessing areas adjacent to the closure. However, such sidewalk closures would be temporary and localized and are not anticipated to last for more than 1 or 2 days at a time. During a sidewalk closure, appropriate emergency access and detour signage would be provided in accordance with encroachment permit requirements. Once the construction activity is complete, full sidewalk

access would be reestablished. Permanent obstructions to existing sidewalks, driveways, or roadways would not result from the construction or operation of billboards that have undergone digital conversions or standard modifications or from new billboards.

Special events that are proposed as part of the Sunset Strip Billboard District may temporarily affect traffic patterns in the project area due to a brief increase in visitors. Special events causing a high volume of vehicular and/or pedestrian traffic have the potential to temporarily affect emergency access to areas within and adjacent to the special event. As such, the special events associated with the proposed project could temporarily impede emergency access to the project area and adjacent streets. However, as explained in Section 3.16(a), any future special events would be subject to Chapter 19.54 of the City's Municipal Code, which requires the Human Services Director to approve permits for special events. Such permits are required to include conditions of approval. If determined necessary based on the nature and expected popularity of the event, the conditions of approval would specify traffic management plans and provisions for emergency scenarios. A variety of large-scale special events already take place within the City each year. As such, City staff and the emergency personnel that serve the City are equipped to provide emergency services and to ensure that adequate emergency access is maintained during events that temporarily draw additional visitors to the City. For these reasons, Sunset Strip Billboard District special events, digital conversions, standard modifications, and new billboards would not adversely affect emergency access along the Sunset Strip. Impacts resulting from the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

While the proposed policy would allow for new billboards in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects to emergency access resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

*f) **Would the project 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 3.16(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 bicycle and pedestrian transportation. The project's consistency with policies for pedestrian circulation, bicycle transportation, and public transit are described below.

***Pedestrian Circulation.*** One of the goals for the pedestrian environment established in the West Hollywood Bicycle and Pedestrian Mobility Plan is to enhance pedestrian safety. Some construction activities attributable to the proposed project may involve temporary, localized sidewalk closures at or adjacent to the site of the sign. Such closures could potentially affect the flow of pedestrian traffic or pedestrian safety. In order to minimize potential affects to pedestrian safety and to facilitate the flow of pedestrian traffic, appropriate detour signage would be provided in accordance with City requirements. An encroachment permit would also be required for any sidewalk closures, which would include requirements for appropriate emergency access and detour signage as necessary. As such, while sidewalk closures could result in brief inconveniences to pedestrians, they would not substantially affect the movement of pedestrian traffic or conflict with the City's goals of enhancing pedestrian transportation and pedestrian safety. Consistent with the City's goals for enhancing pedestrian circulation, the proposed project sets forth provisions that would result in gradual improvements in the pedestrian environment along Sunset Boulevard. The Development Agreements for new billboards (digital and static) and digital conversions would be required to include provision of site improvements to enhance the quality and comfort of the pedestrian experience on the Sunset Strip. Additionally, the urban design policies for new billboards that would be established by the proposed regulations include standards to preserve and enhance the pedestrian orientation of Sunset Boulevard. New development incorporating new billboards would be required to include pedestrian-oriented amenities and ground-floor activating uses. Facade remodels incorporating new billboards would be required to create pedestrian and streetscape improvements or provide an equivalent contribution on Sunset Boulevard. Examples of such improvements include wider sidewalks, new publically accessible open space such as a view terrace, a pocket park, or a public seating area.

As such, the proposed project includes policies that support the City's existing goals of enhancing pedestrian transportation and is, therefore, consistent with plans and policies for pedestrian circulation.

***Bicycle Circulation.*** No designated bicycle paths are within the project area (City of West Hollywood 2015). However, the City's Bicycle Task Force included a bicycle route along Sunset Boulevard in its 2011 recommendations to the City Council (City of West Hollywood 2011b). While the 2011 recommendations have not been officially adopted, they show that a bicycle route may be contemplated for the project area in the future. Construction activities for digital conversions, standard modifications, and new billboards would be limited to the billboard sites and immediately adjacent areas and, therefore, would not adversely affect bicycle travel along Sunset Boulevard. The project area is a highly urbanized, developed corridor, and the additional activities attributable to digital conversions, standard modifications, and new billboards would not cause an intensification of traffic over existing conditions such that future bicycle travel would be adversely affected. As such, the proposed project would not interfere with the City's goals and policies to improve and facilitate bicycle transportation.

***Public Transit.*** Metro bus 2/302 lines operate on Sunset Boulevard, and there are approximately five bus stops within the project area (MTA 2015). Future digital conversions, standard modifications, or new

billboards may be located at sites located near these bus stops. However, each construction event is anticipated to take approximately 2 days and is not anticipated to involve activities that would obstruct operation of the bus system. In the event that a bus stop would become temporarily affected by construction activities, Metro requires that the Metro Bus Operations Control Special Events Coordinator be contacted regarding construction activities that may impact Metro bus lines at least 30 days in advance of initiating construction activities. The same protocol would be used if any special events associated with the Sunset Strip Billboard District were anticipated to temporarily interrupt bus service along Sunset Boulevard. Upon proper notification of Metro for any potential interruptions in bus service, the proposed project would not result in affects to public transit along the Sunset Strip. While the proposed project would not specifically develop or encourage public transit use, it would not impede the City's implementation of its goals and policies to develop and encourage public transit use.

In summary, neither construction nor operational activities associated with digital conversions, standard modifications, or new billboards would substantially affect the use of bicycle, pedestrian, or transit routes and would not impede implementation of the goals, objectives, and policy actions related to these transportation modes. For these reasons, the potential impacts resulting from implementation of the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

The proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects. As explained above, the proposed policy requires new development and facade improvements that incorporate new billboards to also include pedestrian improvements. As such, upon compliance with the proposed policy, it is anticipated that future facade remodel projects and new development projects incorporating new billboards would help implement some of the City's policies for pedestrian transportation and would not conflict with or hinder implementation of City policies for other forms of alternative transportation, such as transit and bicycling. However, the location and design of future projects consisting of new development or facade remodels and a new billboard are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Any potential effects to alternative transportation facilities or policies resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

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### 3.17 Tribal Cultural Resources

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is:				
i) Listed or eligible for listing in the California Register of Historical Resources, or in a local register of historical resources as defined in Public Resources Code section 5020.1(k), or	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
ii) A resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1. In applying the criteria set forth in subdivision (c) of Public Resource Code Section 5024.1, the lead agency shall consider the significance of the resource to a California Native American tribe.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

a) *Would the project cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is:*

i) *Listed or eligible for listing in the California Register of Historical Resources, or in a local register of historical resources as defined in Public Resources Code section 5020.1(k)?*

**Less Than Significant Impact.** As described under Section 3.5, a records search was conducted at the SCCIC for the City of West Hollywood in support of the City’s General Plan Environmental Impact Report. No tribal cultural resources were identified as a result of the records search.

In a Sacred Lands File results letter dated November 15, 2016, the NAHC stated that the search “was completed with negative results however this area is sensitive for potential tribal cultural resources.” However, no specific tribal cultural resources were identified. In addition, Andrew Salas, Chairman of the Gabrieleno Band of Mission Indians – Kizh Nation, stated that the project area is highly sensitive for the presence of cultural resources. However, he was not aware of any specific tribal cultural resources within the project area.

No tribal cultural resources were identified by the records search or California Native American tribes as part of the City’s Assembly Bill (AB) 52 notification and consultation process (see Section 3.17(b) below for a description of this process). Therefore, impacts to tribal cultural resources resulting from the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. These future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. As such, these future projects would also be subject to AB 52 requirements on a project-by-project basis pursuant to CEQA. Because no tribal cultural resources have been identified in the project area to date, no significant impacts are anticipated to result from future development along the Sunset Strip. However, project-specific CEQA review and AB 52 compliance would ensure that any potential impacts are identified in the event that a previously unknown tribal cultural resources is identified.

- ii) A resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1? (In applying the criteria set forth in subdivision (c) of Public Resource Code Section 5024.1, the lead agency shall consider the significance of the resource to a California Native American tribe.)*

**Less Than Significant Impact.** There are no resources in the project area that have been determined by the City to be significant pursuant to the criteria set forth in Public Resources Code Section 5024.1. Further, no specific tribal cultural resources were identified in the project area by the NAHC, California Native American tribes, or by the City as part of the AB 52 notification and consultation process.

To date, the City has not received any formal requests from California Native American Tribes to be notified of CEQA projects for the purposes of AB 52. In an effort to proactively reach out to tribes with a cultural affiliation to the project site, the City requested a tribal consultation list from the NAHC. On November 15, 2016, the NAHC provided the City with a list of six tribes with traditional lands or cultural places located within the boundaries of the project site. On November 28, 2016, the City of West Hollywood mailed notification letters to all six contacts provided by the NAHC. To date, the City has received one response/request for consultation. Andrew Salas, Chairman of the Gabrieleno Band of Mission Indians – Kizh Nation responded via email and stated that he considers the project site highly sensitive for cultural resources and requested that one of his tribe’s certified Native American monitors be on site during all ground disturbing activities. The City responded to Mr. Salas’ email and offered to set up a meeting to discuss the project and to get more specific information concerning Mr. Salas’ monitoring request. To date, the City has received no response from Mr. Salas regarding the project or a potential meeting. As such, the consultation process has concluded. It should be noted that the proposed regulations have set forth the requirement for a qualified archaeologist to assess the archaeological sensitivity and the potential to affect subsurface

deposits during excavation of pole foundations for existing billboards that are relocated. In the event that the archaeologist determines that excavation would occur in a location that is potentially sensitive, the archaeologist may recommend archaeological monitoring, Native American monitoring, and/or further study of the site. The policy also includes measures to be implemented in the unlikely event that archaeological resources are encountered during excavation (see Appendix A). These policy requirements would ensure that cultural resources would be protected to the extent required by law. Impacts resulting from the proposed Sunset Strip Off-Site Signage Policy are considered less than significant.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. These future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. As such, these future projects would also be subject to AB 52 requirements on a project-by-project basis pursuant to CEQA. Because no tribal cultural resources have been identified in the project area to date, no significant impacts are anticipated to result from future development along the Sunset Strip. However, project-specific CEQA review and AB 52 compliance would ensure that any potential impacts are identified in the event that a previously unknown tribal cultural resources is identified.

### 3.18 Utilities and Service Systems

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g) Comply with federal, state, and local statutes and regulations related to solid waste?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**a) *Would the project exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?***

**No Impact.** Construction and operation of new billboards and modified billboards pursuant to the proposed regulations would not discharge wastewater. Therefore, no impact would occur as a result of implementing the proposed Sunset Strip Off-Site Signage Policy.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to wastewater requirements resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

**b) *Would the project 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.** New billboards and modified billboards constructed pursuant to the proposed regulations would not increase the amount of water used or wastewater generated within the project area, as no changes to existing land uses would occur. Thus, no new or expanded water or wastewater treatment facilities would be required as a result of implementing the proposed Sunset Strip Off-Site Signage Policy, and no impact would occur.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to water and wastewater facilities resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

- c) *Would the project require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?*

**No Impact.** As described in Section 3.9(e), new billboards and modified billboards would not increase the amount of stormwater generated within the project area. Therefore, no new or expanded stormwater drainage facilities would be required, and no impact would occur as a result of implementing the proposed Sunset Strip Off-Site Signage Policy.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to stormwater drainage facilities resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

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

**No Impact.** New billboards and modified billboards constructed pursuant to the proposed regulations would not require the use of potable water. Therefore, no additional water supplies would be needed, and no impact to water supply would occur as a result of implementing the proposed Sunset Strip Off-Site Signage Policy.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to water supply resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

- e) *Would the project 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 future digital conversions, standard modifications, or new billboards. Therefore, new billboards, standard modifications, and digital conversions undertaken pursuant to the proposed Sunset Strip Off-Site Signage Policy would not result in new demands for wastewater treatment. No impact to wastewater treatment capacity would occur as a result of implementing the proposed Sunset Strip Off-Site Signage Policy.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to wastewater generation resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

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

**Less Than Significant Impact.** Construction activities associated with digital conversions, standard modifications, and new billboards may generate minor amounts of solid waste. Some construction processes would involve removal and disposal of portions of an existing billboard structure. For modifications involving an adjustment in pole location or new billboards requiring a new foundation, minor amounts of soil would be exported from the billboard site. Future construction projects would incorporate source-reduction techniques and recycling measures to divert waste away from area landfills in accordance with City and state requirements. Construction for future digital conversions, standard modifications, and new billboard would be required to comply with City standards of recycling 80% of all construction materials that need to be disposed of. Any non-recyclable construction waste generated would be disposed of at a landfill approved to accept such materials. The operation of future new billboards and modified billboards is not anticipated to generate substantial amounts of solid waste. Digital billboards would require periodic replacement of LED bulbs. It is anticipated that the bulbs on such signs would require replacement approximately once every 5 years. As with existing billboard operations, any static billboards would require periodic copy changes. The copy would either be stored, recycled, or disposed of at an appropriate facility. The increase in LED bulb waste that would occur due to the proposed project would be minor, due to the long lifespan of the LED bulbs. Furthermore, conversion of several existing billboards along Sunset Strip to digital would in fact reduce waste associated with copy changes, since digital signs do not require copy changes.

Special events held along the Sunset Strip in association with the proposed Sunset Strip Billboard District would have the potential to briefly increase the amount of solid waste produced in the project area, if the special event were to draw additional visitors and vendors. However, as described in Section 3.16(a), future special events would be required to comply with Chapter 19.54 of the City's Municipal Code, which requires the Human Services Director to review and approve a special events permit. As stated in Section 19.54.050, a special events permit application must include the following provisions related to solid waste: provisions for recycling any cans, glass, paper, or plastic that maybe generated; information and guidance to ensure recycling of these materials; a program to ensure prohibition of the use of polystyrene cups, packing, plates, etc., by the vendors and attendees; and, a plan indicating efforts to reduce, reuse, or recycle the waste to be generated. Compliance with this section of the municipal code would ensure that solid waste generation is reduced to the extent feasible during special events. Due to required compliance with the municipal code and due to the periodic and brief nature of the proposed special events (biennial or annual, with each lasting approximately 10 days), the special events held in association with the Sunset Strip Billboard District would not generate solid waste to the extent that regional landfills would not be able to accommodate the solid waste that is generated. Impacts related to landfill capacity resulting from implementation of the proposed Sunset Strip Off-Site Signage Policy would be less than significant.

While the proposed policy would allow for the construction of new billboards along the Sunset Strip in association with future facade remodel projects or new development projects, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to solid waste generation resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

***g) Would the project comply with federal, state, and local statutes and regulations related to solid waste?***

**No Impact.** The proposed project would be required to comply with federal, state, and local statutes and regulations related to solid waste. Construction waste associated with digital conversions, standard modifications, and new billboard installations would be recycled or disposed of in accordance with existing regulations, including the City's requirement to recycle 80% of all construction materials. During operation of such billboards, spent LED bulbs and used advertising copy would be transported to an appropriate waste facility in accordance with applicable regulations. Advertising copy may also be recycled or stored. Special events with the potential to generate solid waste would be subject to existing regulations, including the conditions of approval for special events permits, which must include provisions for solid waste management and reduction. As such, all waste materials associated with standard modifications, digital conversions, new billboards, and special events undertaken pursuant to the proposed Sunset Strip Off-Site Signage Policy

would be handled and disposed of in accordance with existing local, state, and federal regulations. No impact would occur resulting from the proposed Sunset Strip Off-Site Signage Policy.

The proposed policy would allow for the construction of new billboards along the Sunset Strip only in association with future facade remodel projects or new development projects. The construction and operation of such future projects would not be expected to violate statues and regulations related to solid waste. Nevertheless, the location and design of such future projects are too speculative at this time to adequately evaluate their potential environmental effects with more certainty. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects related to solid waste would be examined in accordance with CEQA as part of the required project-specific CEQA review.

### 3.19 Mandatory Findings of Significance

	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

- 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?*

**Less Than Significant Impact.** As discussed in Section 3.4, Biological Resources, the project area is located in a completely developed and urbanized area, and does not support sensitive vegetation, sensitive wildlife species, or sensitive habitat. Additionally, the project area does not function as a corridor for the movement of native or migratory wildlife. All activities associated with the proposed digital conversions, standard modifications, new billboards, and Sunset Strip Billboard District special events would be conducted in the highly urbanized environment of the project. However, the project area contains trees and other vegetation that have the potential to support nesting birds that are protected under the California Fish and Game Code and under the Migratory Bird Treaty Act. In the event that any such nesting birds are present during construction activities for digital conversions, standard modifications, or new billboards, the birds would be protected in accordance with the proposed regulations. Specifically, the regulations require a nesting bird survey to be completed if construction occurs during the nesting bird season and would entail vegetation trimming or removal. Any impacts to biological resources that would occur as a result of digital conversions, standard modifications, and special events would therefore be less than significant.

As discussed in Section 3.5, Cultural Resources, there are no known archaeological resources in the project area. Some modifications to existing billboards that would be allowed by the proposed project would involve minor changes in the location of existing billboard pole foundations. These adjustments in pole location would involve minor amounts of ground disturbance along the Sunset Strip. However, in accordance with the proposed regulations, modifications involving ground disturbance would be reviewed by an archaeologist to determine the sensitivity of the site. The archaeologist can recommend archaeological and/or Native American monitoring, additional study, or testing, if warranted. In the event that cultural resources were to be unexpectedly uncovered during excavation for relocated pole foundations, the significance of the find would be evaluated by an archaeologist, and all construction work near the find would stop to ensure proper protection and evaluation of the resource in accordance with state and federal laws that prohibit destruction of archeological resources. As such, the proposed project is not anticipated to destroy any previously unknown archaeological resources that may be present below the surface and that could serve as important examples of California history or prehistory. While there are historic structures present along the Sunset Strip that could potentially serve as important examples of California history, the digital conversions, standard modifications, new billboards, and Sunset Strip Billboard District special events would not result in demolition of such structures and would not eliminate any such resources. Furthermore, as explained in Section 3.5(a), protections for historical resources have been established in the proposed policy to prevent new or modified billboards from obstructing historic street views or from

obscuring character-defining features of historical resources. Impacts to cultural resources resulting from implementation of the proposed Sunset Strip Off-Site Signage Policy would therefore be less than significant.

Any new billboards developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would be required to be part of new development or facade remodels. As explained in Section 3.4(d), nesting bird protection measures similar to those that have been incorporated into the proposed regulations would likely be required for such future developments and facade remodel projects. Due to the absence of sensitive or native habitat along the Sunset Strip, nesting bird measures are expected to ensure that significant effects to biological resources would not occur as a result of such future projects. Nevertheless, as described throughout this document, the location, size, and construction and operational scenarios of such future projects are too speculative at this time to adequately evaluate their potential environmental effects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. Potential effects to biological and cultural resources resulting from such future projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

- 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)?*

**Less Than Significant Impact.** Implementation of the proposed project would incrementally increase the variety of advertisements along the Sunset Strip by allowing for 3 existing static billboards to convert to digital signs and by streamlining the process by which the remaining billboards may undergo structural modifications. The proposed project also would establish the Sunset Strip Billboard District, which would be associated with coordinated arts programming among the digital billboards and special events that incorporate Sunset Strip signage. This IS/ND evaluates the environmental effects of the activities that could result from the proposed Sunset Strip Off-Site Signage policy, which consist of 3 digital conversions, 71 standard modifications, creation of the Sunset Strip Billboard District, special events, and new billboards including up to 17 new digital billboards. Relative to current regulations governing new off-site signage along the Sunset Strip, these new regulations may encourage new billboards to be constructed when new development projects or facade remodels are undertaken. The Sunset Strip is a world-famous destination and is visited by tourists as well as residents of the City and the Los Angeles area as a place for entertainment, work, and hotel accommodations. Development projects (particularly those with high density and those that maximize available land) would continue to occur with or without the proposed project.

Existing billboards are distributed throughout the project area. As such, it is expected that digital conversions, standard modifications, and new billboards would be distributed along the Sunset Strip. Due to the length of

the Sunset Strip (approximately 1.6 miles) and due to the number and distribution of existing billboards, it is not anticipated that the incremental increase in construction or operational activities attributable to digital conversions, standard modifications, and new billboards would result in a substantial change in the existing conditions along Sunset Boulevard. In the context of the Sunset Strip as a whole, these changes would be minor and would occur in a manner that is consistent with the City's goals and policies for the Sunset Strip, as substantiated in Section 3.10 of this document. The construction and operational requirements for billboards are not anticipated to combine with future development projects in the area to produce a cumulatively significant effect, due to the minimal activities required to install, modify, and maintain a billboard. Regarding potential aesthetic and land use effects, the proposed Sunset Strip Off-Site Signage Policy includes regulations that would foster best urban design practices and that would prevent potentially significant light trespass, glare, and obstruction of significant public views as identified in the SSP. As such, the proposed Sunset Strip Off-Site Signage Policy would not result in cumulatively considerable environmental effects.

Under the proposed project, new billboards would be allowed if integrated into new development or facade remodels and upon compliance with the proposed Sunset Strip Off-Site Signage Policy. While the proposed project may incentivize new development projects or facade remodels by allowing such projects to incorporate a new billboard, the proposed Sunset Strip Off-Site Signage Policy would not change land use or zoning designations such that the amount of potential development along the Sunset Strip would be increased or decreased. The City's Final Program Environmental Impact Report for the General Plan (October 2010) analyzes buildout of the Sunset Strip pursuant to the current land use and zoning designations through the General Plan buildout out year, which is 2035. As such, the potential for additional development to occur along the Sunset Strip pursuant to the land use and zoning designations that are currently in place has been analyzed programmatically pursuant to CEQA in the General Plan Final Environmental Impact Report. The proposed project would not increase the development potential along the Sunset Strip. New development and facade remodels could occur along the Sunset Strip with or without the proposed project. Nevertheless, new development and facade remodels would have the potential to result in cumulatively significant effects in the project area, depending on the locations, sizes, and timing of such future potential projects. As such, these future projects (i.e., the facade remodels, new developments, and any associated billboards) would be subject to project-specific CEQA review at the time such projects are proposed. When and if such projects are proposed, details regarding the size and location of such projects will enable an analysis of potential environmental effects to be conducted, including an analysis of cumulatively considerable effects, if any.

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

**Less Than Significant Impact.** As discussed in Section 3.1, Aesthetics, the proposed project would have the potential to result in additional lighting and glare within the project area. However, any lighting and glare produced by digital billboards, modified billboards, and new billboards would be minimized by the

regulations set forth by the proposed Sunset Strip Off-Site Signage Policy. The level of brightness that digital billboards would be allowed to produce falls well below the state standards for brightness levels that are considered vision impairing for drivers. The light produced by digital billboards would be monitored, and compliance with the proposed regulations would be verified throughout the lifetime of each digital billboard. Upon compliance with the proposed regulations, light and glare produced by billboards that are either modified or developed pursuant to the proposed Sunset Strip Off-Site Signage Policy would not cause a substantial adverse effect on human beings.

As discussed in Section 3.16, Transportation and Traffic, construction activities at billboard sites have the potential to result in temporary, localized sidewalk closures. Although this could potentially result in a pedestrian safety issue, appropriate emergency access and detour signage would be provided at each location in accordance with City requirements, ensuring the pedestrians would be able to safely maneuver around the closure. Effects to human beings would, therefore, be less than significant.

As described in Section 3.16, provisions have been included in the proposed Sunset Strip Off-Site Signage Policy to control and limit aspects of digital imagery that could contribute to driver distraction and potentially result in roadway safety impacts. For example, compliance with the sign brightness limits that are specified in the proposed Sunset Strip Off-Site Signage Policy would ensure that digital billboards have brightness levels that are well below the California Vehicle Code requirements. The proposed regulations also include provisions to improve the pedestrian environment along the Sunset Strip, which would help foster increased pedestrian safety along the Sunset Strip. Due to these measures, the proposed project would not create a substantial, adverse effect to human beings related to roadway hazards.

All new billboards and modified billboards would be subject to varying levels of review and approval by the City. The City would be able to prohibit implementation of any digital billboards, modified static billboards, and new static billboards that are inconsistent with the safety provisions contained in the proposed regulations or that may otherwise adversely affect human beings. Impacts to human beings resulting from the proposed project would be less than significant.

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# APPENDIX A

## Proposed Off-Site Signage Regulations



## **Sunset Boulevard Off-Site Signage Policy:**

*Replacement of Part Two: Section 8 of the 1996 Strike-Through Draft Sunset Boulevard Specific Plan, Billboards and Art Advertising.*

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## **SECTION I: INTRODUCTION**

### **A. BACKGROUND**

The Sunset Strip is globally recognized for its vibrant combination of signs, entertainment, and nightlife. The Strip also has the densest concentration of off-site signage (billboards and tall-walls) on the west coast. A unique destination, vibrant in both day and nighttime, the Strip is a major economic engine for West Hollywood, with a long tradition of innovative and memorable signage, becoming famous in the 1960s and '70s for custom-painted billboards featuring key musical artists of the day. Off-Site Signs, while part of the character of the Sunset Strip, also engendered community discussion about the appropriate number, placement and quality of the signs to ensure that off-site signs are good neighbors. In the fall of 2012, the City Council directed staff to develop a new process for review of off-site sign applications.

This policy update realizes the City's long standing vision to enhance the unique traditions of Sunset Boulevard to integrate off-site advertising, entertainment, and public art, in a richly historic setting, resulting in a one-of-a kind built environment. This policy enhances these traditions to include a greater art presence and cutting edge technology as a means of celebrating the City's creative brand.

Recognizing the rich cultural history and creative energy of advertising signage on the Sunset Strip, this Policy update aims for a unique experience of high quality urban design by allowing enhancement to existing signs, limited opportunities for new off-site advertising signs, incorporation of digital technology, and broadening the role of art with the creation of the Sunset Strip Billboard District.

### **B. HOW TO USE THIS DOCUMENT**

This Amendment replaces *Part Two: Section 8* of the *1996 Strike-Through Draft Sunset Boulevard Specific Plan, Billboards and Art Advertising*. This Amendment contains all regulations and requirements for existing and future off-site signage in the Sunset Specific Plan area.

This Amendment defines a long-term **Vision, Guiding Principles, and Policies** to guide implementation of the vision in a manner consistent with the City's values and overarching intent. The document states the basic principles for the regulation of off-site signs on the Sunset Strip, and describes the **Sunset Strip Billboard District** which will facilitate arts programming and events associated with off-site signs. The specific **Policies**, including Standards and Guidelines, are the basis for the City's regulation and permitting of Off-Site Signs on the Sunset Strip. These Policies incorporate the Off-Site Signage regulations for Sunset that were previously located in the Zoning Ordinance along with new and revised policies. The final section of this document is a **Glossary** section.

### **C. VISION**

The creative legacy of billboards on the Sunset Strip provides cultural value in both the City and the greater region while being a key driver for the West Hollywood economy. The following statements express the City's vision for the role of advertising signage on the Sunset Strip: :

- The 21st Century Sunset Strip will continue to be iconic, attractive and welcoming to visitors.
- Off-Site Signage enhances the historic synergy of entertainment, advertising, arts and music with cutting edge technology.
- Excellent design thoughtfully integrates billboards and architecture to provide an immersive urban experience like no other.
- Modifications to existing signage and new signage benefit from improved quality, and high design standards that protect and enhance value.
- Public art programming integrates with signage to bring new viewers to the Strip.

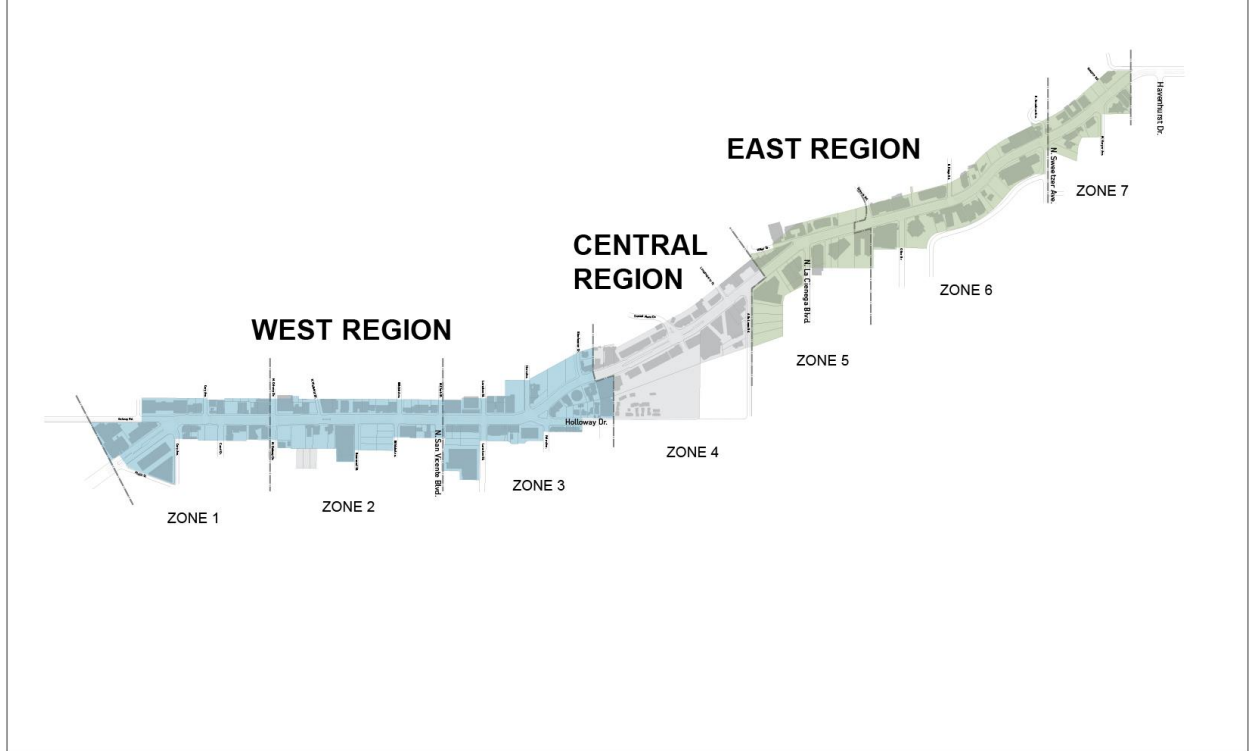
## **SECTION II: GUIDING PRINCIPLES**

The following principles are intended to guide implementation of new and modified off-site signage on the Sunset Strip to build on the existing creative energy by synthesizing advertising, urban design, architecture, public art, entertainment and 21st Century technology.

### **A. SIGN DISTRIBUTION**

1. Allow for opportunities for both new billboards and improvements to existing Off-Site Signs to be distributed along the Strip to complement the experience of pedestrians and drivers on Sunset Boulevard in accordance with the existing urban typology that separates the Strip into the three distinct regions, West, Central and East, depicted in Figure 1. below.

FIGURE 1 – REGIONS  
Defined by Existing Sunset Strip Urban Topography



2. Allow for a limited number of new Billboards that are thoughtfully integrated into exemplary building design for both new and remodeled buildings with an anticipated addition of approximately 18 new billboard faces. These new signs may be permitted through negotiated Development Agreements in the following manner:
  - a. New Traditional or Digital Billboards may be permitted with new development projects, in accordance with this section.
  - b. New Traditional or Digital Billboards may be incorporated into Significant Façade Remodels of existing buildings that exceed the current Sunset Specific Plan allowable density for their site, in accordance with the Standards described in *Section III.A.* below.
  - c. A limited number of new billboards may be Digital Billboards in compliance with the designated maximum number of digital off-site signs per Billboard Zone in accordance with Figure 2 and *Section III.C.* below.
  - d. New Off-Site Signs are not permitted in the Central Region as shown in Figure 1.
3. Allow owners of existing Billboards to apply for modifications that improve sign quality and support creative advertising subject to the conditions in *Sections II.C.* and *Section III.B.*

4. Modifications to existing Tall Wall Signs that re-allocate existing sign area may be permitted by a Development Agreement.

**B. DESIGN EXCELLENCE**

1. Promote innovative media, off-site advertising, technology and architectural excellence to create iconic urban design.
2. Support excellent building design with thoughtfully integrated off-site advertising that focuses on non-standard and innovative media formatting.
3. Support sustainable design with requirements that equal or exceed Title 24 requirements for offsetting new energy usage.

**C. PUBLIC ART**

1. Creation of a Sunset Strip Billboard District (“SSBD” or “District”) as catalyst to energize the Sunset Strip, supporting economic development and integration of the arts with cutting edge signage design and operations.
2. Each new and modified Billboard shall become part of this District. The District will be supported by an annual operation fee and will be responsible for coordinating arts programming, and organizing billboard arts events to align with the City’s creative identity.
3. Each Digital Billboard within the District shall contribute 25 percent of programming inventory to arts programs in accordance with the conditions of *Section IV.* below.
4. Traditional Billboards shall participate in the District with a contribution of 96 hours of arts programming or financial equivalent.
5. Support opportunities to use off-site advertising funds from the District for arts-related uses, art events and Cultural Resources on Sunset Boulevard and City-wide.

**D. ECONOMIC DEVELOPMENT**

1. Recognize the economic value in integrating arts, music, urban design, technology and off-site advertising with a coordinated program for Billboards and Tall Wall Signs on the Sunset Strip.
2. Increase value and visibility of Off-Site Signage with arts programming that brings new viewers and resonates with the City’s creative identity.
3. Provide expanded opportunities for improving the quality and creativity of Traditional Billboards.
4. Negotiate public benefits to address identified City priorities and community needs as part of Development Agreements for projects that include New Billboards, Modified Tall Wall Signs, or Digital Billboards.

**E. CULTURAL RESOURCES**

1. Allow existing Cultural Resources with Off-Site Signage on site to modify or improve their off-site advertising assets to encourage preservation of historic structures.
2. Any signage project located on or adjacent to historic resources shall conform with the Secretary of Interior's *Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings*.

### **SECTION III: POLICIES**

Billboards are one of the signature features of the Sunset Strip. These requirements are designed to allow Off-Site Signage on the Sunset Strip, consisting of Traditional Billboards, Digital Billboards and Tall Wall Signs, to continue to enhance the Strip's unique character. These requirements are also designed to encourage renewed creativity by providing a coordinated venue for new technology, creative advertising, public art, events, and cultural activities that use creative displays on Off-Site Signs.

#### **A. NEW BILLBOARDS**

New Traditional Billboards and Digital Billboards may be permitted via a negotiated Development Agreement. Development Agreements for all new off-site signs shall address the City's identified priorities in the Development Agreement Public Benefits Framework as approved by the City Council at the time of negotiations as noted in *Section III. F.* below.

- 1. Integrated into New Development:** A new Traditional Billboard may be approved as part of a new development project if:
  - a. The project is located within the Sunset Specific Plan (SSP) zoning district in either the Eastern or Western Regions as shown on Figure 1 on a parcel facing Sunset Boulevard
  - b. The development achieves a minimum of 75 percent of the allowable density on the north side of Sunset Strip, or 90 percent of allowable density on the south side of Sunset Strip.
  - c. The development contains no more than 1,500 square feet of off-site sign area per Project.
  - d. The Billboard meets the Design Standards for New Billboards under *Section III A.*
  - e. The Billboard shall participate in the SSBF with fees and arts programming as listed in *Section IV: Sunset Strip Billboard District Requirements* below.
  - f. The development includes pedestrian oriented amenities, ground-floor activating uses, and provides negotiated community benefits through the Development Agreement.
  
- 2. Integrated into a Significant Façade Remodel:** A New Billboard may be approved as part of a Significant Façade Remodel project on an existing building if:
  - a. The project is located within the Sunset Specific Plan (SSP) zoning district in either the Eastern or Western Regions as shown on Figure 1 on a parcel facing Sunset Boulevard.
  - b. The remodel presents a substantial and integrated design concept for all façades visible from Sunset Boulevard. A Significant Façade Remodel shall constitute at least 50 percent of the façade area unless the City, at its sole discretion, determines that a lesser area satisfies the intent of a substantial improvement.
  - c. The existing building has no more than one off-site Sign Face prior to the Significant Façade Remodel, or plans to replace an existing off-site sign face as part of the project
  - d. The existing building is at 100 percent or exceeds current Sunset Specific Plan allowable density on the site.
  - e. The project application includes a sightline and viewshed analysis per *Section III.10.* below.

- f. The remodel creates pedestrian and streetscape improvements or equivalent contribution on Sunset, including without limitation, wider sidewalks, or new publically accessible open space such as a view terrace, a pocket park or a public seating area.
  - g. The remodel adds no more than 1500 new square feet of Billboard sign area;
  - h. The Billboard is integrated into the remodeled building façade.
  - i. Additional building façade height unsupported by occupiable floor area, such as, but not limited to, wall extensions, shall not be added for the purposes of creating area for an Off-Site Sign.
  - j. The Billboard shall participate in the SSBD with fees and arts programming as listed in *Section IV*.
  - k. The remodel project and Billboard meet the Design Standards for New Billboards under *Section III A*.
  - l. Existing buildings with two off-site signs may replace one of the signs as part of the Significant Façade Remodel, provided that the area of the replacement sign does not exceed 1500 square feet.
  - m. The Development Project must meet the standards listed in *Subsection 3*. below, and requires a Development Agreement regardless of size.
- 3. Replacement of Existing Billboards as Part of New Development:** For new development projects that incorporate replacements to existing billboards that were on the proposed development site, new Billboard(s) of equivalent size shall be permitted with an Administrative Permit if the replacement meets the standards and guidelines for integration into New Development in *Subsection III. A.1.* above.
- a. If the proposed new development project includes an increase in sign area greater than the area of the existing sign, the project shall require a Development Agreement.
- 4. Sign Area:** The Sign Area for each new Development Project shall not exceed 1500 square feet. A Development Project may have multiple sign faces provided the combined square footage of all sign faces that are part of a Development Project does not exceed 1500 square feet of advertising sign area per Development Project.
- a. The Maximum Offsite Signage Area for New Development shall be no more than 3 percent of the proposed gross square footage, or 1500 square feet, whichever is more restrictive.
  - b. For Significant Façade Remodels, the off-site signage area shall be calculated based on gross square footage of the entire project for any new area added with the façade remodel.
  - c. A size deviation of no more than 10 percent may be considered as part of Development Agreement negotiations if the deviation allows the project to meet the SSP Off-Site Signage Goals for exceptional signage design.
- 5. Design Standards for New Billboards:** These standards are intended to ensure integration of architecture and off-site signage and encourage unique signage formats that complement the

building design. All New Billboards shall be designed and constructed in compliance with the following standards:

- a. Integrated Design.** Integrate Billboard structure into building face and site design so that the billboard support is complements the architectural surfaces and does not detract from building function.
  - i. Billboards shall be located and integrated into the site and building so as to enhance the urban design of Sunset Boulevard.
  - ii. The design of the Billboard must be consistent with the architecture of the building and enhance the overall building design.
  - iii. Space between Billboard face and building surface shall be minimized, and may not exceed six feet.
  - iv. Views from the interior of the building shall be maintained and portions of any Billboard covering windows must be 30 percent transparent.
  - v. Curved and/or multi-planar forms and projection surfaces are encouraged.
- b. Location and Orientation.**
  - i. Billboards are encouraged to face east or west rather than directly facing Sunset Boulevard.
  - ii. Billboards shall not be a standard rectangular billboard format (14' x 48' or 20' x 60').
  - iii. Signs should be vertical in orientation, with a height-to-width ratio greater than 1:1
  - iv. Lowest part of Billboard image should be 10 feet above parcel grade unless the billboard is specifically designed to enhance the pedestrian environment.
  - v. Billboard should not be placed on a wall surface at a height below the permitted maximum height of an adjacent parcel.
- c. Pedestrian-Oriented Design.**
  - i. Billboards shall not project over the public right of way.
  - ii. Billboard shall not obscure public sightlines to building entrances or publically accessible open space and view terraces

**6. Digital Billboards.** All Digital Billboards are also subject to the Digital Billboard requirements in *Section III. C.* below.

## **B. EXISTING TRADITIONAL BILLBOARDS**

Existing Traditional Billboards and support structures may be modified or replaced on site with an Administrative Permit, unless otherwise specified below. All modified or replaced Billboards shall participate in the Sunset Strip Billboard District and incorporate required arts programming as defined in the SSBD Operations Standards. Billboards may apply for multiple modifications.

- 1. Maintenance:** Routine maintenance of a Traditional Billboard face and structure shall be permitted as long as it does not modify the sign structure or supports, and is limited to maintenance of existing sign face with no change to lighting.

- 2. Replacement of Traditional Billboards:** Any one-for-one replacement of a Traditional Billboard at the same height, angle, materials and location shall be required to join the Sunset Boulevard Billboard District, but shall not be subject to the additional requirements listed below.
- 3. Backlighting:** Traditional Billboards may replace lighting technology and sign faces to allow for static backlit signage per the luminance requirements listed in *Section III.E.* below.
- 4. Additional Area:** An existing Traditional Billboard may be awarded additional area for an overall maximum area of 1200 square feet.
- 5. Height:** Existing Traditional Billboards may be permitted to modify height as follows:
  - a.** The height of a modified billboard shall not exceed the SSP height requirements for that parcel unless the existing Billboard exceeded the SSP height limits at the time of the 2017 Inventory. Applicants seeking modifications of existing billboards that exceed the SSP height limits must provide a survey documenting height.
  - b.** If the existing Billboard is higher than the height allowed by the Sunset Specific Plan, then the Billboard shall not be granted additional height without verified proof of a qualifying obstruction as described below.
  - c.** Billboards with sightlines that are obstructed by City street trees or existing buildings may apply for a one-time exception for additional height of up to 14 feet above the SSP height limit. Projects are required to demonstrate that such a modification is necessary to improve visibility, in accordance with the Sightline and Viewshed Analysis standards in *Section III. B. 4.*, above.
- 6. Relocation on Site:** Relocating the existing Billboard on site may be permitted height and materials are not altered
  - a.** Any change in the angle of the Billboard shall not have a negative impact on residential property as determined by City staff, based on compliance with the Sightline, Viewshed materials in *Section III.B. 10.*, and Lighting and Luminance calculations in *Section III.E.* below.
  - b.** The relocation of a modified Billboard shall be no closer than three feet from a property line.
- 7. Addition of Second Face:** The intent of allowing a second billboard face to be added to an existing Traditional Billboard is to cover the unsightly supporting back structure of the existing Billboard. The addition of a second face on an existing single-sided Traditional Billboard as identified in the 2017 Billboard Inventory may be permitted, provided that the proposal complies with all of the following:
  - a.** The new Billboard face is no larger than the existing Billboard face and no part of the new Billboard face exceeds the dimensions of the existing face.
  - b.** The height of the second face is not greater than the height of the existing face.

- c. If the existing Billboard height exceeds the height limitation of the zoning district, the height of the existing billboard shall be reduced to comply with the height limitation. Notwithstanding, a second side may be allowed above the height limit on a Billboard mounted directly on a rooftop if the existing Billboard is kept in the exact location with no change of angle and provided that both the existing face and the proposed second face otherwise meet all requirements of this section.
- d. The new Billboard face is visible from Sunset Boulevard.
- e. One-sided Billboard faces that are part of an existing “v-shaped” Billboard may not be converted into a two-sided Billboard.
- f. The addition of a second face may not create a “v-shaped” Billboard.
- g. Maximum distance between Billboard faces shall be six feet, and the new Billboard face shall be mounted on the same support structure as the existing Billboard.
- h. The new Billboard face shall serve to effectively screen the back supporting structure of the existing Billboard.

**8. Lighting Adjustments:** Any changes to Traditional Billboard lighting shall comply with the Lighting standards in *Section III. E.* below.

**9. Digital Conversions:** See *Section C.* below.

**10. Modifications Requiring Sightline and Viewshed Analysis:** The following Modifications require a sightline and viewshed analysis:

- Conversion from Traditional to Digital Billboard
  - Additional Area
  - Increased Height
  - Relocation on Site
- a. The viewshed analysis shall demonstrate that the following are not additionally impeded by the proposed modifications to the Billboard:
    - i. Outdoor advertising facilities on adjacent parcels
    - ii. Designated local, state, and national Cultural Resources
    - iii. Public viewsheds identified for view protection and enhancement in the Sunset Specific Plan section (Urban Design I)
  - b. If the existing billboard is determined to already impede sightlines and/or viewsheds, the modification or replacement shall not further obstruct or impede these sightlines and/or viewsheds.
  - c. As part of an application, applicant shall submit sightline and viewshed analysis as follows to the satisfaction of the Community Development Director:
    - i. Photo simulation of proposed offsite sign as seen from vantage points located on Sunset Boulevard 1250 feet to the east and west of the project.

- ii. Context plan view of proposed modified Billboard depicting a 1250 radius area, which identifies the primary sight lines and their relationship to adjacent parcels (including residential uses to the north and south of the Strip).
- iii. 3D massing studies depicting proposed modified Billboard. The studies should include massing of proposed development, if any, on applicant's parcel as well as existing buildings and advertising signs within 1,250 feet radius.

**11. Vegetation:** Existing vegetation on public property shall not be removed or significantly trimmed in order to improve views for any billboard.

**12. Frequency:** Except as otherwise stated in this Section, Traditional Billboards may apply for modifications no more than once every five years.

### **C. DIGITAL BILLBOARDS**

Opportunities for up to 20 Digital Billboards will be permitted by a series of City-run lotteries over 15 years. All new Digital Billboards and all converted Digital Billboards allowed via the lottery process shall be approved by means of a negotiated Development Agreement and shall comply with the following:

- 1. Number and Location of Digital Billboards Permitted by Zone:** The Billboard Zone Map (Figure 2) identifies the maximum number of Digital Billboards allocated per Zone.

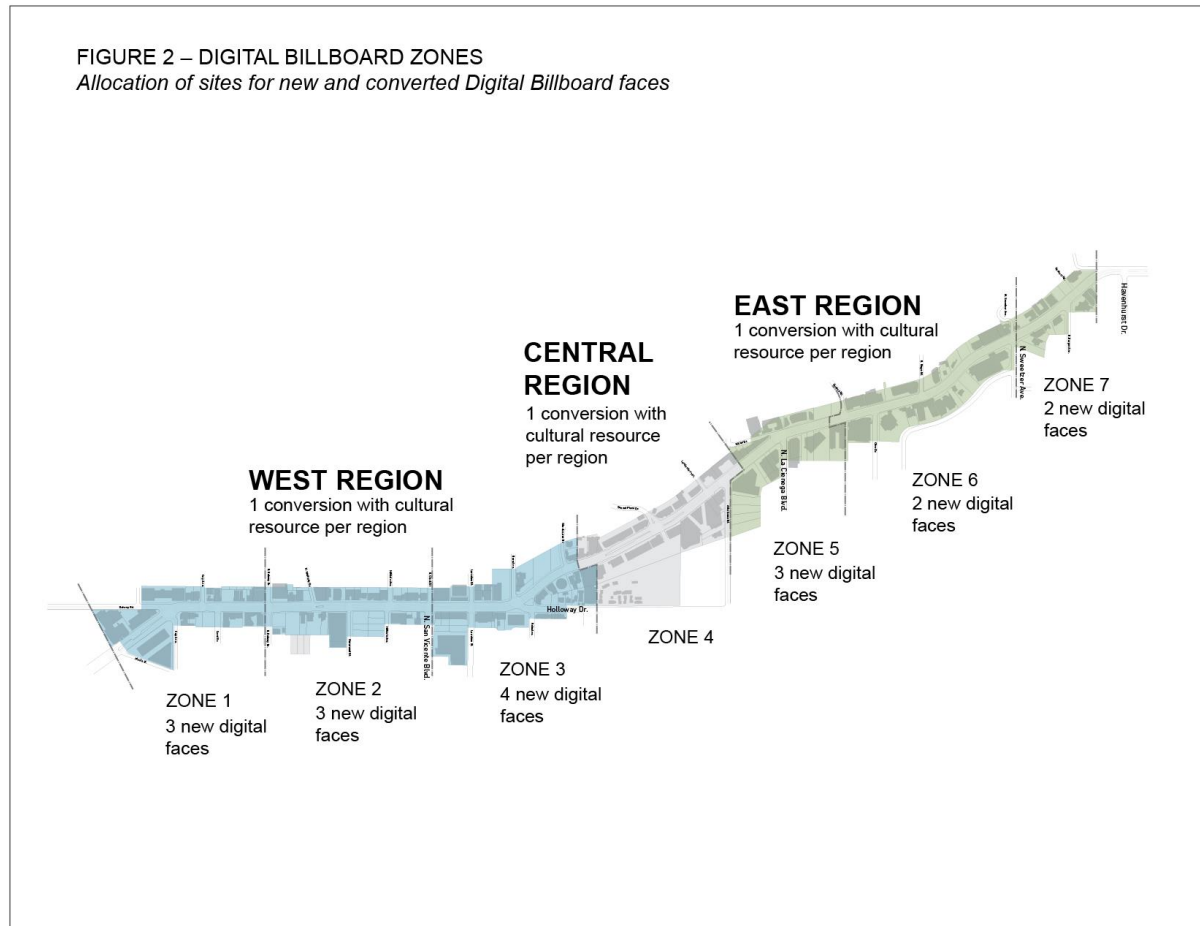


Figure 2. Digital Billboard Zone Map

- 2. Lottery Process:** The City is anticipating identifying finite opportunities for Digital Billboards with a phased multi-lottery process prior to 2032. The lottery process is expected to be conducted in the following phases:
- a. Conversions from Traditional to Digital Billboards:** Up to three (3) sites that contain designated Cultural Resources and have an existing Traditional Billboard (as identified in the 2017 Billboard Survey) may be awarded the opportunity to convert a Traditional Billboard to a Digital Billboard.
  - b. New Digital Billboards Integrated into Significant Façade Remodel:** Up to seven (7) opportunities to integrate Digital Billboards into Significant Façade Remodel projects may be awarded the opportunity to include a Digital Billboard.
  - c. New Digital Billboards as part of New Development:** Up to ten (10) opportunities for New Digital Billboards integrated into New Development may be approved through the City’s lottery (allocated by Billboard Zones identified in *Figure 2*. Above).
  - d. Applicant Criteria Screening:** All applicants for the lottery pool shall be required to undergo an urban design screening process to ensure that Digital Billboard applications meet the City’s criteria for architectural excellence, integration of billboards and architecture,

innovation, and qualified teams that include both development and media operations professionals with demonstrated experience.

3. **Lottery Opportunities for Sites with Existing Traditional Billboards:** If a Significant Façade Remodel or New Development lottery opportunity is awarded to a site with an existing Billboard that will be replaced as part of the project, the replaced Billboard shall not be considered a New Billboard for the purposes of calculating total number of new Billboard faces permitted.
4. **Renewable Energy Usage:** Digital Billboards shall utilize renewable energy sources. Applications for Digital Billboards shall demonstrate that all additional energy use created by the digital technology meet renewable energy usage and neutral carbon fuel usage through one of the following options:
  - a. Purchase of renewable energy certificates to offset additional energy use;
  - b. On-site renewable energy sources that achieve zero carbon emissions for the additional energy usage for the new sign operations; or
  - c. A combination of the above to offset new carbon emissions.
  - d. Digital signs as part of new development of a Significant Façade Remodel may offset the new energy usage through demonstrated energy savings as part of new buildings systems or improvements to existing building systems.
5. **Standards for Digital Billboards:** All Digital Billboards shall comply with the following design and operation standards:
  - a. **Orientation:** To reduce visual clutter and support coordinated programming with unique site-specific advertising and art, Digital Billboards should be oriented as vertical displays where possible, and shall not be designed in any standard Traditional Billboard format or dimensions.
    - i. Digital Billboards shall not directly face Sunset Boulevard.
  - b. **Size:** No Digital Billboard shall exceed 1000 square feet in total area unless it is converted from an existing billboard with a sign face area greater than 1000 square feet, in which case the Digital Billboard may have a sign face area equal to the existing Traditional Billboard of the size listed in the 2017 Inventory, but in no case may the sign face area be greater than 1200 square feet.
  - c. **Luminance Levels:** Digital Billboards shall be required to meet the Lighting and Luminance levels in *Section III. E.* below.
  - d. **Digital Non-Distracton and Visual Comfort:**
    - i. Digital Billboards shall not incorporate driver interaction features
    - ii. Digital Billboards located less than 10' above the adjacent sidewalk height shall maintain a daytime luminance level that does not exceed 2,400 candelas per meter squared.
  - e. **Static Content Refresh Rate:** Each image displayed on a Digital Billboard shall not be refreshed more often than once every 16 seconds.

- f. **Fade Rate:** Each separate piece of Content displayed on a Digital Billboard (i.e., each individual advertisement or artwork) shall take at least one (1) second to fade in to the Content concerned from the immediately prior piece of Content, and shall take at least one (1) second to fade out of the Content concerned in to the immediately succeeding piece of Content.
- g. **Control Systems:** Each Digital Billboard shall have the ability to be programmed in a coordinated network with other Digital Billboards not owned or operated by the same Operator and be programmable from an off-site location.
- h. **Audio:** On site sound shall be allowed only during special events, subject to approval by the City as part of an event related to the Sunset Strip Billboard District. Any proposed audio elements must use IS radio or mobile application receiving technology.
- i. **Moving Patterns:** Digital Billboards shall not use stroboscopic or flashing images which rapidly change direction, oscillate, flash or reverse in contrast.
- j. **Animated Content:** Animated Content is only permitted from Sunrise to 2:00 am.
  - i. Animated Content shall avoid:
    - (1) Rapidly changing images and shall use dissolves for transitions between static images, and between static and animated content.
    - (2) Sequences that result in visible brightness change over more than ten percent (10%) of the total display area at a greater rate than three (3) changes per second
    - (3) Edits at a rate of more than one (1) edit every three (3) seconds.
  - ii. Animated content shall be designed specifically for the size of the Digital Billboard.
  - iii. Each Animated Content sequence (e.g., a particular advertisement or artwork) shall be refreshed no more frequently than every 16 seconds.
- k. **Pedestrian Oriented Digital Billboards:**
  - i. Operations of Digital Billboards at pedestrian level (i.e., below 10 feet from the adjacent ground plane) shall enhance rather than detract from the pedestrian experience as determined in the Development Agreement review process.
  - ii. Digital Billboards within the first 10 feet of the ground plane shall meet the lower intensity lighting requirements in *Subsection 5.d.ii* above.
- l. Digital Billboards architecturally integrated into buildings may cover windows provided they use mesh, blade or louver technology which allows for at least 30 percent transparency through the windows.

#### **D. TALL WALL SIGNS**

- 1. **New Tall Wall Signs:** New Tall Walls shall not be permitted.
- 2. **Existing Tall Wall Signs:** Existing Tall Wall Signs may be modified to re-allocate sign area with a negotiated Development Agreement and inclusion in the Sunset Strip Billboard District as follows:
  - a. Modified Tall Wall Signs that re-allocate existing sign area may be permitted
    - i. To wrap around a building

- ii. Change proportion of images
  - b. Modifications to existing Tall Wall signs shall not
    - i. Add additional building wall area
    - ii. Use backlighting technology
    - iii. Add additional square footage of sign face area
  - c. Any location at which a Tall Wall was legally permitted and installed may change the image subject to a Zone Clearance as follows.
    - i. 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.
  - d. **Standards:** Tall Wall signs images shall not be approved unless all of the following standards are met:
    - i. A Tall Wall sign shall have a minimum image area of 5000 square feet.
    - ii. The image area may include the use of windows, provided that windows comprise no more than 15 percent of the image area and provided further that any material used to cover windows allows visibility through the windows from the building's interior.
    - iii. 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.
    - iv. The area of the sign containing text shall not exceed 15 percent of the total sign area as measured in compliance with Section 19.34.040(C) (Measurement of Sign Area).
    - v. 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.
    - vi. The sign shall be applied directly to the wall of the structure.
    - vii. The wall shall contain no other signs, except for street address, building identification sign, or the logo of the primary tenant.
    - viii. The use of the proposed wall for a Tall Wall sign shall not substantially impair the aesthetic appeal of the building's architecture.
- E. **LIGHTING AND LUMINANCE:** Sunset Strip shall be considered to be a high intensity night time lighting use that meets the California Energy Commission definition of Lighting Zone 4. The following lighting standards shall apply to any temporary, new or modified Off-Site Signage.
  - 1. **Luminance Levels:** The billboard shall be located and designed not to cause light and glare impacts on neighboring uses.
    - a. All Billboard operators are required to submit monitoring reports to the Community Development Department upon installation, to confirm conformance with these lighting requirements. In addition, Digital Billboard operators shall provide a monitoring report whenever requested by the City to prove compliance with luminance levels. Monitoring reports shall document:

- i. Sign luminance (candelas per meter squared or nits) measured on the sign surface perpendicular to the sign face.
    - ii. Sign illuminance (foot candles) to not exceed 1.4 foot candles at any adjacent residential zoned property line
  - b. The following luminance levels are applicable to all lighting
    - i. Sign luminance (candelas per meter squared or nits) measured on the sign surface perpendicular to the sign face shall not exceed luminance 6,000 candelas per meter squared during daylight hours, and 300 candelas per meter squared for evening hours, as defined by the schedule in subsection E.6.B below
    - ii. Sign illuminance (foot candles) to not exceed 1.4 foot candles at any adjacent residential zoned property line.
- 2. Lighting Effects:**
- a. Light shall not have stroboscopic or flashing effects.
  - b. Moving light shall flow smoothly across the surface(s) and not oscillate, rapidly pulse, or suddenly change direction.
  - c. Projected light shall not spill beyond the surface(s) of Off-Site sign and onto adjacent parcels or surfaces.
  - d. Light shall not be projected onto surfaces which are highly reflective or composed primarily of reflective surfaces.
- 3. Architectural Lighting:** Architectural lighting may be integrated into a building façade to enhance the architectural design of the building
- a. Integral large scale architectural lighting, digital or otherwise, shall contain no commercial logos or messages that may be interpreted as advertising and shall serve as an enhancement to the building architecture.
  - b. Architectural lighting shall not be counted towards permitted signage area, either on or off-site and shall not be considered a “Billboard”.
  - c. Architectural lighting shall not render windows, doors or other openings that serve occupants opaque.
  - d. Moving Pattern architectural lighting may be permitted per the standards listed in *Subsection 4.* below and approved per the applicable review process for the type of project.
- 4. Moving Patterns:** Moving Patterns shall not use stroboscopic or flashing images which rapidly change direction, oscillate, flash or reverse in contrast.
- a. Moving Patterns are only permitted from Sunrise to 2:00 am.
- 5. Digital Billboard Lighting Standards:** All Digital Billboards must meet the following luminance and illuminance limits based on time of day and ambient lighting conditions:
- a. All Digital Billboard operators are required to submit monitoring reports to the Community Development Department upon installation, three months after installation, and annually

- thereafter to confirm conformance with these lighting requirements. In addition, Digital Billboard operators shall provide a monitoring report whenever requested by the City to prove compliance with luminance levels. Monitoring reports shall document:
- i. Sign luminance (candelas per meter squared or nits) measured on the sign surface perpendicular to the sign face.
  - ii. Sign illuminance (foot candles) to not exceed 1.4 foot candles at any adjacent residential zoned property line
  - iii. All measurements shall include both luminance and illuminance for 3 conditions:
    - (1) Sign ON.
    - (2) Sign OFF
    - (3) Sign ALL WHITE
- b.** Sign luminance shall change during each day on the following schedule:
- i. *Daytime*: from sunrise until 20 minutes prior to sunset, luminance shall not exceed 6,000 candelas per meter squared.
  - ii. *Evening*: from sunset until 20 minutes prior to sunrise luminance shall not exceed 300 candelas per meter squared.
  - iii. *After Hours*: from 2:00 am until sunrise, no Animated Content shall be permitted.
  - iv. *Sign Luminance Transition*: Sign luminance shall transition smoothly between the designated levels listed above. The sign luminance transition shall occur over a time period of no less than 20 minutes. All transitions shall be completed so that the maximum allowable luminance is achieved by the stated time listed above.
- c.** Each Digital Billboard shall include a photo-sensor activated control system to automatically reduce the Digital Billboard’s luminance level during overcast sky or lower ambient light conditions.
- d.** When ambient sunlight illuminance during daytime is less than 100 foot candles for more than one (1) hour, the Digital Billboard shall transition at a smooth rate of change from the Daytime luminance level permitted above to the Evening luminance level permitted above in no less than 20 minutes.

**6. External Lighting for Traditional Billboards or Tall Walls**

- a. Downward directed floodlights shall be directed and shielded to preserve night sky ambiance and must comply with the luminance regulations in *Subsection 1* above, including reporting and monitoring.
- b. Backlit signage shall comply with luminance standards in *Subsection 1.* above.

**7. Temporary Creative Tall Walls or Billboards**

- a. Lighting of the creative billboard shall be required to meet the Luminance requirements in *Subsection 1.* above.

**F. DEVELOPMENT AGREEMENTS**

Development Agreements, as described under the West Hollywood Municipal Code (*W.H.M.C.*) Chapter 19.66, shall be the entitlement process for all New Traditional Billboards, all Digital Billboards, new or converted, and all modified Tall Wall Signs. Negotiations should consider at a minimum:

1. Negotiated monthly revenue to the City to address community benefit priorities.
2. Site improvements to enhance the quality and comfort of the pedestrian experience on Sunset. These may be addressed with benefits such as:
  - a. Pedestrian-oriented physical improvements on, or on public property adjacent to, the Billboard site;
  - b. Public Access agreement granted to the City on a portion of the Billboard site no less than 800 square feet for publically accessible open space.
  - c. Other options as negotiated.
3. Development Agreements shall be negotiated with the property owner and developer.

#### **G. TEMPORARY CREATIVE INSTALLATIONS**

Temporary modification to existing billboards or Tall Wall signs or temporary installations on private property to display unique creative advertising content may be permitted in compliance with this section. The following regulations are intended to encourage creatively designed temporary advertising installations that make a positive visual contribution to Sunset Boulevard and to the overall image of the city.

1. **Temporary Creative Billboards**
  - a. **Limitation on Location:** Creative billboards may be approved only within the SSP (Sunset Specific Plan) zoning district and only in conjunction with an existing Traditional Billboard.
  - b. **Approval Authority:** A Temporary Creative Billboard is subject to approval by the Community Development Director (Director).
  - c. **Time Limit.** The Director may approve the placement of a Temporary Creative Billboard for a maximum period of 12 months. One six-month time extension may be approved or denied by the Director and the Temporary Creative Billboard shall be removed immediately upon expiration. Certain types of physical extensions may be installed for a longer period, as allowed by state law.
  - d. **Standards:** A Temporary Creative Billboard shall be designed and located in compliance with all of the following standards:
    - i. The Temporary Creative Billboard shall alter an existing Traditional Billboard without changing its location. Any enlargement of the Traditional Billboard shall be designed as an integral part of the billboard image and contribute to the overall creativity of its design.

- ii. The Temporary Creative Billboard shall be properly sited and well-integrated within the context of its surroundings.
- iii. Temporary Creative Billboards shall be an inventive and original representation of the product or business being advertised. The Temporary Creative Billboard shall exhibit one or more of the following elements:
  - (1) Three-dimensional props and extensions.
  - (2) Extensions with cut-out shapes or voids.
  - (3) Integrated thematic lighting such as neon, LED, images which change from day to night through lighting effects, projected light, video projections, or other emerging technologies.
  - (4) Moving or animated mechanical elements.
  - (5) Different day-time and night-time images.
  - (6) Hand-painted graphics or graphics crafted on-site.
  - (7) Alternative textures and materials, such as plants and vegetation.
  - (8) Live action.
  - (9) Innovative technologies such as passive participatory attributes or three-dimensional anamorphic illusions over multiple surfaces.
  - (10) Other features as approved by the Director of Community Development.
- iv. The following elements do not qualify as creative for the purposes of a creative billboard: use of color alone, and/or use of stretched vinyl or similar material.
- v. Creative billboards that incorporate three-dimensional elements and extensions shall also meet the following criteria:
  - (1) The area of any prop or extension shall not be more than 25 percent of the overall area of the existing billboard sign face, or the maximum area allowed by state law for customary maintenance, whichever is greater.
  - (2) No extension shall exceed 100 feet above the adjacent sidewalk on Sunset Boulevard as taken from the curb at the nearest point to the sign support.
  - (3) Extensions shall not project more than 25 feet from any billboard edge.
  - (4) Extensions shall have a distinct shape and shall not be used to uniformly expand the area of the Billboard.
- vi. Moving or changing visuals shall be timed to not cause driver distraction or interfere with the flow of traffic, or otherwise adversely impact public health, safety, or welfare. Moving or changing visuals shall be designed to minimize the impact on neighboring residential uses.
- vii. The Creative Billboard shall not result in removal or alteration of trees or landscaping in nearby public parks or in the public right-of-way.
- viii. No three-dimensional element or extension to a Billboard shall extend or project beyond the property line of the subject site without approval of the Director of Community Development and express written permission of the adjacent affected property owner(s).

- ix. Temporary Creative Billboards using digital lighting components, arrays and video animation are not permitted.
- 2. Temporary Creative Tall Wall Signs:**
- a. A Creative Tall Wall sign may be approved as a temporary modification to an existing, permitted Tall Wall, in compliance with this section. The following regulations are intended to encourage creatively designed Tall Walls that make a positive visual contribution to Sunset Boulevard and to the overall image of the city.
  - b. **Limitation on Location:** Creative Tall Walls may be approved only within the SSP (Sunset Specific Plan) zoning district and only in conjunction with an existing, permitted Tall Wall.
  - c. **Approval Authority:** A Creative Tall Wall is subject to approval by the Community Development Director.
  - d. **Time Limit:** The Director may approve the placement of a Creative Tall Wall for a maximum period of 12 months. One six-month extension may be permitted by the Director and the Creative Tall Wall shall be removed immediately upon expiration.
  - e. **Standards:** A Creative Tall Wall shall be designed and located in compliance with all of the following standards.
    - i. The Creative Tall Wall shall alter an existing Tall Wall without changing its location. Any enlargement of the Tall Wall shall be designed as an integral part of the Tall Wall image and contribute to the overall creativity of its design.
    - ii. The Creative Tall Wall shall be properly sited and well-integrated within the context of its surroundings.
    - iii. Creative Tall Walls shall be an inventive and original representation of the product or business being advertised. The Creative Tall Wall shall exhibit one or more of the following elements:
      - (1) Three-dimensional props and extensions.
      - (2) Extensions with cut-out shapes or voids.
      - (3) Integrated thematic lighting such as neon, LED, images which change from day to night through lighting effects, projected light, video projections, or other emerging technology
      - (4) Moving or animated mechanical elements.
      - (5) Different day-time and night-time images
      - (6) Hand-painted graphics or graphics crafted on-site.
      - (7) Alternative textures and materials, such as plants and vegetation.
      - (8) Live action.
      - (9) Innovative technologies such as passive participatory attributes or three-dimensional anamorphic illusions over multiple surfaces.
      - (10)Text covering the Tall Wall surface, when such text is an artistic component of the sign.
      - (11)Other features as approved by the Director of Community Development.

- iv. The following elements do not qualify as creative for the purposes of a Creative Tall Wall: use of color and/or use of stretched vinyl material.
  - v. The area of an approved creative Tall Wall containing text shall not exceed 15 percent of the total sign area as measured in compliance with *W.H.M.C. Section 19.34.040(C)* (Measurement of Sign Area), except as described in *Subsection (J)(4)(c)(10)*.
  - vi. Creative Tall Walls that incorporate three-dimensional elements and extensions shall also meet the following criteria:
    - (1) The area of any prop or extension shall not be more than 10 percent of the overall area of the existing Tall Wall or 1000 square feet, whichever is smaller, measured as the total area of material.
    - (2) No extension shall extend more than 25 feet from any edge of the existing Tall Wall.
    - (3) Extensions may wrap or project beyond a building corner, with the following limitations:
      - (a) The area of the extension wrapping a corner may not exceed 500 square feet, and must be an integrated and continuous part of the main advertising image on the existing Tall Wall sign.
      - (b) The area of the extension may not contain text.
      - (c) The extension shall have a distinct shape and shall not be used to uniformly expand the area of the Tall Wall sign.
    - (4) Three-dimensional props fully integrated into the artistic theme of the Tall Wall may be placed on the rooftop of the building above the Tall Wall in a location that is clearly visible from the same viewing angle as the primary plane of the Tall Wall, subject to a limit of 25 feet above the existing rooftop.
  - f. Moving or changing visuals shall be timed to not cause driver distraction or interfere with the flow of traffic, or otherwise adversely impact public health, safety, or welfare. Moving or changing visuals shall be designed to minimize the impact on neighboring residential uses.
  - g. The Creative Tall Wall shall not result in removal or alteration of trees or landscaping in nearby public parks or in the public right-of-way.
  - h. No three-dimensional element or extension to a Tall Wall shall extend or project beyond the property line of the subject site without approval of the Director of Community Development and express written permission of the adjacent affected property owner(s).
  - i. Lighting of the Creative Tall Wall shall be designed to minimize glare onto other properties and uses. Creative Tall Walls that incorporate thematic lighting or projections shall meet the lighting requirements in *Section III.* above.
  - j. Digital signs are not permitted.
- 3. Temporary Advertising Installations:** Three-dimensional advertising installations, scenarios, vignettes, or associated ground level displays on private property shall be permitted for no longer than 30 days under the Temporary Sign Permit Regulations.
- a. No more than one installation per region (Western, Eastern, and Central) is permitted within any 30 day period.

- b. Installations shall be subject to an Administrative Permit. Approval is subject to review of all pertinent City departments as determined by the Director of Community Development.
- c. The installation shall be located within an open space area of no less than 800 square feet.
- d. Installations are permitted no more than three times per year, per site.

#### **H. CULTURAL RESOURCES**

Incentivize preservation and protection of the City's cultural resources by allowing property owners of locally designated historic buildings/structures to modify their existing off-site advertising assets in conformance with the *Secretary of Interior's Standards for Rehabilitation*.

1. All Off-Site Signs located on or directly adjacent to a property containing cultural resources (as defined in CEQA Guidelines Section 15064.5(a)) shall conform with *Secretary of Interior's Standards for Rehabilitation* to ensure compatibility of scale, size, and proportion to historical resources, so as not to adversely impact the integrity of the resource or its setting.
2. Modifications to Billboards located on, or adjacent to, properties containing designated Cultural Resources must adhere to the following standards:
  - a. Modified signage shall conform to the *Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings* (Secretary of Interior Standards, Weeks and Grimmer 1995). This includes ensuring that modified signage will not obscure the character-defining features of any adjacent historical resources, including any significant historic street views; and that new or modified off-site signage will be compatible in scale, size, and proportion to historical resources, so as not to adversely impact the integrity of the resource or its setting.
4. All projects involving a designated Cultural Resource shall submit a Certificate of Appropriateness to be reviewed by the City of West Hollywood Historic Preservation Commission prior to approval.

#### **I. CONSTRUCTION CONDITIONS – GROUND DISTURBANCE AND VEGETATION**

For projects that include vegetation trimming or potential ground disturbing construction activities on site, the following shall apply:

1. Modifications to existing signage that requires ground-disturbing activities must adhere to the following standards:
  - a. Projects proposing new ground disturbance (e.g., excavation of new post holes) should be reviewed by an archaeologist who meets the Secretary of the Interior's Professional Qualification Standards prior to any ground-disturbance taking place. The archaeologist shall provide an assessment of archaeological sensitivity and the potential to impact subsurface

deposits, and may provide recommendations for archaeological and/or Native American monitoring, additional study, or testing, if warranted.

- b. In the event that archaeological resources (sites, features, or artifacts) are exposed during construction activities, all construction work occurring within 100 feet of the find shall immediately stop until a qualified archaeologist, meeting the Secretary of the Interior's Professional Qualification Standards, can evaluate the significance of the find and determine whether or not additional study is warranted. Depending upon the significance of the find under CEQA (14 CCR 15064.5(f); PRC Section 21082), the archaeologist may simply record the find and allow work to continue. If the discovery proves significant under CEQA, additional work, such as preparation of an archaeological treatment plan, additional testing, or data recovery may be warranted. Construction in the vicinity of the find(s) shall not resume until deemed appropriate by the archeologist.
- c. If paleontological resources are encountered during excavation, all work within 100 feet of the find must stop and the City of West Hollywood Planning Division shall be immediately notified. A qualified paleontologist shall be retained to evaluate the finds and recommend appropriate handling and recovery methods. Construction in the vicinity of the find(s) shall not resume until deemed appropriate by the qualified paleontologist.

- 2. For construction activities that involve vegetation trimming or removal and occur between February 1 and August 31, a qualified biologist must survey the immediate area for the presence of an active bird nest. If an active bird nest is located within the disturbance area, avoidance measures shall be developed by the biologist to ensure compliance with the Migratory Bird Treaty Act.
- 3. No maintenance, construction, or operation of an off-site sign shall result in removal or alteration of trees or landscaping in nearby public parks or in the public right-of-way.

#### **J. LARGE SCREEN VIDEO SIGNS**

**Existing Large Screen Video Signs are encouraged to revise operations, technology and design to meet current standards herein.**

- 1. **No New Large Screen Video Signs** (WHMC Chapter 19.90) shall be permitted
- 2. **Existing Large Screen Large Screen Video** Signs may join the Sunset Strip Cultural District subject to a negotiated Development Agreement to meet Digital Billboard Standards in *Section III.C.* above, and may apply for a lottery opportunity as a digital billboard site without triggering additional CEQA analysis
- 3. **Existing Large Screen Large Screen Video** Signs shall meet the following operations requirements Standards:
  - a. The sign shall be at least 100 square feet in screen area.
  - b. Off-site advertising shall be limited to the large-screen video portion of the sign.

- c. Large Screen Video Signs approved within the Sunset Specific Plan must have arts programming to satisfy the applicant’s urban art obligation. Each of these video signs shall provide a minimum of thirteen minutes of arts programming per hour, as approved by the Fine Arts Commission. Four minutes of public service announcements may be substituted for four minutes of arts programming. The arts programming on the sign shall be provided on an on-going basis for the life of the project.

**K. ALTERNATIVE PROPOSALS**

All Off-Site Sign projects are subject to the applicable design and development requirements, guidelines and standards listed herein; however, the City retains discretion to approve an alternative proposal if the alternative proposal is shown to further the vision, goals and polices stated by the Sunset Specific Plan and is consistent with the guiding principles of the urban design vision, design and development requirements, guidelines, and standards that would otherwise apply to the project. Alternatives shall be consistent with the approved Initial Study/Negative Declaration regarding Sunset Strip Off-Site Signage Regulations (2017). Further environmental review in conformance with the California Environmental Quality Act (CEQA) may be required for projects that are inconsistent with the approved ND.

## **SECTION IV: THE SUNSET STRIP BILLBOARD DISTRICT**

There is a long tradition of creative advertising on Sunset Boulevard that enhances West Hollywood and regional culture through the music and entertainment industries. The Sunset Boulevard Strip Billboard District (“SSBD” or “District”) builds on this tradition to create the opportunity for events, festivals, and coordinated visual campaigns that bring together technology, art, entertainment and urban design in an outdoor “gallery” the length of the Strip, showcasing West Hollywood as a place for cutting edge culture. The District is operated by the City and is responsible for ensuring coordination between district venues (signs), curation of art content, events, programming, promotion and payment for artists and curators. This section describes the function of the Sunset Strip Billboard District.

### **A. Sunset Strip Billboard District Requirements:**

1. As part of required approval, all Temporary Creative, New, Modified Traditional, and Digital Billboards shall be required to join the Sunset Strip Billboard District and pay annual operating fees according to the following tier structure:
  - a. **Tier One:** Modifications to Traditional Billboards (not including digital)
  - b. **Tier Two:** New Traditional Billboards as part of New Development or Significant Façade Remodel, Modified Tall Wall Signs, and existing Tall Wall Signs that seek the benefits of inclusion in SSBD.
  - c. **Tier Three:** Digital Billboards.
2. **Tier One** and **Tier Two** projects shall meet the following arts programming requirements:
  - a. All Traditional Billboards and Tall Walls shall agree to participate in coordinated programming as defined in the Sunset Strip Billboard District Operations Standards by contributing advertising space, or equivalent monetary contribution, for the equivalent of 96 hours (four days) per year to support specified Sunset Strip Billboard District events.
3. **Tier Three** projects shall meet the following arts programming requirements:
  - a. Each Digital Billboard shall participate in coordinated programming, and agree to participate in City events as set forth in the Sunset Strip Billboard District Operations Standards approved as a separate document.
  - b. Each Digital Billboard shall contribute to the arts with a total of 25 percent of inventory (calculated by the hour) to be programmed in accordance with the Sunset Strip Billboard District Operations Standards.
    - i. Arts programming overseen by the City’s designee shall be used for some or all of the following as identified in the Sunset Strip Billboard District Operations Standards.
      - (1) Arts programming on an hourly schedule
      - (2) Regularly scheduled Sunset Moments (not to exceed three minutes per day or the equivalent aggregated amount)
      - (3) Coordinated Festival events.

4. All arts programming must be approved by the West Hollywood Arts and Cultural Affairs Commission Art On The Outside (AOTO) Subcommittee as set forth in the adopted *“Arts and Cultural Affairs Commission Review and Approval Process for Temporary Art Projects, Programs, Exhibits, and Events”*.
5. The City may modify the operations of the Sunset Strip Billboard District depending on factors such as the number of participating members, cultural events, technological shifts or City priorities.

## **SECTION V: GLOSSARY**

The following definitions apply to terms used in this Policy. Terms defined in the Zoning Ordinance, SSP or elsewhere in the West Hollywood Municipal Code are noted.

**2017 Billboard Inventory.** The 2017 document that records all existing off-site signage as of the date of approval of SSP Amendment. Incorporated herein as Attachment A.

**Architectural lighting.** Lighting features using any technology that may be integrated into a building façade that enhances the architectural design of the building.

**Animated Content.** Illuminated content on a sign that moves or otherwise changes via the use of motion picture or video technology, digital or otherwise.

**Billboard.** Please refer to West Hollywood Municipal Code, Chapter 19.90

**Commercial Content.** Text, images, graphics, or objects in an off-site advertising display intended to promote a use, facility, service or product.

**Cultural Resources.** Please refer to West Hollywood Municipal Code, Chapter 19.90

**Development Agreement.** Please refer to West Hollywood Municipal Code, Chapter 19.90

**Development Project.** For the purposes of this chapter a “Development Project” is considered a stand-alone building that may or may not be part of a multi-phase development.

**Digital Billboard.** A Billboard utilizing Digital Sign technology on an Off-Site advertising sign face to broadcast a message containing Static or Animated Content, For the definitions of a Digital Sign Please refer to West Hollywood Municipal Code, Chapter 19.34

**Large Screen Video Signs:** Please refer to West Hollywood Municipal Code, Chapter 19.90

**Lottery.** The City’s non-preferential selection process for allocating opportunities for digital distributed along the Sunset Strip in accordance with the envisioned urban design aesthetic.

**Luminance.** Calculation of amount of light emitted from a light source.

**Luminance Transition.** The process of smoothly adjusting intensity of luminance between designated levels.

**Maximum Offsite Signage Area.** Maximum permitted size of the content-containing face of an Off-Site Sign, not including the area of frames or structure that do not change with advertising content.

**New Billboards.** Billboards constructed or erected after the date of approval for the 2017 Sunset Boulevard Off-Site Signage Policy.

**Off-Site Sign.** Please refer to West Hollywood Municipal Code, Chapter 19.34

**Public Benefits Framework.** Public Benefits prioritized by the West Hollywood City Council for inclusion in negotiated development agreements.

**Sign Face:** The portion of an Off-Site Sign designed to display advertising content. A billboard structure or “Development Project” may have multiple faces.

**Significant Façade Remodel.** Substantial aesthetic improvements that alter a minimum of 50 percent of all building façades and improve the primary Sunset Boulevard pedestrian entrance with elements that include, but are not limited to, improvements at the pedestrian level, streetscape, or public right-of way.

**Standard Billboard Format.** A billboard face with a horizontally oriented rectangle of 14 x 48 feet, 20 x 60 feet or dimensions of the same proportions.

**Temporary Advertising Installations.** A temporary advertisement or promotional campaign that involves a series of related three dimensional objects or structures.

**Traditional Billboard.** A Billboard utilizing print technology to convey the advertising message and requiring physical installation, removal and maintenance of the messaging surface (such as, but not limited to stretched vinyl) on a recurring basis.

# APPENDIX B

## Air Quality and Greenhouse Gases



Sunset Strip Off-Site Signage Project - Los Angeles-South Coast County, Annual

**Sunset Strip Off-Site Signage 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 Commercial	1.00	User Defined Unit	1.00	0.00	0

**1.2 Other Project Characteristics**

<b>Urbanization</b>	Urban	<b>Wind Speed (m/s)</b>	2.2	<b>Precipitation Freq (Days)</b>	33
<b>Climate Zone</b>	11			<b>Operational Year</b>	2032
<b>Utility Company</b>	Southern California Edison				
<b>CO2 Intensity (lb/MW hr)</b>	702.44	<b>CH4 Intensity (lb/MW hr)</b>	0.029	<b>N2O Intensity (lb/MW hr)</b>	0.006

**1.3 User Entered Comments & Non-Default Data**

Project Characteristics - Sunset Strip Off-Site Signage Project. Los Angeles County (SCAB).

Land Use - Project includes 3 digital conversions and 71 standard modifications.

Construction Phase - One digital conversion/standard modification would occur over 2 days beginning in 2017.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed operation of 1 crane 4 hours/day.

Trips and VMT - Assumed 6 construction personnel, 6 roundtrip vendor trips/day, and 4 roundtrip haul trips.

Sunset Strip Annual Emissions

Table Name	Column Name	Default Value	New Value
tblConstructionPhase	NumDays	100.00	2.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	UsageHours	6.00	4.00
tblProjectCharacteristics	OperationalYear	2018	2032
tblTripsAndVMT	HaulingTripNumber	0.00	4.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00

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					
2017	4.6000e-004	5.5200e-003	2.4900e-003	1.0000e-005	2.0000e-004	1.9000e-004	3.9000e-004	6.0000e-005	1.7000e-004	2.3000e-004	0.0000	0.7132	0.7132	1.1000e-004	0.0000	0.7159
<b>Maximum</b>	<b>4.6000e-004</b>	<b>5.5200e-003</b>	<b>2.4900e-003</b>	<b>1.0000e-005</b>	<b>2.0000e-004</b>	<b>1.9000e-004</b>	<b>3.9000e-004</b>	<b>6.0000e-005</b>	<b>1.7000e-004</b>	<b>2.3000e-004</b>	<b>0.0000</b>	<b>0.7132</b>	<b>0.7132</b>	<b>1.1000e-004</b>	<b>0.0000</b>	<b>0.7159</b>

Mitigated 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					
2017	4.6000e-004	5.5200e-003	2.4900e-003	1.0000e-005	2.0000e-004	1.9000e-004	3.9000e-004	6.0000e-005	1.7000e-004	2.3000e-004	0.0000	0.7132	0.7132	1.1000e-004	0.0000	0.7159
<b>Maximum</b>	<b>4.6000e-004</b>	<b>5.5200e-003</b>	<b>2.4900e-003</b>	<b>1.0000e-005</b>	<b>2.0000e-004</b>	<b>1.9000e-004</b>	<b>3.9000e-004</b>	<b>6.0000e-005</b>	<b>1.7000e-004</b>	<b>2.3000e-004</b>	<b>0.0000</b>	<b>0.7132</b>	<b>0.7132</b>	<b>1.1000e-004</b>	<b>0.0000</b>	<b>0.7159</b>

Sunset Strip Annual Emissions

	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
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

Quarter	Start Date	End Date	Maximum Unmitigated ROG + NOX (tons/quarter)	Maximum Mitigated ROG + NOX (tons/quarter)
1	7-1-2017	9-30-2017	0.0085	0.0085
		Highest	0.0085	0.0085

**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	7/1/2017	7/4/2017	5	2	

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: 0; Striped Parking Area: 0

**OffRoad Equipment**

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Building Construction	Cranes	1	4.00	231	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	1	12.00	6.00	4.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

**3.1 Mitigation Measures Construction**

**3.2 Building Construction - 2017**

**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	3.3000e-004	3.9300e-003	1.4100e-003	0.0000		1.8000e-004	1.8000e-004		1.6000e-004	1.6000e-004	0.0000	0.2676	0.2676	8.0000e-005	0.0000	0.2697
<b>Total</b>	<b>3.3000e-004</b>	<b>3.9300e-003</b>	<b>1.4100e-003</b>	<b>0.0000</b>		<b>1.8000e-004</b>	<b>1.8000e-004</b>		<b>1.6000e-004</b>	<b>1.6000e-004</b>	<b>0.0000</b>	<b>0.2676</b>	<b>0.2676</b>	<b>8.0000e-005</b>	<b>0.0000</b>	<b>0.2697</b>

**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	2.0000e-005	7.2000e-004	1.5000e-004	0.0000	3.0000e-005	0.0000	4.0000e-005	1.0000e-005	0.0000	1.0000e-005	0.0000	0.1591	0.1591	1.0000e-005	0.0000	0.1594
Vendor	3.0000e-005	8.0000e-004	2.3000e-004	0.0000	4.0000e-005	1.0000e-005	4.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.1521	0.1521	1.0000e-005	0.0000	0.1524
Worker	8.0000e-005	7.0000e-005	7.0000e-004	0.0000	1.3000e-004	0.0000	1.3000e-004	3.0000e-005	0.0000	4.0000e-005	0.0000	0.1343	0.1343	1.0000e-005	0.0000	0.1345
<b>Total</b>	<b>1.3000e-004</b>	<b>1.5900e-003</b>	<b>1.0800e-003</b>	<b>0.0000</b>	<b>2.0000e-004</b>	<b>1.0000e-005</b>	<b>2.1000e-004</b>	<b>5.0000e-005</b>	<b>1.0000e-005</b>	<b>7.0000e-005</b>	<b>0.0000</b>	<b>0.4456</b>	<b>0.4456</b>	<b>3.0000e-005</b>	<b>0.0000</b>	<b>0.4463</b>

Sunset Strip Annual Emissions  
Page 5 of 5

**Mitigated 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	3.3000e-004	3.9300e-003	1.4100e-003	0.0000		1.8000e-004	1.8000e-004		1.6000e-004	1.6000e-004	0.0000	0.2676	0.2676	8.0000e-005	0.0000	0.2697
<b>Total</b>	<b>3.3000e-004</b>	<b>3.9300e-003</b>	<b>1.4100e-003</b>	<b>0.0000</b>		<b>1.8000e-004</b>	<b>1.8000e-004</b>		<b>1.6000e-004</b>	<b>1.6000e-004</b>	<b>0.0000</b>	<b>0.2676</b>	<b>0.2676</b>	<b>8.0000e-005</b>	<b>0.0000</b>	<b>0.2697</b>

**Mitigated 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	2.0000e-005	7.2000e-004	1.5000e-004	0.0000	3.0000e-005	0.0000	4.0000e-005	1.0000e-005	0.0000	1.0000e-005	0.0000	0.1591	0.1591	1.0000e-005	0.0000	0.1594
Vendor	3.0000e-005	8.0000e-004	2.3000e-004	0.0000	4.0000e-005	1.0000e-005	4.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.1521	0.1521	1.0000e-005	0.0000	0.1524
Worker	8.0000e-005	7.0000e-005	7.0000e-004	0.0000	1.3000e-004	0.0000	1.3000e-004	3.0000e-005	0.0000	4.0000e-005	0.0000	0.1343	0.1343	1.0000e-005	0.0000	0.1345
<b>Total</b>	<b>1.3000e-004</b>	<b>1.5900e-003</b>	<b>1.0800e-003</b>	<b>0.0000</b>	<b>2.0000e-004</b>	<b>1.0000e-005</b>	<b>2.1000e-004</b>	<b>5.0000e-005</b>	<b>1.0000e-005</b>	<b>7.0000e-005</b>	<b>0.0000</b>	<b>0.4456</b>	<b>0.4456</b>	<b>3.0000e-005</b>	<b>0.0000</b>	<b>0.4463</b>

Sunset Strip Off-Site Signage Project - Los Angeles-South Coast County, Summer

**Sunset Strip Off-Site Signage 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 Commercial	1.00	User Defined Unit	1.00	0.00	0

**1.2 Other Project Characteristics**

<b>Urbanization</b>	Urban	<b>Wind Speed (m/s)</b>	2.2	<b>Precipitation Freq (Days)</b>	33
<b>Climate Zone</b>	11			<b>Operational Year</b>	2032
<b>Utility Company</b>	Southern California Edison				
<b>CO2 Intensity (lb/MW hr)</b>	702.44	<b>CH4 Intensity (lb/MW hr)</b>	0.029	<b>N2O Intensity (lb/MW hr)</b>	0.006

**1.3 User Entered Comments & Non-Default Data**

Project Characteristics - Sunset Strip Off-Site Signage Project. Los Angeles County (SCAB).

Land Use - Project includes 3 digital conversions and 71 standard modifications.

Construction Phase - One digital conversion/standard modification would occur over 2 days beginning in 2017.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed operation of 1 crane 4 hours/day.

Trips and VMT - Assumed 6 construction personnel, 6 roundtrip vendor trips/day, and 4 roundtrip haul trips.

Sunset Strip Summer Emissions

Table Name	Column Name	Default Value	New Value
tblConstructionPhase	NumDays	100.00	2.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	UsageHours	6.00	4.00
tblProjectCharacteristics	OperationalYear	2018	2032
tblTripsAndVMT	HaulingTripNumber	0.00	4.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00

**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					
2017	0.4601	5.4667	2.5120	7.6700e-003	0.2075	0.1868	0.3943	0.0562	0.1722	0.2284	0.0000	795.7984	795.7984	0.1209	0.0000	798.8202
Maximum	0.4601	5.4667	2.5120	7.6700e-003	0.2075	0.1868	0.3943	0.0562	0.1722	0.2284	0.0000	795.7984	795.7984	0.1209	0.0000	798.8202

**Mitigated 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					
2017	0.4601	5.4667	2.5120	7.6700e-003	0.2075	0.1868	0.3943	0.0562	0.1722	0.2284	0.0000	795.7984	795.7984	0.1209	0.0000	798.8202
Maximum	0.4601	5.4667	2.5120	7.6700e-003	0.2075	0.1868	0.3943	0.0562	0.1722	0.2284	0.0000	795.7984	795.7984	0.1209	0.0000	798.8202

Sunset Strip Summer Emissions

	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	7/1/2017	7/4/2017	5	2	

**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: 0; Striped Parking Area: 0**

**OffRoad Equipment**

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Building Construction	Cranes	1	4.00	231	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	1	12.00	6.00	4.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

**3.1 Mitigation Measures Construction**

**3.2 Building Construction - 2017**

**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	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613		295.0044	295.0044	0.0904		297.2641
<b>Total</b>	<b>0.3312</b>	<b>3.9316</b>	<b>1.4087</b>	<b>2.8800e-003</b>		<b>0.1753</b>	<b>0.1753</b>		<b>0.1613</b>	<b>0.1613</b>		<b>295.0044</b>	<b>295.0044</b>	<b>0.0904</b>		<b>297.2641</b>

**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	0.0226	0.6952	0.1420	1.6400e-003	0.0350	3.6700e-003	0.0386	9.5800e-003	3.5100e-003	0.0131		176.5682	176.5682	0.0123		176.8766
Vendor	0.0313	0.7823	0.2226	1.5900e-003	0.0384	6.5500e-003	0.0450	0.0111	6.2700e-003	0.0173		169.5558	169.5558	0.0117		169.8489
Worker	0.0750	0.0576	0.7387	1.5600e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		154.6701	154.6701	6.4200e-003		154.8306
<b>Total</b>	<b>0.1289</b>	<b>1.5351</b>	<b>1.1033</b>	<b>4.7900e-003</b>	<b>0.2075</b>	<b>0.0115</b>	<b>0.2190</b>	<b>0.0562</b>	<b>0.0109</b>	<b>0.0672</b>		<b>500.7940</b>	<b>500.7940</b>	<b>0.0305</b>		<b>501.5561</b>

Sunset Strip Summer Emissions

**Mitigated 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	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613	0.0000	295.0044	295.0044	0.0904		297.2641
<b>Total</b>	<b>0.3312</b>	<b>3.9316</b>	<b>1.4087</b>	<b>2.8800e-003</b>		<b>0.1753</b>	<b>0.1753</b>		<b>0.1613</b>	<b>0.1613</b>	<b>0.0000</b>	<b>295.0044</b>	<b>295.0044</b>	<b>0.0904</b>		<b>297.2641</b>

**Mitigated 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	0.0226	0.6952	0.1420	1.6400e-003	0.0350	3.6700e-003	0.0386	9.5800e-003	3.5100e-003	0.0131		176.5682	176.5682	0.0123		176.8766
Vendor	0.0313	0.7823	0.2226	1.5900e-003	0.0384	6.5500e-003	0.0450	0.0111	6.2700e-003	0.0173		169.5558	169.5558	0.0117		169.8489
Worker	0.0750	0.0576	0.7387	1.5600e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		154.6701	154.6701	6.4200e-003		154.8306
<b>Total</b>	<b>0.1289</b>	<b>1.5351</b>	<b>1.1033</b>	<b>4.7900e-003</b>	<b>0.2075</b>	<b>0.0115</b>	<b>0.2190</b>	<b>0.0562</b>	<b>0.0109</b>	<b>0.0672</b>		<b>500.7940</b>	<b>500.7940</b>	<b>0.0305</b>		<b>501.5561</b>

Sunset Strip Off-Site Signage Project - Los Angeles-South Coast County, Winter

**Sunset Strip Off-Site Signage 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 Commercial	1.00	User Defined Unit	1.00	0.00	0

**1.2 Other Project Characteristics**

<b>Urbanization</b>	Urban	<b>Wind Speed (m/s)</b>	2.2	<b>Precipitation Freq (Days)</b>	33
<b>Climate Zone</b>	11			<b>Operational Year</b>	2032
<b>Utility Company</b>	Southern California Edison				
<b>CO2 Intensity (lb/MWhr)</b>	702.44	<b>CH4 Intensity (lb/MWhr)</b>	0.029	<b>N2O Intensity (lb/MWhr)</b>	0.006

**1.3 User Entered Comments & Non-Default Data**

Project Characteristics - Sunset Strip Off-Site Signage Project. Los Angeles County (SCAB).

Land Use - Project includes 3 digital conversions and 71 standard modifications.

Construction Phase - One digital conversion/standard modification would occur over 2 days beginning in 2017.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed operation of 1 crane 4 hours/day.

Trips and VMT - Assumed 6 construction personnel, 6 roundtrip vendor trips/day, and 4 roundtrip haul trips.

Sunset Strip Winter Emissions

Table Name	Column Name	Default Value	New Value
tblConstructionPhase	NumDays	100.00	2.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	UsageHours	6.00	4.00
tblProjectCharacteristics	OperationalYear	2018	2032
tblTripsAndVMT	HaulingTripNumber	0.00	4.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00

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					
2017	0.4699	5.4858	2.4885	7.5100e-003	0.2075	0.1869	0.3944	0.0562	0.1723	0.2286	0.0000	779.5237	779.5237	0.1218	0.0000	782.5687
<b>Maximum</b>	<b>0.4699</b>	<b>5.4858</b>	<b>2.4885</b>	<b>7.5100e-003</b>	<b>0.2075</b>	<b>0.1869</b>	<b>0.3944</b>	<b>0.0562</b>	<b>0.1723</b>	<b>0.2286</b>	<b>0.0000</b>	<b>779.5237</b>	<b>779.5237</b>	<b>0.1218</b>	<b>0.0000</b>	<b>782.5687</b>

Mitigated 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					
2017	0.4699	5.4858	2.4885	7.5100e-003	0.2075	0.1869	0.3944	0.0562	0.1723	0.2286	0.0000	779.5237	779.5237	0.1218	0.0000	782.5687
<b>Maximum</b>	<b>0.4699</b>	<b>5.4858</b>	<b>2.4885</b>	<b>7.5100e-003</b>	<b>0.2075</b>	<b>0.1869</b>	<b>0.3944</b>	<b>0.0562</b>	<b>0.1723</b>	<b>0.2286</b>	<b>0.0000</b>	<b>779.5237</b>	<b>779.5237</b>	<b>0.1218</b>	<b>0.0000</b>	<b>782.5687</b>

Sunset Strip Winter Emissions

	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	7/1/2017	7/4/2017	5	2	

**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: 0; Striped Parking Area: 0**

**OffRoad Equipment**

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Building Construction	Cranes	1	4.00	231	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	1	12.00	6.00	4.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

### 3.1 Mitigation Measures Construction

#### 3.2 Building Construction - 2017

##### 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	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613		295.0044	295.0044	0.0904		297.2641
<b>Total</b>	<b>0.3312</b>	<b>3.9316</b>	<b>1.4087</b>	<b>2.8800e-003</b>		<b>0.1753</b>	<b>0.1753</b>		<b>0.1613</b>	<b>0.1613</b>		<b>295.0044</b>	<b>295.0044</b>	<b>0.0904</b>		<b>297.2641</b>

##### 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	0.0231	0.7054	0.1520	1.6100e-003	0.0350	3.7300e-003	0.0387	9.5800e-003	3.5700e-003	0.0132		173.7067	173.7067	0.0128		174.0274
Vendor	0.0326	0.7850	0.2439	1.5500e-003	0.0384	6.6500e-003	0.0451	0.0111	6.3600e-003	0.0174		165.1431	165.1431	0.0125		165.4555
Worker	0.0830	0.0637	0.6839	1.4700e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		145.6695	145.6695	6.0900e-003		145.8217
<b>Total</b>	<b>0.1387</b>	<b>1.5542</b>	<b>1.0798</b>	<b>4.6300e-003</b>	<b>0.2075</b>	<b>0.0116</b>	<b>0.2191</b>	<b>0.0562</b>	<b>0.0111</b>	<b>0.0673</b>		<b>484.5193</b>	<b>484.5193</b>	<b>0.0314</b>		<b>485.3046</b>

Sunset Strip Winter Emissions

**Mitigated 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	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613	0.0000	295.0044	295.0044	0.0904		297.2641
<b>Total</b>	<b>0.3312</b>	<b>3.9316</b>	<b>1.4087</b>	<b>2.8800e-003</b>		<b>0.1753</b>	<b>0.1753</b>		<b>0.1613</b>	<b>0.1613</b>	<b>0.0000</b>	<b>295.0044</b>	<b>295.0044</b>	<b>0.0904</b>		<b>297.2641</b>

**Mitigated 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	0.0231	0.7054	0.1520	1.6100e-003	0.0350	3.7300e-003	0.0387	9.5800e-003	3.5700e-003	0.0132		173.7067	173.7067	0.0128		174.0274
Vendor	0.0326	0.7850	0.2439	1.5500e-003	0.0384	6.6500e-003	0.0451	0.0111	6.3600e-003	0.0174		165.1431	165.1431	0.0125		165.4555
Worker	0.0830	0.0637	0.6839	1.4700e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		145.6695	145.6695	6.0900e-003		145.8217
<b>Total</b>	<b>0.1387</b>	<b>1.5542</b>	<b>1.0798</b>	<b>4.6300e-003</b>	<b>0.2075</b>	<b>0.0116</b>	<b>0.2191</b>	<b>0.0562</b>	<b>0.0111</b>	<b>0.0673</b>		<b>484.5193</b>	<b>484.5193</b>	<b>0.0314</b>		<b>485.3046</b>

'Sunset Strip Off-Site Signage Project (with pole location adjustments) - Los Angeles-South Coast County, Annual

**'Sunset Strip Off-Site Signage Project (with pole location adjustments)**  
**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 Commercial	1.00	User Defined Unit	1.00	0.00	0

**1.2 Other Project Characteristics**

<b>Urbanization</b>	Urban	<b>Wind Speed (m/s)</b>	2.2	<b>Precipitation Freq (Days)</b>	33
<b>Climate Zone</b>	11			<b>Operational Year</b>	2032
<b>Utility Company</b>	Southern California Edison				
<b>CO2 Intensity (lb/MW hr)</b>	702.44	<b>CH4 Intensity (lb/MW hr)</b>	0.029	<b>N2O Intensity (lb/MW hr)</b>	0.006

**1.3 User Entered Comments & Non-Default Data**

Project Characteristics - Sunset Strip Off-Site Signage Project. Los Angeles County (SCAB).

Land Use - Project includes 3 digital conversions and 71 standard modifications.

Construction Phase - One digital conversion/standard modification would occur over 2 days beginning in 2017. Pole location adjustment would occur on first day of construction activity.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed 1 drill rig for 4 hours/day.

Trips and VMT - Assumed 6 construction personnel, 6 roundtrip vendor truck trips/day, and 12 haul trips.

Grading - Export of 50 cubic yards of soil.

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Table Name	Column Name	Default Value	New Value
tblConstructionPhase	NumDays	100.00	2.00
tblConstructionPhase	NumDays	2.00	1.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	UsageHours	6.00	4.00
tblProjectCharacteristics	OperationalYear	2018	2032
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	3.00	0.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00



Sunset Strip Annual Emissions

Quarter	Start Date	End Date	Maximum Unmitigated ROG + NOX (tons/quarter)	Maximum Mitigated ROG + NOX (tons/quarter)
1	7-1-2017	9-30-2017	0.0090	0.0090
		Highest	0.0090	0.0090

**3.0 Construction Detail**

**Construction Phase**

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Pole Location Adjustment	Grading	7/1/2017	7/3/2017	5	1	
2	Building Construction	Building Construction	7/1/2017	7/4/2017	5	2	

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: 0; Striped Parking Area: 0

**OffRoad Equipment**

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Pole Location Adjustment	Bore/Drill Rigs	1	4.00	221	0.50
Building Construction	Cranes	1	4.00	231	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
Pole Location Adjustment	1	0.00	0.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Construction	1	12.00	6.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

**3.1 Mitigation Measures Construction**

**3.2 Pole Location Adjustment - 2017**

**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					
Fugitive Dust					0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	8.0000e-005	1.2300e-003	5.4000e-004	0.0000		4.0000e-005	4.0000e-005		3.0000e-005	3.0000e-005	0.0000	0.2184	0.2184	7.0000e-005	0.0000	0.2201
<b>Total</b>	<b>8.0000e-005</b>	<b>1.2300e-003</b>	<b>5.4000e-004</b>	<b>0.0000</b>	<b>0.0000</b>	<b>4.0000e-005</b>	<b>4.0000e-005</b>	<b>0.0000</b>	<b>3.0000e-005</b>	<b>3.0000e-005</b>	<b>0.0000</b>	<b>0.2184</b>	<b>0.2184</b>	<b>7.0000e-005</b>	<b>0.0000</b>	<b>0.2201</b>

**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	3.0000e-005	1.0800e-003	2.2000e-004	0.0000	5.0000e-005	1.0000e-005	6.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.2386	0.2386	2.0000e-005	0.0000	0.2391
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
<b>Total</b>	<b>3.0000e-005</b>	<b>1.0800e-003</b>	<b>2.2000e-004</b>	<b>0.0000</b>	<b>5.0000e-005</b>	<b>1.0000e-005</b>	<b>6.0000e-005</b>	<b>1.0000e-005</b>	<b>1.0000e-005</b>	<b>2.0000e-005</b>	<b>0.0000</b>	<b>0.2386</b>	<b>0.2386</b>	<b>2.0000e-005</b>	<b>0.0000</b>	<b>0.2391</b>

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**Mitigated 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					
Fugitive Dust					0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	8.0000e-005	1.2300e-003	5.4000e-004	0.0000		4.0000e-005	4.0000e-005		3.0000e-005	3.0000e-005	0.0000	0.2184	0.2184	7.0000e-005	0.0000	0.2201
<b>Total</b>	<b>8.0000e-005</b>	<b>1.2300e-003</b>	<b>5.4000e-004</b>	<b>0.0000</b>	<b>0.0000</b>	<b>4.0000e-005</b>	<b>4.0000e-005</b>	<b>0.0000</b>	<b>3.0000e-005</b>	<b>3.0000e-005</b>	<b>0.0000</b>	<b>0.2184</b>	<b>0.2184</b>	<b>7.0000e-005</b>	<b>0.0000</b>	<b>0.2201</b>

**Mitigated 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	3.0000e-005	1.0800e-003	2.2000e-004	0.0000	5.0000e-005	1.0000e-005	6.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.2386	0.2386	2.0000e-005	0.0000	0.2391
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
<b>Total</b>	<b>3.0000e-005</b>	<b>1.0800e-003</b>	<b>2.2000e-004</b>	<b>0.0000</b>	<b>5.0000e-005</b>	<b>1.0000e-005</b>	<b>6.0000e-005</b>	<b>1.0000e-005</b>	<b>1.0000e-005</b>	<b>2.0000e-005</b>	<b>0.0000</b>	<b>0.2386</b>	<b>0.2386</b>	<b>2.0000e-005</b>	<b>0.0000</b>	<b>0.2391</b>

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**3.3 Building Construction - 2017**

**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	3.3000e-004	3.9300e-003	1.4100e-003	0.0000		1.8000e-004	1.8000e-004		1.6000e-004	1.6000e-004	0.0000	0.2676	0.2676	8.0000e-005	0.0000	0.2697
<b>Total</b>	<b>3.3000e-004</b>	<b>3.9300e-003</b>	<b>1.4100e-003</b>	<b>0.0000</b>		<b>1.8000e-004</b>	<b>1.8000e-004</b>		<b>1.6000e-004</b>	<b>1.6000e-004</b>	<b>0.0000</b>	<b>0.2676</b>	<b>0.2676</b>	<b>8.0000e-005</b>	<b>0.0000</b>	<b>0.2697</b>

**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	3.0000e-005	1.0800e-003	2.2000e-004	0.0000	5.0000e-005	1.0000e-005	6.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.2386	0.2386	2.0000e-005	0.0000	0.2391
Vendor	3.0000e-005	8.0000e-004	2.3000e-004	0.0000	4.0000e-005	1.0000e-005	4.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.1521	0.1521	1.0000e-005	0.0000	0.1524
Worker	8.0000e-005	7.0000e-005	7.0000e-004	0.0000	1.3000e-004	0.0000	1.3000e-004	3.0000e-005	0.0000	4.0000e-005	0.0000	0.1343	0.1343	1.0000e-005	0.0000	0.1345
<b>Total</b>	<b>1.4000e-004</b>	<b>1.9500e-003</b>	<b>1.1500e-003</b>	<b>0.0000</b>	<b>2.2000e-004</b>	<b>2.0000e-005</b>	<b>2.3000e-004</b>	<b>5.0000e-005</b>	<b>2.0000e-005</b>	<b>8.0000e-005</b>	<b>0.0000</b>	<b>0.5251</b>	<b>0.5251</b>	<b>4.0000e-005</b>	<b>0.0000</b>	<b>0.5260</b>

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**Mitigated 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	3.3000e-004	3.9300e-003	1.4100e-003	0.0000		1.8000e-004	1.8000e-004		1.6000e-004	1.6000e-004	0.0000	0.2676	0.2676	8.0000e-005	0.0000	0.2697
<b>Total</b>	<b>3.3000e-004</b>	<b>3.9300e-003</b>	<b>1.4100e-003</b>	<b>0.0000</b>		<b>1.8000e-004</b>	<b>1.8000e-004</b>		<b>1.6000e-004</b>	<b>1.6000e-004</b>	<b>0.0000</b>	<b>0.2676</b>	<b>0.2676</b>	<b>8.0000e-005</b>	<b>0.0000</b>	<b>0.2697</b>

**Mitigated 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	3.0000e-005	1.0800e-003	2.2000e-004	0.0000	5.0000e-005	1.0000e-005	6.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.2386	0.2386	2.0000e-005	0.0000	0.2391
Vendor	3.0000e-005	8.0000e-004	2.3000e-004	0.0000	4.0000e-005	1.0000e-005	4.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.1521	0.1521	1.0000e-005	0.0000	0.1524
Worker	8.0000e-005	7.0000e-005	7.0000e-004	0.0000	1.3000e-004	0.0000	1.3000e-004	3.0000e-005	0.0000	4.0000e-005	0.0000	0.1343	0.1343	1.0000e-005	0.0000	0.1345
<b>Total</b>	<b>1.4000e-004</b>	<b>1.9500e-003</b>	<b>1.1500e-003</b>	<b>0.0000</b>	<b>2.2000e-004</b>	<b>2.0000e-005</b>	<b>2.3000e-004</b>	<b>5.0000e-005</b>	<b>2.0000e-005</b>	<b>8.0000e-005</b>	<b>0.0000</b>	<b>0.5251</b>	<b>0.5251</b>	<b>4.0000e-005</b>	<b>0.0000</b>	<b>0.5260</b>

'Sunset Strip Off-Site Signage Project (with pole location adjustments) - Los Angeles-South Coast County, Summer

**'Sunset Strip Off-Site Signage Project (with pole location adjustments)**

**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 Commercial	1.00	User Defined Unit	1.00	0.00	0

**1.2 Other Project Characteristics**

<b>Urbanization</b>	Urban	<b>Wind Speed (m/s)</b>	2.2	<b>Precipitation Freq (Days)</b>	33
<b>Climate Zone</b>	11			<b>Operational Year</b>	2032
<b>Utility Company</b>	Southern California Edison				
<b>CO2 Intensity (lb/MW hr)</b>	702.44	<b>CH4 Intensity (lb/MW hr)</b>	0.029	<b>N2O Intensity (lb/MW hr)</b>	0.006

**1.3 User Entered Comments & Non-Default Data**

Project Characteristics - Sunset Strip Off-Site Signage Project. Los Angeles County (SCAB).

Land Use - Project includes 3 digital conversions and 71 standard modifications.

Construction Phase - One digital conversion/standard modification would occur over 2 days beginning in 2017. Pole location adjustment would occur on first day of construction activity.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed 1 drill rig for 4 hours/day.

Trips and VMT - Assumed 6 construction personnel, 6 roundtrip vendor truck trips/day, and 12 haul trips.

Grading - Export of 50 cubic yards of soil.

Sunset Strip Summer Emissions

Table Name	Column Name	Default Value	New Value
tblConstructionPhase	NumDays	100.00	2.00
tblConstructionPhase	NumDays	2.00	1.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	UsageHours	6.00	4.00
tblProjectCharacteristics	OperationalYear	2018	2032
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	3.00	0.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00



**3.0 Construction Detail**

**Construction Phase**

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Pole Location Adjustment	Grading	7/1/2017	7/3/2017	5	1	
2	Building Construction	Building Construction	7/1/2017	7/4/2017	5	2	

**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: 0; Striped Parking Area: 0**

**OffRoad Equipment**

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Pole Location Adjustment	Bore/Drill Rigs	1	4.00	221	0.50
Building Construction	Cranes	1	4.00	231	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
Pole Location Adjustment	1	0.00	0.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Construction	1	12.00	6.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

### 3.1 Mitigation Measures Construction

#### 3.2 Pole Location Adjustment - 2017

##### 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						
Fugitive Dust					0.0000	0.0000	0.0000	0.0000	0.0000	0.0000			0.0000				0.0000
Off-Road	0.1691	2.4571	1.0739	4.7100e-003		0.0706	0.0706		0.0650	0.0650		481.5095	481.5095	0.1475			485.1979
<b>Total</b>	<b>0.1691</b>	<b>2.4571</b>	<b>1.0739</b>	<b>4.7100e-003</b>	<b>0.0000</b>	<b>0.0706</b>	<b>0.0706</b>	<b>0.0000</b>	<b>0.0650</b>	<b>0.0650</b>		<b>481.5095</b>	<b>481.5095</b>	<b>0.1475</b>			<b>485.1979</b>

##### 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	0.0677	2.0856	0.4259	4.9100e-003	0.1049	0.0110	0.1159	0.0288	0.0105	0.0393		529.7045	529.7045	0.0370			530.6297
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
<b>Total</b>	<b>0.0677</b>	<b>2.0856</b>	<b>0.4259</b>	<b>4.9100e-003</b>	<b>0.1049</b>	<b>0.0110</b>	<b>0.1159</b>	<b>0.0288</b>	<b>0.0105</b>	<b>0.0393</b>		<b>529.7045</b>	<b>529.7045</b>	<b>0.0370</b>			<b>530.6297</b>

Sunset Strip Summer Emissions

**Mitigated 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					
Fugitive Dust					0.0000	0.0000	0.0000	0.0000	0.0000	0.0000			0.0000			0.0000
Off-Road	0.1691	2.4571	1.0739	4.7100e-003		0.0706	0.0706		0.0650	0.0650	0.0000	481.5095	481.5095	0.1475		485.1979
<b>Total</b>	<b>0.1691</b>	<b>2.4571</b>	<b>1.0739</b>	<b>4.7100e-003</b>	<b>0.0000</b>	<b>0.0706</b>	<b>0.0706</b>	<b>0.0000</b>	<b>0.0650</b>	<b>0.0650</b>	<b>0.0000</b>	<b>481.5095</b>	<b>481.5095</b>	<b>0.1475</b>		<b>485.1979</b>

**Mitigated 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	0.0677	2.0856	0.4259	4.9100e-003	0.1049	0.0110	0.1159	0.0288	0.0105	0.0393		529.7045	529.7045	0.0370		530.6297
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
<b>Total</b>	<b>0.0677</b>	<b>2.0856</b>	<b>0.4259</b>	<b>4.9100e-003</b>	<b>0.1049</b>	<b>0.0110</b>	<b>0.1159</b>	<b>0.0288</b>	<b>0.0105</b>	<b>0.0393</b>		<b>529.7045</b>	<b>529.7045</b>	<b>0.0370</b>		<b>530.6297</b>

Sunset Strip Summer Emissions

**3.3 Building Construction - 2017**

**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	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613		295.0044	295.0044	0.0904		297.2641
<b>Total</b>	<b>0.3312</b>	<b>3.9316</b>	<b>1.4087</b>	<b>2.8800e-003</b>		<b>0.1753</b>	<b>0.1753</b>		<b>0.1613</b>	<b>0.1613</b>		<b>295.0044</b>	<b>295.0044</b>	<b>0.0904</b>		<b>297.2641</b>

**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	0.0339	1.0428	0.2130	2.4600e-003	0.0525	5.5100e-003	0.0580	0.0144	5.2700e-003	0.0197		264.8522	264.8522	0.0185		265.3148
Vendor	0.0313	0.7823	0.2226	1.5900e-003	0.0384	6.5500e-003	0.0450	0.0111	6.2700e-003	0.0173		169.5558	169.5558	0.0117		169.8489
Worker	0.0750	0.0576	0.7387	1.5600e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		154.6701	154.6701	6.4200e-003		154.8306
<b>Total</b>	<b>0.1402</b>	<b>1.8827</b>	<b>1.1743</b>	<b>5.6100e-003</b>	<b>0.2250</b>	<b>0.0133</b>	<b>0.2383</b>	<b>0.0610</b>	<b>0.0127</b>	<b>0.0737</b>		<b>589.0781</b>	<b>589.0781</b>	<b>0.0366</b>		<b>589.9943</b>

Sunset Strip Summer Emissions

**Mitigated 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	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613	0.0000	295.0044	295.0044	0.0904		297.2641
<b>Total</b>	<b>0.3312</b>	<b>3.9316</b>	<b>1.4087</b>	<b>2.8800e-003</b>		<b>0.1753</b>	<b>0.1753</b>		<b>0.1613</b>	<b>0.1613</b>	<b>0.0000</b>	<b>295.0044</b>	<b>295.0044</b>	<b>0.0904</b>		<b>297.2641</b>

**Mitigated 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	0.0339	1.0428	0.2130	2.4600e-003	0.0525	5.5100e-003	0.0580	0.0144	5.2700e-003	0.0197		264.8522	264.8522	0.0185		265.3148
Vendor	0.0313	0.7823	0.2226	1.5900e-003	0.0384	6.5500e-003	0.0450	0.0111	6.2700e-003	0.0173		169.5558	169.5558	0.0117		169.8489
Worker	0.0750	0.0576	0.7387	1.5600e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		154.6701	154.6701	6.4200e-003		154.8306
<b>Total</b>	<b>0.1402</b>	<b>1.8827</b>	<b>1.1743</b>	<b>5.6100e-003</b>	<b>0.2250</b>	<b>0.0133</b>	<b>0.2383</b>	<b>0.0610</b>	<b>0.0127</b>	<b>0.0737</b>		<b>589.0781</b>	<b>589.0781</b>	<b>0.0366</b>		<b>589.9943</b>

'Sunset Strip Off-Site Signage Project (with pole location adjustments) - Los Angeles-South Coast County, Winter

**'Sunset Strip Off-Site Signage Project (with pole location adjustments)**  
**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 Commercial	1.00	User Defined Unit	1.00	0.00	0

**1.2 Other Project Characteristics**

<b>Urbanization</b>	Urban	<b>Wind Speed (m/s)</b>	2.2	<b>Precipitation Freq (Days)</b>	33
<b>Climate Zone</b>	11			<b>Operational Year</b>	2032
<b>Utility Company</b>	Southern California Edison				
<b>CO2 Intensity (lb/MW hr)</b>	702.44	<b>CH4 Intensity (lb/MW hr)</b>	0.029	<b>N2O Intensity (lb/MW hr)</b>	0.006

**1.3 User Entered Comments & Non-Default Data**

Project Characteristics - Sunset Strip Off-Site Signage Project. Los Angeles County (SCAB).

Land Use - Project includes 3 digital conversions and 71 standard modifications.

Construction Phase - One digital conversion/standard modification would occur over 2 days beginning in 2017. Pole location adjustment would occur on first day of construction activity.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed 1 drill rig for 4 hours/day.

Trips and VMT - Assumed 6 construction personnel, 6 roundtrip vendor truck trips/day, and 12 haul trips.

Grading - Export of 50 cubic yards of soil.

Sunset Strip Winter Emissions

Table Name	Column Name	Default Value	New Value
tblConstructionPhase	NumDays	100.00	2.00
tblConstructionPhase	NumDays	2.00	1.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	UsageHours	6.00	4.00
tblProjectCharacteristics	OperationalYear	2018	2032
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	3.00	0.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00



**3.0 Construction Detail**

**Construction Phase**

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Pole Location Adjustment	Grading	7/1/2017	7/3/2017	5	1	
2	Building Construction	Building Construction	7/1/2017	7/4/2017	5	2	

**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: 0; Striped Parking Area: 0**

**OffRoad Equipment**

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Pole Location Adjustment	Bore/Drill Rigs	1	4.00	221	0.50
Building Construction	Cranes	1	4.00	231	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
Pole Location Adjustment	1	0.00	0.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Construction	1	12.00	6.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

### 3.1 Mitigation Measures Construction

#### 3.2 Pole Location Adjustment - 2017

##### 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					
Fugitive Dust					0.0000	0.0000	0.0000	0.0000	0.0000	0.0000			0.0000			0.0000
Off-Road	0.1691	2.4571	1.0739	4.7100e-003		0.0706	0.0706		0.0650	0.0650		481.5095	481.5095	0.1475		485.1979
<b>Total</b>	<b>0.1691</b>	<b>2.4571</b>	<b>1.0739</b>	<b>4.7100e-003</b>	<b>0.0000</b>	<b>0.0706</b>	<b>0.0706</b>	<b>0.0000</b>	<b>0.0650</b>	<b>0.0650</b>		<b>481.5095</b>	<b>481.5095</b>	<b>0.1475</b>		<b>485.1979</b>

##### 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	0.0694	2.1162	0.4560	4.8300e-003	0.1049	0.0112	0.1161	0.0288	0.0107	0.0395		521.1201	521.1201	0.0385		522.0822
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
<b>Total</b>	<b>0.0694</b>	<b>2.1162</b>	<b>0.4560</b>	<b>4.8300e-003</b>	<b>0.1049</b>	<b>0.0112</b>	<b>0.1161</b>	<b>0.0288</b>	<b>0.0107</b>	<b>0.0395</b>		<b>521.1201</b>	<b>521.1201</b>	<b>0.0385</b>		<b>522.0822</b>

Sunset Strip Winter Emissions  
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**Mitigated 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					
Fugitive Dust					0.0000	0.0000	0.0000	0.0000	0.0000	0.0000			0.0000			0.0000
Off-Road	0.1691	2.4571	1.0739	4.7100e-003		0.0706	0.0706		0.0650	0.0650	0.0000	481.5095	481.5095	0.1475		485.1979
<b>Total</b>	<b>0.1691</b>	<b>2.4571</b>	<b>1.0739</b>	<b>4.7100e-003</b>	<b>0.0000</b>	<b>0.0706</b>	<b>0.0706</b>	<b>0.0000</b>	<b>0.0650</b>	<b>0.0650</b>	<b>0.0000</b>	<b>481.5095</b>	<b>481.5095</b>	<b>0.1475</b>		<b>485.1979</b>

**Mitigated 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	0.0694	2.1162	0.4560	4.8300e-003	0.1049	0.0112	0.1161	0.0288	0.0107	0.0395		521.1201	521.1201	0.0385		522.0822
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
<b>Total</b>	<b>0.0694</b>	<b>2.1162</b>	<b>0.4560</b>	<b>4.8300e-003</b>	<b>0.1049</b>	<b>0.0112</b>	<b>0.1161</b>	<b>0.0288</b>	<b>0.0107</b>	<b>0.0395</b>		<b>521.1201</b>	<b>521.1201</b>	<b>0.0385</b>		<b>522.0822</b>

Sunset Strip Winter Emissions

**3.3 Building Construction - 2017**

**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	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613		295.0044	295.0044	0.0904		297.2641
<b>Total</b>	<b>0.3312</b>	<b>3.9316</b>	<b>1.4087</b>	<b>2.8800e-003</b>		<b>0.1753</b>	<b>0.1753</b>		<b>0.1613</b>	<b>0.1613</b>		<b>295.0044</b>	<b>295.0044</b>	<b>0.0904</b>		<b>297.2641</b>

**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	0.0347	1.0581	0.2280	2.4200e-003	0.0525	5.6000e-003	0.0580	0.0144	5.3500e-003	0.0197		260.5601	260.5601	0.0192		261.0411
Vendor	0.0326	0.7850	0.2439	1.5500e-003	0.0384	6.6500e-003	0.0451	0.0111	6.3600e-003	0.0174		165.1431	165.1431	0.0125		165.4555
Worker	0.0830	0.0637	0.6839	1.4700e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		145.6695	145.6695	6.0900e-003		145.8217
<b>Total</b>	<b>0.1503</b>	<b>1.9069</b>	<b>1.1558</b>	<b>5.4400e-003</b>	<b>0.2250</b>	<b>0.0135</b>	<b>0.2385</b>	<b>0.0610</b>	<b>0.0129</b>	<b>0.0739</b>		<b>571.3727</b>	<b>571.3727</b>	<b>0.0378</b>		<b>572.3183</b>

Sunset Strip Winter Emissions

**Mitigated 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	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613	0.0000	295.0044	295.0044	0.0904		297.2641
<b>Total</b>	<b>0.3312</b>	<b>3.9316</b>	<b>1.4087</b>	<b>2.8800e-003</b>		<b>0.1753</b>	<b>0.1753</b>		<b>0.1613</b>	<b>0.1613</b>	<b>0.0000</b>	<b>295.0044</b>	<b>295.0044</b>	<b>0.0904</b>		<b>297.2641</b>

**Mitigated 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	0.0347	1.0581	0.2280	2.4200e-003	0.0525	5.6000e-003	0.0580	0.0144	5.3500e-003	0.0197		260.5601	260.5601	0.0192		261.0411
Vendor	0.0326	0.7850	0.2439	1.5500e-003	0.0384	6.6500e-003	0.0451	0.0111	6.3600e-003	0.0174		165.1431	165.1431	0.0125		165.4555
Worker	0.0830	0.0637	0.6839	1.4700e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		145.6695	145.6695	6.0900e-003		145.8217
<b>Total</b>	<b>0.1503</b>	<b>1.9069</b>	<b>1.1558</b>	<b>5.4400e-003</b>	<b>0.2250</b>	<b>0.0135</b>	<b>0.2385</b>	<b>0.0610</b>	<b>0.0129</b>	<b>0.0739</b>		<b>571.3727</b>	<b>571.3727</b>	<b>0.0378</b>		<b>572.3183</b>

**Sunset Strip Billboard GHG Emissions**

Project Annual Electricity (kWh)	663,132			<b>Net Emissions</b>	<b>-33.24</b>
Project Annual Electricity (MWh)	663.132				
Existing Annual Electricity (kWh)	518,592				
Existing Annual Electricity (MWh)	518.592				
		<b>CO2 (lb/MWh)</b>	<b>CH4 (lb/MWh)</b>	<b>N2O (lb/MWh)</b>	
Southern California Edison Intensity Factors (2017)		707.74	0.029	0.006	
Southern California Edison Intensity Factors (2030)		442.34	0.029	0.006	

**Existing**

	<b>CO2 (lbs/year)</b>	<b>CH4 (lbs/year)</b>	<b>N2O (lbs/year)</b>	<b>Total CO2e</b>
Emissions	367,028.30	15.04	3.11	
Global Warming Potential	<b>1</b>	<b>36</b>	<b>298</b>	
CO2e (lb)	367,028.30	541.41	927.24	368,496.95
CO2e (tons)	183.51	0.27	0.46	184.25
CO2e (MT/year)	<b>166.48</b>	<b>0.25</b>	<b>0.42</b>	<b>167.15</b>

**Proposed Project**

	<b>CO2 (lbs/year)</b>	<b>CH4 (lbs/year)</b>	<b>N2O (lbs/year)</b>	<b>Total CO2e</b>
Emissions	293,329.81	19.23	3.98	
Global Warming Potential	<b>1</b>	<b>36</b>	<b>298</b>	
CO2e (lb)	293,329.81	692.31	1,185.68	295,207.80
CO2e (tons)	146.66	0.35	0.59	147.60
CO2e (MT/year)	<b>133.05</b>	<b>0.31</b>	<b>0.54</b>	<b>133.90</b>