

**8228 Sunset Boulevard Billboard Project
Draft Initial Study / Negative Declaration**

Prepared for:

**City of West Hollywood
Community Development Department**

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West Hollywood, California 90069

Prepared by:

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AUGUST 2017

**8228 Sunset Boulevard Billboard Project
Draft Negative Declaration**

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ACRONYMS AND ABBREVIATIONS

Acronym/Abbreviation	Definition
AQMP	Air Quality Management Plan
CAP	Climate Action Plan
CARB	California Air Resources Board
CAAQS	California Ambient Air Quality Standards
CalEEMod	California Emissions Estimator Model
CEQA	California Environmental Quality Act
CH ₄	methane
City	City of West Hollywood
CMP	congestion management program
CNDDDB	California Natural Diversity Database
CO	carbon monoxide
CO ₂	carbon dioxide
CO ₂ E	carbon dioxide equivalent
CRHR	California Register of Historical Resources
CUP	Conditional Use Permit
EPA	United States Environmental Protection Agency
GHG	greenhouse gas emissions
IESNA	Illuminating Engineering Society of North America
LED	light emitting diode
MT	metric tons
NAAQS	National Ambient Air Quality Standards
NO ₂	nitrogen dioxide
N ₂ O	nitrous oxide
NO _x	oxides of nitrogen
NRHP	National Register of Historic Places
O ₃	ozone
PM _{2.5}	fine particulate matter
PM ₁₀	coarse particulate matter
SCAB	South Coast Air Basin
SCAQMD	South Coast Air Quality Management District
SO ₂	sulfur dioxide
SO _x	oxides of sulfur
SSP	Sunset Specific Plan
US 101	United States Route 101, Hollywood Freeway
VOC	volatile organic compound

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PREFACE

An Initial Study / Mitigated Negative Declaration (IS/MND) and a Notice of Intent to Adopt an MND (NOI) were released for public review for the previously proposed 8228 Sunset Boulevard Tall Wall Project in March 2015 by the City of West Hollywood. Subsequent to the release of the March 2015 IS/MND and NOI, changes were made to the design of the proposed project.

The previously proposed off-site signage project at 8228 Sunset Boulevard consisted of the installation and operation of a tall wall sign on the east facade of the existing three-story building located at 8228 Sunset Boulevard. A tall wall sign operates in a manner similar to a billboard; however, a tall wall image (also referred to as the “copy”) is applied directly to the exterior wall of an existing structure, rather than being affixed to a freestanding pole like a traditional billboard. The proposed tall wall sign would have been smaller in size than the minimum size that is allowed by the City for tall wall signs in the project area. The City of West Hollywood Planning Commission expressed concern about the size of the proposed tall wall sign, as well as its horizontal design, which would have contrasted with the other tall wall signs in the project area. (The other tall wall signs in the City are vertically oriented and are typically larger in size.) In response to concerns regarding the size of the proposed tall wall sign and its horizontal orientation, the project applicant submitted a revised proposal to the City of West Hollywood that involves a billboard at the project site, rather than a tall wall sign. The revised project involves replacing the existing roof-mounted billboard at 8228 Sunset Boulevard with a two-sided pole-mounted billboard structure. This proposal is allowable under the City’s Municipal Code and the Sunset Specific Plan, which is the policy document that regulates development along the 1.6-mile segment of Sunset Boulevard that extends through the City of West Hollywood, known as the Sunset Strip.

In accordance with Section 15073.5 of the Guidelines for implementing the California Environmental Quality Act (CEQA; California Code of Regulations Title 14 § 15000 et seq.), the City is recirculating the CEQA document for the proposed project. As such, the City has revised the originally released IS/MND and NOI based on the changes that were made to the project and is re-releasing the documents for public review. The analysis in the revised Initial Study determined that all environmental impacts would be less than significant without mitigation. As such, the City has prepared an Initial Study / Negative Declaration (IS/ND) for the revised proposal for 8228 Sunset Boulevard. The document that follows constitutes the IS/ND for the currently proposed 8228 Sunset Boulevard Billboard Project.

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1 PROJECT DESCRIPTION

1.1 Overview of the Project

The 8228 Sunset Boulevard Billboard Project (proposed project) would involve the following activities: removal of the existing west-facing billboard face and lattice support structure currently mounted to the roof of the commercial building at 8228 Sunset Boulevard; replacement of the existing west-facing billboard face with a replacement west-facing billboard mounted to a single pole; and, addition of a second billboard face that would face east. The replacement billboard face would be the same size, location, height, and angle as the existing billboard face. The new east-facing billboard face would be slightly smaller in size relative to the west-facing billboard face.

1.2 California Environmental Quality Act

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

As lead agency for the proposed project, the City must complete an environmental review to determine if implementation of the proposed project would result in significant adverse environmental impacts. To fulfill the purpose of CEQA, an Initial Study has been prepared to assist in making that determination. Based on the nature and scope of the proposed project and the evaluation contained in the Initial Study environmental checklist (contained herein), the City, as the lead agency, has concluded that a Negative Declaration is the proper level of environmental documentation for this 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 not substantial evidence, in light of the whole record before the agency, that the project may have a significant effect on the environment, or (b) the initial study identifies potentially significant effects, but (1) revisions in the project plans or proposals made by, or agreed to by the applicant, before a proposed mitigated negative declaration and initial study are released for public review would avoid the effects or mitigate the effects to a point where clearly no significant effects would occur; and (2) there is no

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substantial evidence, in light of the whole record before the agency, that the project as revised may have a significant effect on the environment.”

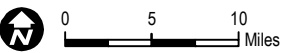
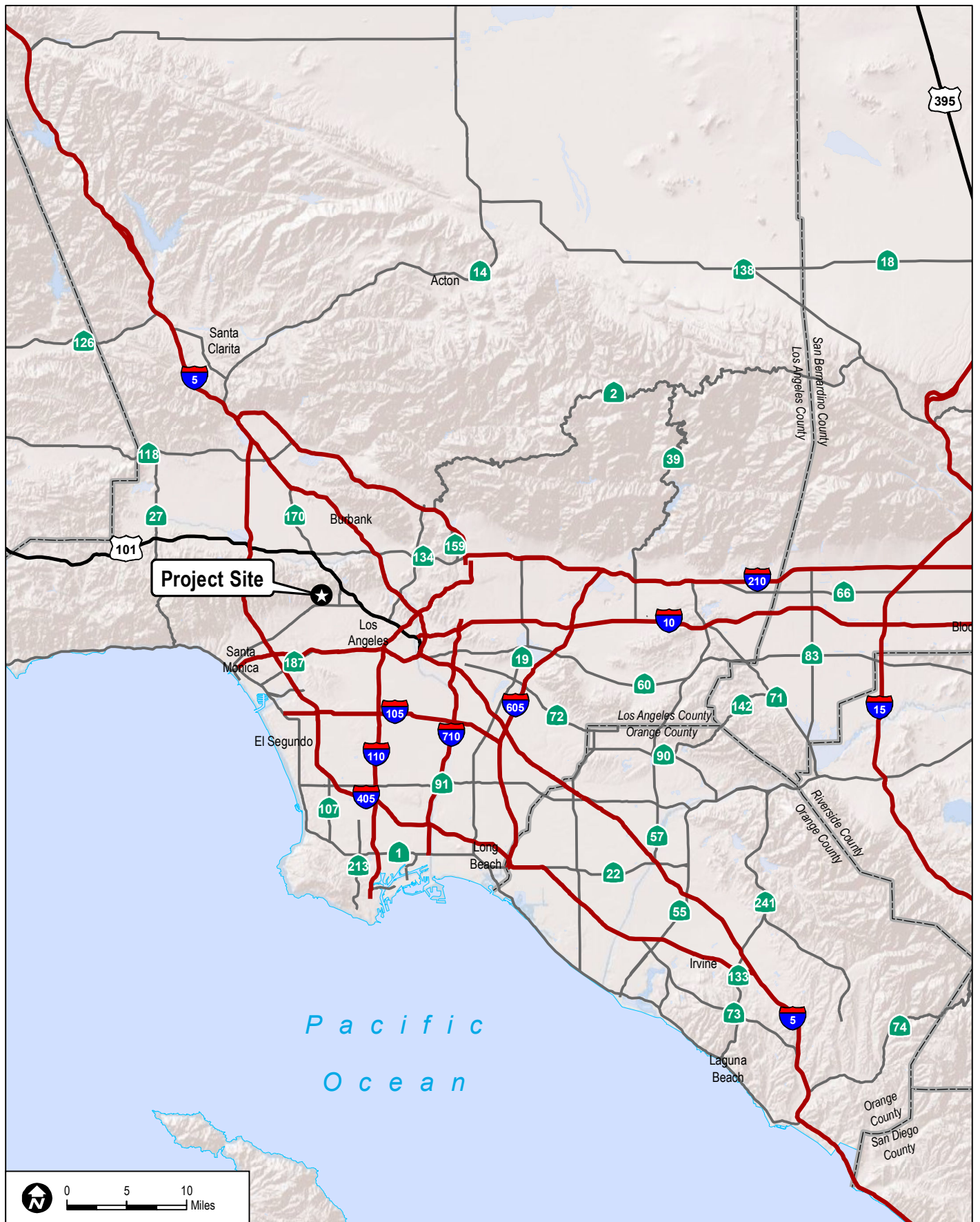
1.3 Project Location and Setting

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

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

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

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



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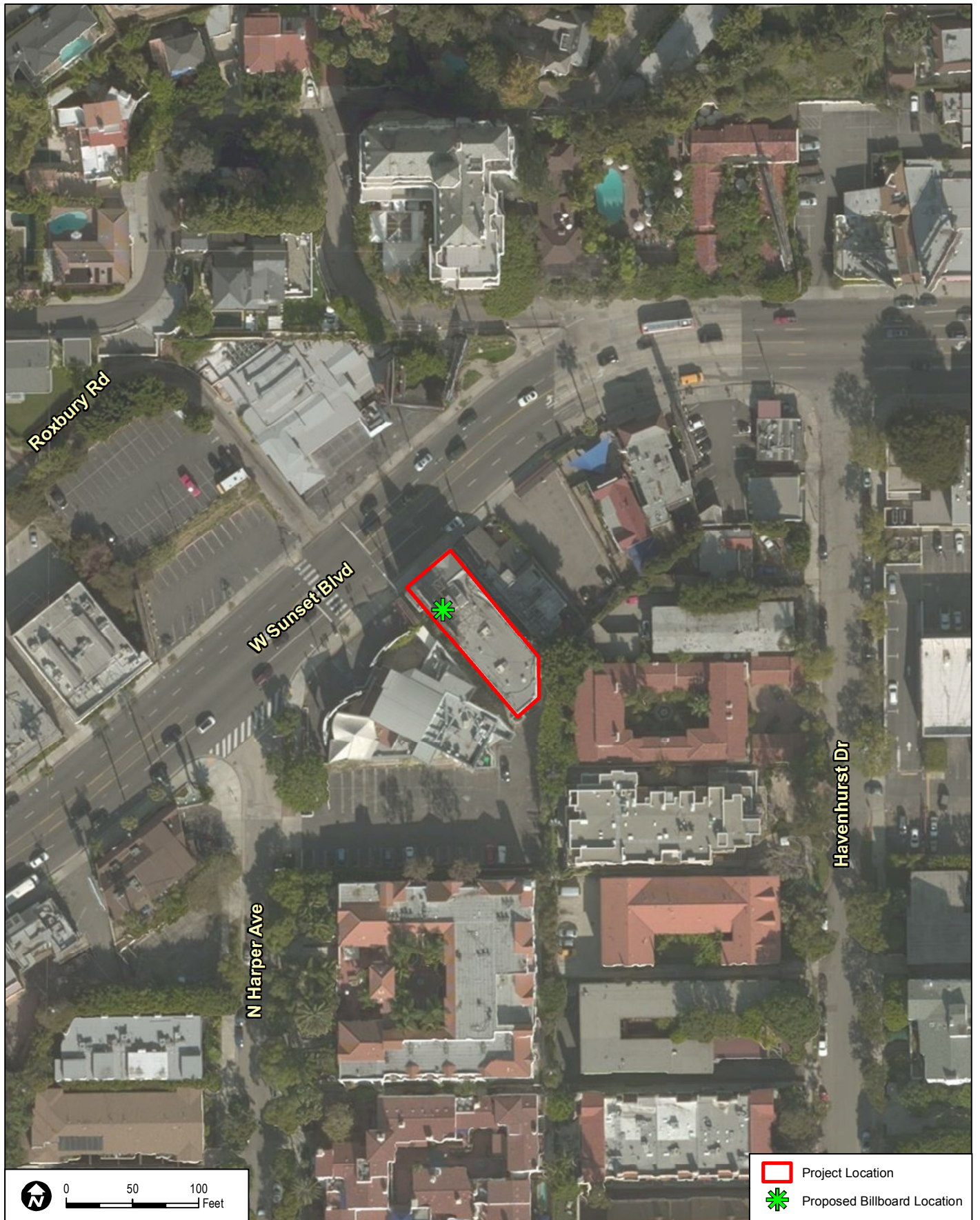
SOURCE: ESRI 2017

8228 Sunset Boulevard Billboard Project

FIGURE 1
Regional Map

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SOURCE: ESRI 2017

8228 Sunset Boulevard Billboard Project

FIGURE 2
Project Location

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1.4 Existing Project Site

The project site comprises a single parcel and is currently developed with a three-story, approximately 13,000-square-foot commercial building. The roof of the building contains a billboard that faces west. This existing billboard face is 48 feet in height by 20 feet in width, slightly larger than standard-sized billboards, which are 48 feet by 14 feet. The height of the billboard, as measured from grade to the top of the billboard, is 63.5 feet. The advertising copy is illuminated with four halogen flood lights that have been installed at the base of the billboard face. The billboard face is oriented at a 90 degree angle to the centerline of Sunset Boulevard. The billboard is supported by a lattice structure that is mounted on the roof of the commercial building. The lattice support structure is exposed and visible to westbound traffic on Sunset Boulevard, since the billboard does not have an east-facing side.

The project site is located within the boundaries of the Sunset Specific Plan and, accordingly, is designated and zoned SSP (Sunset Specific Plan) in the City of West Hollywood General Plan and Zoning Ordinance (City of West Hollywood 2011a and 2011b). The Sunset Specific Plan area roughly encompasses all street fronting parcels to the north and south of Sunset Boulevard along approximately 1.6 miles in the City between Sunset Hills Road on the west and just west of Havenhurst Drive on the east. The Sunset Specific Plan is intended to be used in conjunction with the City's General Plan and Zoning Ordinance, and includes policies, standards, and guidelines that promote and preserve the unique qualities of Sunset Boulevard (City of West Hollywood 1996). Additionally, where the Sunset Specific Plan standards are inconsistent with or contradictory to the City's General Plan and/or Zoning Ordinance, the specific plan standards prevail and govern development of those properties contained within the boundaries of the Sunset Specific Plan.

1.5 Project Objectives

The primary objectives of the proposed project include the following:

- Protect neighboring properties, including residential neighbors, from potential impacts through compliance with all applicable laws.
- Improve the visual appearance of the property by eliminating the unsightly roof-mounted billboard support structure that is currently visible to westbound travelers.
- Maximize the potential for outdoor advertising on the Sunset Strip, as called for in the Sunset Specific Plan.
- Create visual interest on an otherwise blank side of an existing single-sided billboard.
- Provide public benefits to the City while facilitating an economically viable project.

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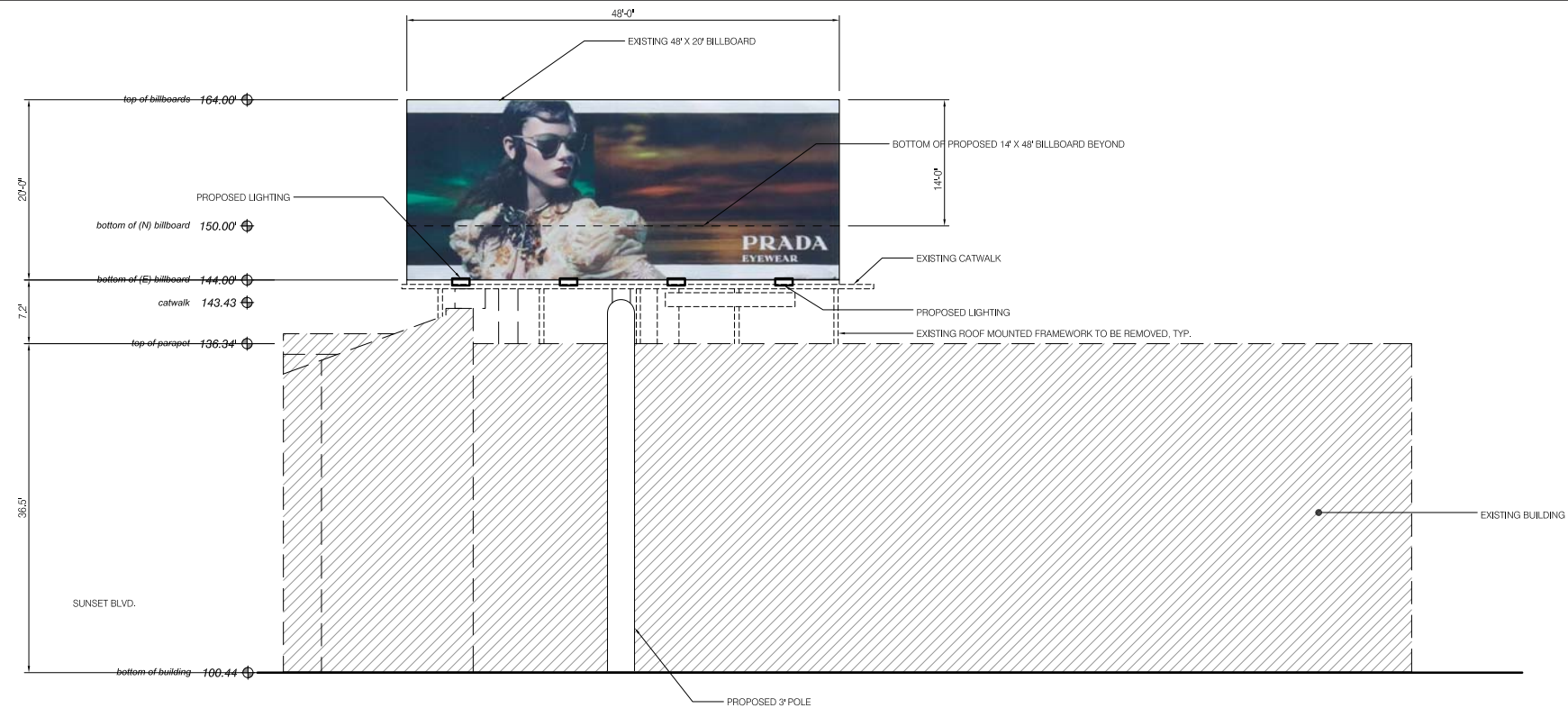
1.6 Proposed Project Details

The proposed project involves construction and operation of a new east-facing billboard face at the project site, a new single pole structure that would replace the existing roof-mounted lattice support structure, and a replacement west-facing billboard face. Each of these components is described in further detail below, and the elevations for both faces are shown in Figure 3.

East-Facing Billboard Face (Second Face). The proposed project includes installation of a second billboard face at 8228 Sunset Boulevard. This second billboard face would consist of an east-facing billboard face that would be slightly smaller in height relative to the existing west-facing billboard face on the property. This proposed east-facing billboard face would ensure that the back of the west-facing billboard face is not visually exposed to westbound traffic on Sunset Boulevard.

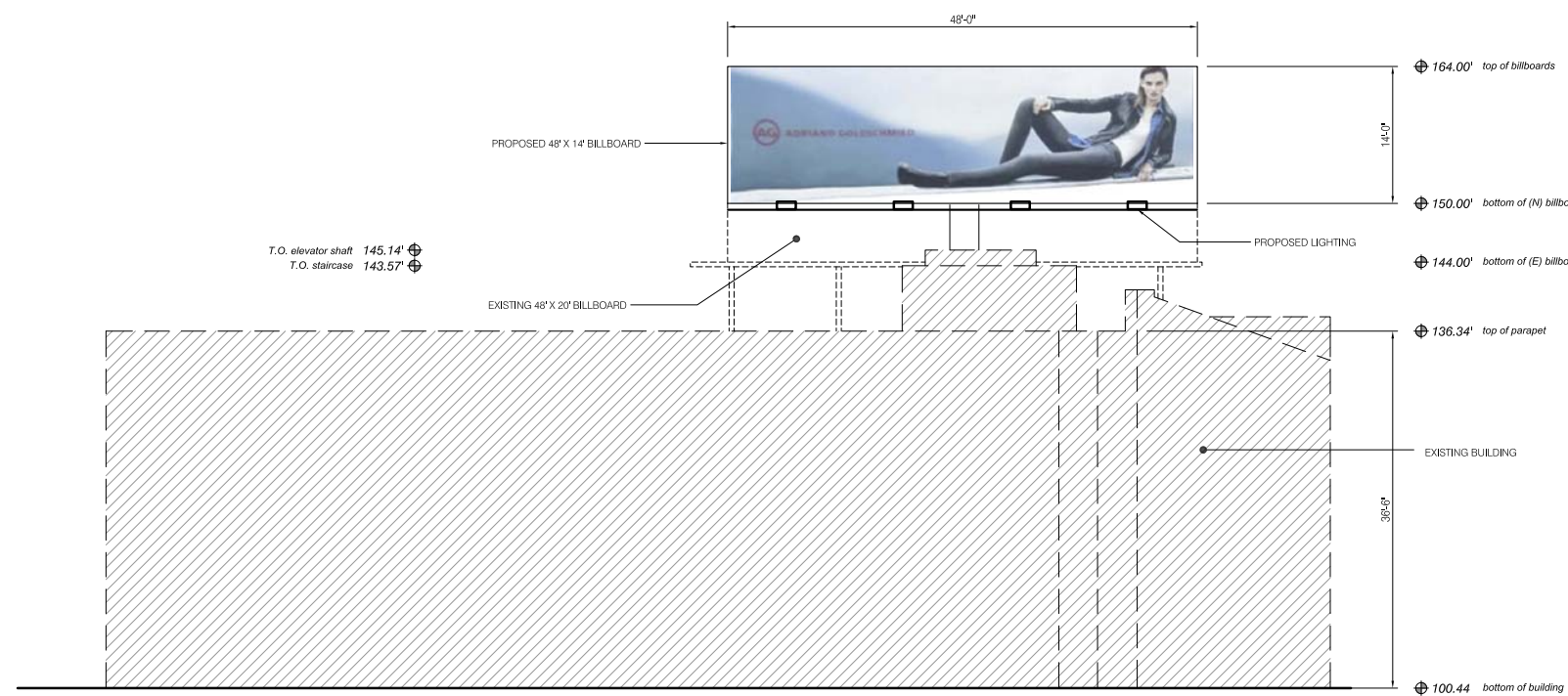
New Pole Structure. The billboard support structure that is currently visible from the west cannot structurally support the addition of a second face to cover the back of the existing west-facing billboard face. Therefore, the project would include replacement of the lattice support structure with a single pole structure. Replacing roof-mounted structures with single-pole structures is a permitted change under the Sunset Specific Plan and the Zoning Ordinance. In fact, as further discussed in Section 2.10 of this document, the Sunset Specific Plan encourages replacement billboard structures to be single-pole structures. The proposed pole structure that would support the second billboard face and the replacement billboard face would be a single pole mounted in the ground, in a location immediately adjacent to the commercial building at 8228 Sunset Boulevard and near the northwest corner of the property. The pole would be approximately 3 feet in diameter and would extend vertically up the side of the building. Where the pole meets the top of the building, at approximately 35.9 feet above grade, it would curve over the top of the roof surface. There would be an approximately 2-foot gap between the roof surface and the horizontal portion of the pole structure.

Replacement West-Facing Billboard Face. The existing west-facing, roof-mounted 48-foot by 20-foot billboard would be replaced with a new billboard of the same size, which would be mounted to the new pole. Replacing an existing billboard in the same general location and with a new billboard of the same height, size, and orientation is allowed per Sunset Specific Plan and Zoning Ordinance regulations. There would be an approximately 6-foot gap between the replacement billboard face and the second billboard face. The top of both the replacement billboard and the second face would be 63.5 feet above grade, consistent with the height of the existing billboard.



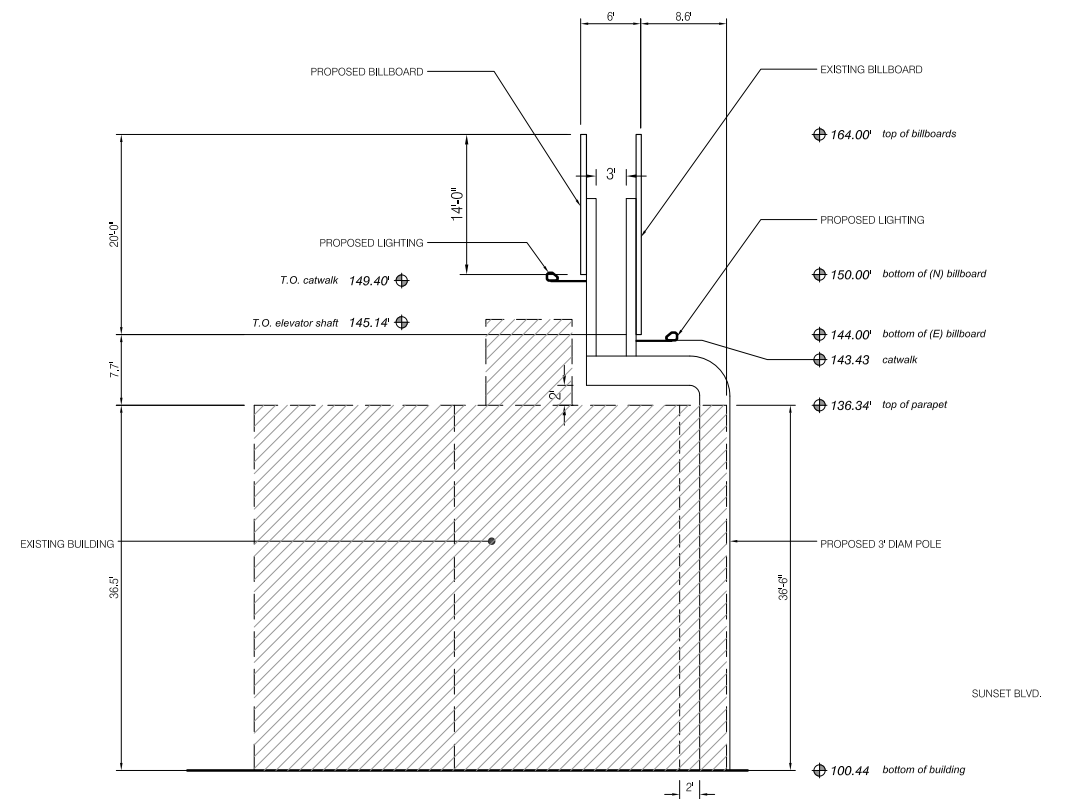
8228 SUNSET BLVD. WEST ELEVATION

1/8" = 1'-0"



8228 SUNSET BLVD. EAST ELEVATION

1/8" = 1'-0"



8228 SUNSET BLVD. NORTH ELEVATION

1/8" = 1'-0"

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SOURCE: Land Development Design Company, LLC, 2016

8228 Sunset Boulevard Billboard Project

FIGURE 3
Proposed Project Elevations

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For the purposes of this document, the new east-facing billboard face will be referred to as the “second billboard face” and the new west-facing billboard that would replace the existing west-facing billboard will be referred to as the “replacement billboard face.”

The lighting scheme for the proposed project consists of eight uplights, with four fixtures situated on each side of the billboard. The lights would be light emitting diode (LED) versions of billboard flood lights. The proposed new light fixtures would be directed toward the billboard surfaces and designed to avoid spill-over light onto adjacent properties.

1.7 Project Construction Scenario

Construction of the proposed project would start approximately two months after project approval and would occur over approximately one week. Overall, the equipment required for construction would consist of a crane, delivery trucks, concrete trucks, a drill rig, a welding truck, and a skid steer. The equipment and personnel required for each day of construction are listed as follows:

- **Days 1 & 2:** Removal of the existing roof-mounted lattice support structure and the existing billboard would require 1 crane, 4 roundtrip truck trips per day, and 10 construction personnel.
- **Days 3-6:** Installation of the new pole structure would require 1 crane, 1 drill rig, 3 concrete trucks, 6 roundtrip truck trips per day, 3 haul truck trips, and 10 construction personnel. The hole for the new pole structure, which would be drilled on Day 3 of construction, would be approximately 5 feet in diameter and 35 to 45 feet in depth. Excavation for the new pole structure would result in removal of approximately 50 cubic yards of soil. Once the hole is drilled, the pole would be placed into the hole followed by the pouring of concrete to hold the pole in place. Installation of the billboard column and the head of the sign would occur on Days 4 through 6 of construction and would require 1 crane, 3 roundtrip truck trips, and 10 construction personnel. A column would be placed into the ground and welded to the pole that was placed into the ground. Next, the head of the sign would be assembled on the ground, then raised and bolted onto the pole.

Construction would require temporary closure of the public sidewalk on the south side of Sunset Boulevard and/or the temporary use of public street parking spaces on Sunset Boulevard in front of the building, for up to eight hours during each of the 5-6 days of construction. A sidewalk closure permit and/or encroachment permit would be obtained, as applicable. No traffic lane closures would be required. Some construction staging may occur in the adjacent surface parking lot fronting Sunset Boulevard. This parking lot is associated with the businesses at 8240 Sunset Boulevard, which is also owned by the applicant.

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The proposed project would be required to adhere to applicable regulations and guidelines regarding construction and operation. All necessary construction permits would be obtained. The most effective and appropriate combination of resource avoidance and monitoring would be employed during project construction and operation, including implementation of the following customary best management practices:

- The City Noise Ordinance states that construction and maintenance activities should occur Mondays through Fridays between the hours of 8:00 a.m. and 7:00 p.m.
- Construction debris would be disposed of in compliance with City standards.
- Excavated soils from the hole for the new pole foundation would be hauled from the project site to the City's designated depository at an Athens facility.
- Advanced signage and construction workers with signal flags would be used to facilitate safe pedestrian movement around the sidewalk closure.
- Safety harnesses would be required for workers on the rooftop staging area.
- Safety ropes would be used for rigging when installing and changing the advertising copy.

1.8 Project Operation Scenario

Advertising Copy Changes

Operation of the proposed project would require periodic replacement of the advertising copy displayed on the double-sided billboard. The copy is an advertisement or image printed on vinyl material that would be affixed to the billboard via a cable and grommet system. The application of the copy to the billboard faces would entail installation of staging and safety rigging on the top of the billboard structure and affixing the copy to the billboard faces. The copy that is removed would be recycled or returned to the advertiser. The billboard copy for each face could change as often as once every 28 days, or up to 13 times per year. Accordingly, a total of up to 26 copy changes per year may occur. Installation of new advertising copy would take approximately 4 hours and would be completed by 2 to 4 construction workers in one truck. Access to the property at 8240 Sunset Boulevard is not required during copy changes; however, the temporary use of public street parking spaces and/or temporary closure of the public sidewalk in front of the building would be required. The use of heavy equipment would not be required.

The process of applying copy to the billboard would be repeated each time the copy is changed, up to a maximum of 13 times per year for each billboard face, or up to 26 times per year total for both faces. Changing the billboard copy requires procurement of appropriate change permits from the City, including an encroachment permit for use of the street parking and public sidewalk area, and

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notification of the project site property owner at least 24 to 48 hours in advance of the copy change. The property would remain in operation during the installation of the billboard copy. Because the existing billboard face undergoes copy changes, this operational activity would not substantially increase activity or truck trips in the project area. The new second face is not anticipated to substantially increase the number of trucks or workers that would be required to change the copy that is displayed on the billboard at 8228 Sunset Boulevard.

Creative Modifications

Per the City's Zoning Ordinance, the existing billboard face is allowed to be temporarily converted to a creative billboard upon approval from the Director of Community Development. (Creative billboards are temporary modifications to an existing billboard that add a creative element to the billboard, such as a three-dimensional prop, mechanical parts, or hand-painted graphics.) The size, type, design, and lighting levels of temporary creative modifications are regulated under Section 19.34.080(E) of the City's Zoning Ordinance. As with the existing billboard, the replacement billboard face and second billboard face would be allowed to undergo conversion to a temporary creative billboard, upon compliance with Section 19.34.080(E) of the Zoning Ordinance. The environmental effects of such temporary conversions have been analyzed under CEQA in the Creative Billboard and Creative Tall Wall Zoning Text and Sunset Specific Plan Amendments Initial Study/Negative Declaration (City of West Hollywood 2015). The analysis concluded that temporary creative conversions of off-site signs would not result in significant, adverse impacts on the environment.

1.9 Required Permits and Approvals

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

City of West Hollywood Building and Safety Division

- Building Permit

City of West Hollywood Department of Public Works

- Sidewalk Closure Permit / Encroachment Permit

City of West Hollywood City Council

- Billboard Permit
- Approval of Zoning Map Amendment
- Approval of Development Agreement

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2 INITIAL STUDY CHECKLIST

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

1. Project Title:

8228 Sunset Boulevard Billboard Project

2. Lead Agency Name and Address:

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

3. Contact Person and Phone Number:

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

4. Project Location:

8228 Sunset Boulevard
West Hollywood, California 90046

5. Project Sponsor's Name and Address:

Demitri Samaha
8228 Sunset Boulevard, Suite 211
West Hollywood, California 90046

6. General Plan Designation:

Sunset Specific Plan

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7. Zoning:

Sunset Specific Plan

8. Description of Project:

Refer to Sections 1.6, 1.7, and 1.8 of this IS/MND.

9. Surrounding Land Uses and Setting:

Refer to Section 1.3 of this IS/MND.

Responsible/Trustee Agencies:

None.

Reviewing Agencies:

None.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED

The environmental factors checked below would be potentially affected by this project, involving at least one impact that is a “Potentially Significant Impact,” as indicated by the Environmental Impacts discussion in Section 2.

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

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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

Adrian Gallo

Date

8/17/2017

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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

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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.

	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
I. AESTHETICS. Would the project:				
a. Have a substantial adverse effect on a scenic vista?				X
b. Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?				X
c. Substantially degrade the existing visual character or quality of the site and its surroundings?			X	
d. Create a new source of substantial light or glare that would adversely affect day or nighttime views in the area?			X	

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	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
II. AGRICULTURE AND FORESTRY RESOURCES. In determining whether impacts to agricultural resources are significant environmental effects, lead agencies may refer to the California Agricultural Land Evaluation and Site Assessment Model (1997) prepared by the California Department of Conservation as an optional model to use in assessing impacts on agriculture and farmland. In determining whether impacts to forest resources, including timberland, are significant environmental effects, lead agencies may refer to information compiled by the California Department of Forestry and Fire Protection regarding the state's inventory of forest land, including the Forest and Range Assessment Project and the Forest Legacy Assessment project; and forest carbon measurement methodology provided in Forest Protocols adopted by the California Air Resources Board. Would the project:				
a. Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?				X
b. Conflict with existing zoning for agricultural use, or a Williamson act contract?				X
c. Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code section 12220(g)), timberland (as defined by Public Resources Code section 4526), or timberland zoned Timberland Production (as defined by Government Code section 51104(g))?				X
d. Result in the loss of forest land or conversion of forest land to non-forest use?				X
e. Involve other changes in the existing environment that, due to their location or nature, could result in conversion of Farmland, to non-agricultural use or conversion of forest land to non-forest use?				X
III. AIR QUALITY. Where available, the significance criteria established by the applicable air quality management or air pollution control district may be relied upon to make the following determinations. Would the project:				
a. Conflict with or obstruct implementation of the applicable air quality plan?			X	
b. Violate any air quality standard or contribute substantially to an existing or projected air quality violation?			X	
c. Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?			X	
d. Expose sensitive receptors to substantial pollutant concentrations?			X	
e. Create objectionable odors affecting a substantial number of people?			X	

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	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
IV. BIOLOGICAL RESOURCES. Would the project:				
a. Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?				X
b. Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?				X
c. Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?				X
d. Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?			X	
e. Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?				X
f. Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?				X
V. CULTURAL RESOURCES. Would the project:				
a. Cause a substantial adverse change in the significance of a historical resource as defined in CEQA Guidelines Section 15064.5?				X
b. Cause a substantial adverse change in the significance of an archaeological resource pursuant to CEQA Guidelines Section 15064.5?			X	
c. Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?			X	
d. Disturb any human remains, including those interred outside of formal cemeteries?			X	
VI. GEOLOGY AND SOILS. Would the project:				
a. Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:				

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	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.			X	
ii) Strong seismic ground shaking?			X	
iii) Seismic-related ground failure, including liquefaction?			X	
iv) Landslides?				X
b. Result in substantial soil erosion, loss of topsoil, or changes in topography or unstable soil conditions from excavation, grading, or fill?				X
c. Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on-or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?			X	
d. Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?			X	
e. Have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater?				X
VII. GREENHOUSE GAS EMISSIONS: Would the project:				
a. Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impacts on the environment?			X	
b. Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?				X
VIII. HAZARDS AND HAZARDOUS MATERIALS: Would the project:				
a. Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?			X	
b. Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?			X	

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	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
c. Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?			X	
d. Be located on a site that is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?				X
e. For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?				X
f. For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?				X
g. Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?				X
h. Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?				X
IX. HYDROLOGY AND WATER QUALITY. Would the project:				
a. Violate any water quality standards or waste discharge requirements?			X	
b. Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?				X
c. Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of stream or river, in a manner that would result in substantial erosion or siltation on- or off-site?			X	

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	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
d. Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner that would result in flooding on- or off-site?				X
e. Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?				X
f. Otherwise substantially degrade water quality?				X
g. Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?				X
h. Place within a 100-year flood hazard area structures that would impede or redirect flood flows?				X
i. Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?				X
j. Inundation by seiche, tsunami, or mudflow?				X
X. LAND USE AND PLANNING. Would the project:				
a. Physically divide an established community?				X
b. Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?			X	
c. Conflict with any applicable habitat conservation plan or natural community conservation plan?				X
XI. MINERAL RESOURCES. Would the project:				
a. Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?				X
b. Result in the loss of availability of a locally important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?				X

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	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
XII. NOISE. Would the project result in:				
a. Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?			X	
b. Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?				X
c. A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?				X
d. A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?			X	
e. For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?				X
f. For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?				X
XIII. POPULATION AND HOUSING. Would the project:				
a. Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?				X
b. Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?				X
c. Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?				X
XIV. PUBLIC SERVICES.				
a. Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:				
i) Fire protection?				X

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	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
ii) Police protection?				X
iii) Schools?				X
iv) Parks?				X
v) Other public facilities?				X
XV. RECREATION.				
a. Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?				X
b. Does the project include recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment?				X
XVI. TRANSPORTATION/TRAFFIC. Would the project:				
a. Conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?			X	
b. Conflict with an applicable congestion management program, including, but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?			X	
c. Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?				X
d. Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?			X	
e. Result in inadequate emergency access?				X

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	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
f. Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities?			X	
XVII. UTILITIES AND SERVICE SYSTEMS. Would the project:				
a. Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?				X
b. Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?				X
c. Require or result in the construction of new stormwater drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?				X
d. Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?				X
e. Result in a determination by the wastewater treatment provider that serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?				X
f. Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?			X	
g. Comply with federal, state, and local statutes and regulations related to solid waste?				X
XVIII. MANDATORY FINDINGS OF SIGNIFICANCE.				
a. Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?			X	

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	Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
b. Does the project have impacts that are individually limited, but cumulatively considerable? "Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects.			X	
c. Does the project have environmental effects that will cause substantial adverse effects on human beings, either directly or indirectly?			X	

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

2.1 Aesthetics

Would the project:

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

No Impact. The proposed project would not have an adverse effect on scenic vistas. There are no officially designated scenic vistas identified in the City's General Plan (City of West Hollywood 2010a). However, views of the Hollywood Hills and the Los Angeles Basin are available from Sunset Boulevard. As described in the Sunset Specific Plan, 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, the nearest of which is located approximately 100 feet northwest of the project site (specifically, at the property located on the northwest corner of Roxbury Road and Sunset Boulevard). The project site is not a designated view enhancement site. The project site is fully developed with a three-story commercial structure and does not support a view corridor, view terrace, or view portal, as they are defined in the Sunset Specific Plan.

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The proposed project involves removal of an existing west-facing roof-mounted billboard and its associated lattice support structure and installation of a west-facing replacement billboard face, a new east-facing billboard face, and a new single-pole support structure on which both faces would be mounted. The west-facing replacement billboard would be of the same size and shape as the existing west-facing billboard. It would also be positioned so that it is in the same location as the existing billboard and so that it is oriented toward Sunset Boulevard at the same angle. Because the replacement billboard would be of the same size, position, and location as the existing billboard, it would not have the potential to obstruct any views that are currently available from Sunset Boulevard or nearby roadways with views of the project site, including views from the property across the street that has been designated for view enhancement in the Sunset Specific Plan.

The proposed second billboard face would introduce a new visual element to the project site. However, the proposed second billboard face would be the same width as the existing billboard and the replacement west-facing billboard faces (48 feet) and would be slightly smaller in height (14 feet, as opposed to 20 feet). For these reasons, the addition of the second face would not have the potential to result in new obstructions to scenic vistas along the Sunset Strip or surrounding roadways with views to the project site, nor would it have the potential to obstruct views from the property across the street that has been designated for view enhancement in the Sunset Specific Plan. Due to the addition of the second face, the billboard's massing as viewed from the north or south may slightly increase in size. However, views through the project site as observed from Sunset Boulevard and surrounding roadways have already been obstructed by the existing three-story commercial building that occupies the majority of the project site. As such, no scenic vistas of the Hollywood Hills or the Los Angeles Basin, as defined in the Sunset Specific Plan, are currently available when looking at the project site from the north or south. As such, a slight increase in the massing of the billboard on its north and south elevations would not have the potential to obstruct any scenic vistas that are currently available. For these reasons, the proposed project would not result in impacts to scenic vistas.

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

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

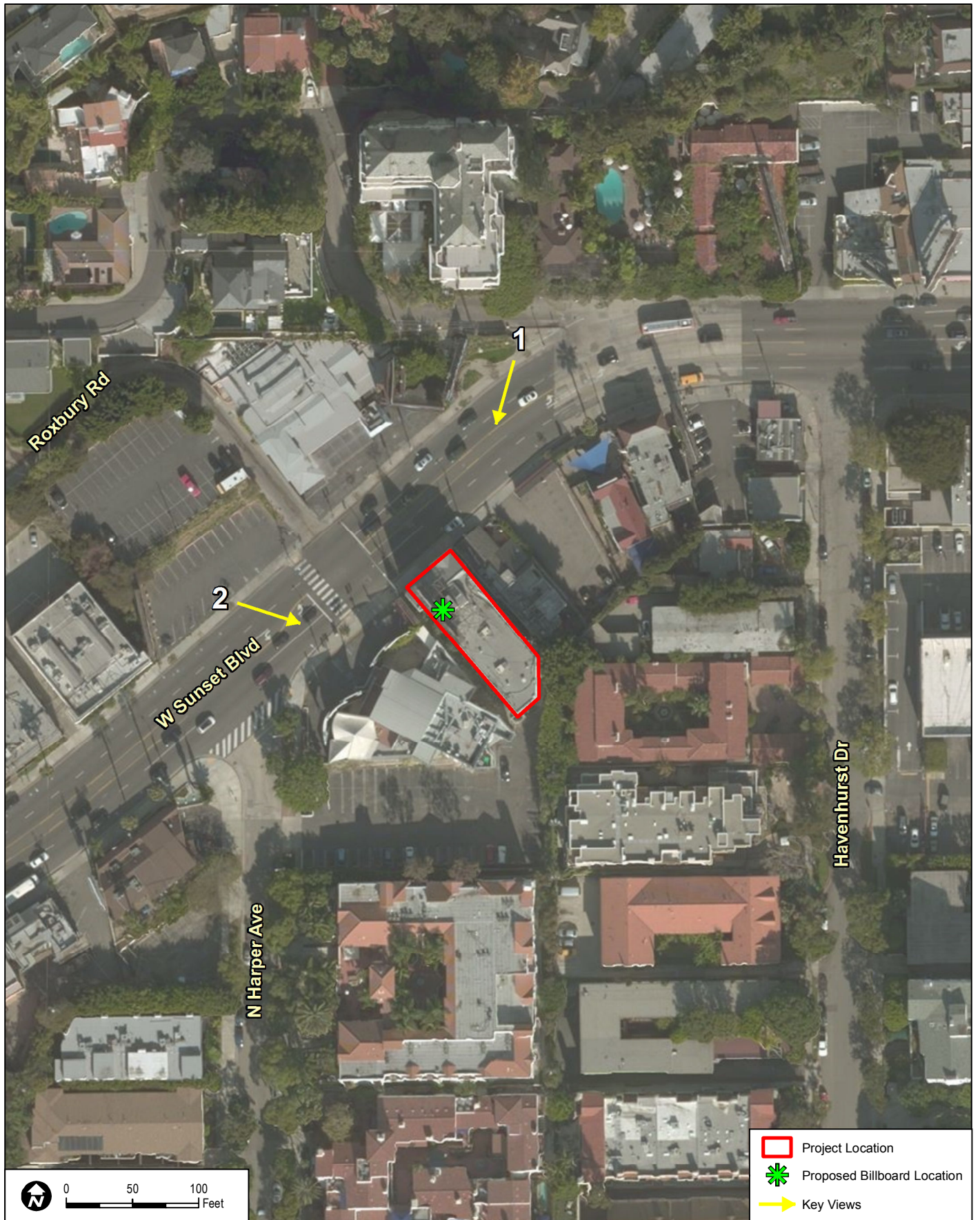
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c) *Substantially degrade the existing visual character or quality of the site and its surroundings?*

Less Than Significant Impact. Operation of the proposed project would result in minor changes to the visual character of the project site. The change in the appearance of the project site from two key viewpoints was simulated using the proposed project plans. The locations of these two viewpoints are shown in Figure 4, and “before project” and “after project” images are shown in Figures 5 and 6. As shown in Figure 5, the visual character on the east elevation of the existing billboard would change because the existing lattice support structure would be removed and would be replaced by an east-facing billboard face. Figure 5 also shows that several other advertisements and billboards presently exist in the area surrounding the project site. As such, installation of the second billboard face would be consistent with the visual character of the project area and would be consistent with the goals of the Sunset Specific Plan to foster a visually vibrant signage district along Sunset Strip. The visual character on the west elevation of the existing billboard would not be substantially altered by the proposed project. The existing west-facing billboard face would be replaced with a new billboard face of the same size, height, and orientation as the existing billboard face. As such, the visual difference between the existing west-facing billboard face and the proposed west-facing billboard face would not be particularly noticeable, as illustrated by the before and after images shown in Figure 6. The new pole structure that would be installed on the west side of the commercial building at 8228 Sunset Boulevard would add a new visual element to the project site as shown in Figure 6b; however, the single pole structure would be a visual improvement over the existing lattice roof-mounted billboard support structure, as shown in Figure 5a. As such, while the proposed project would represent minor changes in the visual character of the project site, the visual character and quality of the site and its surroundings would not be degraded by the proposed project. Impacts to visual character and quality resulting from the proposed project would be less than significant.

Shade and Shadow

No Impact. The proposed replacement billboard and second billboard face would be of approximately the same size as the existing billboard and would be installed such that the billboard faces are in approximately the same location and situated at the same angle as that of the existing billboard structure. As such, the proposed replacement billboard and second face would not substantially change the existing shade and shadow that is cast by the billboard at 8228 Sunset Boulevard. For these reasons, the proposed project would not generate new shadows to an extent that shade/shadow sensitive uses are adversely affected. No impact would result from the proposed project.



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SOURCE: ESRI 2017

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FIGURE 4
Location of Key Views

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Figure 5a: Before View Looking West on Sunset, toward the Project Site



Figure 5b: Simulated View Looking West on Sunset, toward the Project Site

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Figure 6a: Before View Looking Southeast on Sunset, toward the Project Site



Figure 6b: Simulated View Looking Southeast on Sunset, toward the Project Site

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

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

Less Than Significant Impact. The proposed project involves installation and operation of eight new light fixtures directed toward the proposed billboard faces. Of the eight new light fixtures, four would replace the existing light fixtures used to illuminate the existing west-facing billboard face, and four would be new light fixtures used to illuminate the new east-facing billboard face. The proposed light fixtures have the potential to increase the amount of light and glare generated at the project site.

The City has established design guidelines that regulate the design of outdoor lighting and signs. Provisions in the design guidelines listed below do not directly apply to the project, and they do not include numerical thresholds for evaluating lighting impacts. As such, in order to apply a measurable and quantitative threshold for the lighting and glare effects of the proposed project, the City has applied thresholds from neighboring City of Los Angeles' Municipal Code and from the Illuminating Engineering Society of North America's Lighting Handbook. These thresholds are further described in the respective "light" and "glare" subsections below.

The City of West Hollywood has established various codes and design guidelines that regulate the design of outdoor lighting and signs. Specifically, the West Hollywood Municipal Code contains the following guidelines for exterior building lighting and exterior sign illumination:

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.
- j. Illuminate signs and billboards from above, not below.

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

C. Shield the light source. Whenever direct lighting fixtures are used (fluorescent or incandescent), care should be taken to properly shield the light

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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 define requirements for On-Site Signage and Buildings, and the proposed project is an Off-Site Sign. While this requirement does not directly apply to the proposed project, these factors are pertinent to the evaluation of any potential lighting impact.

Light

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

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

Sunset Boulevard in West Hollywood is currently a bright and vibrant streetscape. A variety of retail and entertainment options foster a high level of pedestrian activity and the street serves as a major thoroughfare for automobile traffic. These factors, combined with the existing billboards that are a prominent feature of the Sunset Boulevard environment, create relatively high illuminance levels. The section of Sunset Boulevard containing the project site is an especially vibrant area at night, with several large billboards, retail establishments, restaurants, cafes, and bars, as well as a hotel and

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surrounding residential uses. Existing nighttime illuminance levels on the sidewalks in the project area range from 0.31 footcandles to 31 footcandles, with an average of 5.9 footcandles along the sidewalk fronting the project site on Sunset Boulevard.

As shown in the Lighting Study, the proposed billboard lighting would result in a maximum lighting level increase of 0.10 footcandles along Sunset Boulevard and the sidewalk adjacent to the project site. (This represents the anticipated increase in the horizontal illuminance at grade.) The Lighting Study also includes calculations of the vertical illuminance values attributable to the proposed project at the property lines surrounding the project site. The anticipated maximum vertical illuminance values are listed below for the four properties that are adjacent to the project site and are also provided in Appendix A. The values represent calculations for the vertical plane of each property boundary adjacent to the project site.

- 1475 Havenhurst Drive (residential): The proposed project would result in a maximum lighting level increase of 0.7 footcandles along this property's western boundary.
- 1477 Havenhurst Drive (residential): The proposed project would result in a maximum lighting level increase of 0.8 footcandles along this property's western boundary.
- 8226 Sunset Boulevard (commercial/bar and restaurant): The proposed project would result in a maximum lighting level increase of 3.4 footcandles along this property's southwestern boundary.
- 8240 Sunset Boulevard (commercial/office building): The proposed project would result in a maximum lighting level increase of 8.2 footcandles along the property's northeastern boundary.

As previously discussed, the threshold applied from the City of Los Angeles requires that new lighting may not cause an increase of more than 3.0 footcandles at nearby residential properties. Thus, based on use of the City of Los Angeles threshold, the proposed project would not result in a potentially significant light trespass at the neighboring residential properties located at 1475 Havenhurst Drive or 1477 Havenhurst Drive. The light trespass from the project onto the neighboring residential properties would also be below the maximum light trespass level of 1.4 footcandles that is specified for high-density entertainment districts in the California Green Building Standards Code and that is currently being proposed for adoption by the City into its Municipal Code as part of the proposed Sunset Strip Off-Site Signage Policy. The property at 8226 Sunset Boulevard (occupied by a bar and restaurant called "The Den on Sunset") is a commercial property

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and is therefore not considered a light- or glare-sensitive receptor. An outdoor patio is located approximately 20 feet from the property's southwestern boundary and is set below the street level. The patio would be separated from the proposed billboard by the rest of the Den building and by a vertical distance of over three stories (the patio is below street level and the billboard would be positioned above a three-story building). As shown in the Lighting Study, the proposed billboard would have a minimal to negligible effect on lighting levels at the sidewalk in front of the project site and in front of the Den. The Lighting Study also shows anticipated lighting levels from the project at the rooftop of the Den, which are also expected to be minimal to negligible (Appendix A). As such, visitors to the Den would not experience a substantial increase in lighting conditions as they enter the Den from the sidewalk.

The property at 8240 Sunset Boulevard contains a commercial office building and is therefore not considered a light- or glare-sensitive receptor. Furthermore, the existing billboard at 8228 Sunset Boulevard currently faces 8240 Sunset Boulevard. This existing billboard is located in the same place, situated at the same height, and has the same number of light fixtures as the proposed west-facing replacement billboard face that would be installed under the proposed project. As such, the proposed project would not be anticipated to substantially change existing lighting levels at 8240 Sunset Boulevard over existing conditions. In addition, the building at 8240 Sunset Boulevard has a wall on its northeast elevation and is lower in height than the building at 8228 Sunset Boulevard. As such, tenants of the offices at 8240 Sunset Boulevard are not expected to have direct views to either the existing or the proposed west-facing billboard on the roof of the building at 8228 Sunset Boulevard. For these reasons and as further substantiated in Appendix A, potential light trespass impacts from the proposed project would be less than significant.

Glare

Glare is defined as visual discomfort resulting from high contrast in brightness levels. Substantial glare impacts can adversely affect day or nighttime views. The magnitude of the sensation of glare depends on such factors as the size, position, and luminance of sources, the number of sources, and the luminance to which the eyes are adapted. The proposed project would introduce new light fixtures to the project site, in association with the new east-facing billboard face. Adverse glare could result from the project if a glare-sensitive receptor were to have a direct view of these light sources. However, the proposed light sources would be shielded and aimed towards the billboard faces. Neither the nearby sensitive receptors (i.e., residents) nor other people with views of the proposed billboard,

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such as passerby along Sunset Boulevard or employees and customers of nearby commercial uses, would have a direct view into the proposed light sources.

In addition to the billboard light sources themselves, the new east-facing billboard face would add an illuminated surface to the Sunset Strip that does not currently exist. However, the new illuminated surface would not create a new source of glare such that nighttime views are adversely affected in the area. The area in which the project is located (i.e., the Sunset Strip) is especially vibrant and bright at night and is an internationally renowned location for entertainment and nightlife. Along the 1.6-mile stretch of roadway that is considered the Sunset Strip, there are approximately 74 billboard faces and 15 tall wall signs, the majority of which are illuminated at night. The Sunset Strip is a fully developed commercial area, and many of the buildings along the Sunset Strip have on-site signs that are illuminated at night, as well as architectural lighting that illuminates building facades. As such, the addition of a billboard face to the Sunset Strip would not represent a substantial or noteworthy source of glare. Furthermore, while each billboard or building facade may contain high contrasts in brightness, the average brightness of each of these areas is relatively consistent along the Sunset Strip and, therefore, does not create a significant source of existing glare. As such, the addition of a single billboard face to this existing bright environment would not introduce a new substantial source of glare. Impacts would be less than significant.

2.2 Agriculture and Forestry Resources

Would the project:

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

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

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

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

As shown on the Los Angeles County Williamson Act Fiscal Year 2015/2016 map, no areas that are under a Williamson Act contract exist on the project site or in the vicinity of the project site (California Department of Conservation 2016). Therefore, implementation of the proposed project would not conflict with existing zoning for agricultural use, nor would it conflict with a Williamson Act contract. As such, no impact from the proposed project would occur.

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

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

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

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

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

No Impact. No portion of the project site or surrounding area is identified as Prime Farmland, Unique Farmland, or Farmland of Statewide Importance on the Farmland Mapping and Monitoring Program's map of Los Angeles County (FMMP 2015). Additionally, no forest lands exist on or adjacent to the project site. Therefore, the proposed project would not change the existing environment in a way that would result in the conversion of Farmland to non-agricultural use or forest land to non-forest use. No impact from the proposed project would occur.

2.3 Air Quality

Would the project:

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

Less Than Significant Impact. The 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 Final AQMP, which was adopted by the SCAQMD governing board on March 3, 2017. The Final 2016 AQMP is a regional blueprint for achieving air quality standards and healthful air. The Final Draft 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 2017). 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 Final 2016 AQMP recognizes the critical importance of working with other agencies to develop funding and other incentives that encourage the accelerated transition

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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.

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.

The proposed project would generate minimal short-term air quality emissions during construction activities with the use of construction equipment and vehicle trips to and from the project site. The construction period would last for approximately 5-6 days and would involve approximately 26 truck trips associated with delivery of materials, 10 construction workers, and 3 haul truck trips required for the export of 50 cubic yards of soil. It was also conservatively assumed that a crane would be in operation for a total of 48 hours over the construction period and a drill rig would be required on the third day of construction, which would be in operation for 8 hours. Due to the minor nature of these construction activities and the short duration of construction, construction activities would not result in inconsistencies with the growth in socioeconomic factors projected in the regional plans used to develop the AQMP. The employment for ten construction workers would be met by the existing and future labor market in the City and in Los Angeles County, and the vehicle trips that would be required during construction would be negligible relative to regional vehicle trips and would result in minimal, temporary air quality emissions. As such, this work would not generate substantial air quality emissions and would not cause a change in socioeconomic conditions. Therefore, construction of the proposed project would not conflict with the implementation of the applicable air quality management plan.

Long-term operation of the proposed project would require periodic advertising copy changes of the image on the billboard, which would result in up to approximately 26 vehicle trips per year. Because the existing one-sided billboard would be replaced by the

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proposed double-sided billboard, vehicle trips associated with billboard copy changes may increase to the extent that the billboard copy on each face may be changed at different times, up to a maximum of 13 times per year for each billboard face. Because the existing billboard face undergoes copy changes, the increase in potential operational vehicle trips would be approximately 14 trips per year. This minor increase in operational activity would not substantially increase truck trips in the project area, nor would it substantially change the number of workers required for operation of the billboard. As such, neither construction nor operation of the proposed project would conflict with the applicable air quality management plan. Therefore impacts resulting from the proposed project would be less than significant.

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

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

An area is designated as in attainment when it is in compliance with the National Ambient Air Quality Standards (NAAQS) and/or the California Ambient Air Quality Standards (CAAQS). These standards are set by the United States Environmental Protection Agency (EPA) and the California Air Resources Board (CARB), respectively, for the maximum level of a given air pollutant that can exist in the outdoor air without unacceptable effects on human health or the public welfare. The criteria pollutants of primary concern that are considered in this air quality assessment include O₃, nitrogen dioxide (NO₂), carbon monoxide (CO), sulfur dioxide (SO₂), and particulate matter with a diameter less than or equal to 10 microns (PM₁₀) and PM_{2.5}. Although there are no ambient standards for volatile organic compounds (VOCs) or oxides of nitrogen (NO_x), they are important as precursors to O₃.

The SCAB is designated as a nonattainment area for federal and state O₃ standards, state PM₁₀ standards, and federal and state PM_{2.5} standards. The SCAB is designated as an attainment or unclassifiable/attainment area for federal NO₂ standards, federal PM₁₀ standards, federal and state CO standards, and federal and state SO₂ standards.

Construction Emissions

Construction of the proposed project would result in emissions of criteria air pollutants for which CARB and the EPA have adopted ambient air quality standards (i.e., the NAAQS and CAAQS). Projects that emit these pollutants have the potential to cause or contribute to violations of these standards. The SCAQMD has adopted significance

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thresholds, which, if exceeded, would indicate the potential to contribute to violations of the NAAQS or CAAQS. The relevant SCAQMD thresholds are shown in Table 1. Only those thresholds related to potentially significant construction impacts are identified in Table 1 as the proposed project would not generate substantial criteria pollutant emissions or related impacts associated with operation of the proposed billboard sign.

Table 1
SCAQMD Air Quality Significance Thresholds

Criteria Pollutant	Mass Daily Construction Thresholds
VOC	75 pounds/day
NO _x	100 pounds/day
CO	550 pounds/day
SO _x	150 pounds/day
PM ₁₀	150 pounds/day
PM _{2.5}	55 pounds/day

Source: SCAQMD 2015.

Construction of the proposed billboard sign project would result in a temporary addition of pollutants to the local airshed caused by combustion pollutants from on-site construction equipment, as well as from worker vehicles, vendor trucks, and off-site trucks transporting construction materials. Emissions from the construction phase of the project were estimated through the use of the California Emissions Estimator Model (CalEEMod) Version 2016.3.1, available online (www.caleemod.com). It was assumed that construction would occur in 2018 and would last a total of 5-6 days. As described under item 2.3(a) above, construction activities would involve approximately 26 truck trips (i.e., vendor truck trips), 10 construction workers, and 3 haul truck trips.

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

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Table 2
Estimated Maximum Daily Construction Emissions

	VOC	NO _x	CO	SO _x	PM ₁₀	PM _{2.5}
	<i>pounds per day</i>					
Maximum Daily Emissions (2018)	1.14	15.29	6.70	0.03	0.88	0.53
SCAQMD threshold	75	100	550	150	150	55
Threshold Exceeded?	No	No	No	No	No	No

Source: SCAQMD 2015 (thresholds).

Notes: VOC = volatile organic compound; NO_x = oxides of nitrogen; CO = carbon monoxide; SO_x = sulfur oxides; PM₁₀ = coarse particulate matter; PM_{2.5} = 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 2, daily construction emissions would not exceed the SCAQMD thresholds for VOC, NO_x, CO, SO_x, PM₁₀, or PM_{2.5}. Due to the limited nature of construction activities in terms of types of equipment, hours of use, duration of construction, truck trips, and number of construction worker vehicle trips, short-term construction emissions would not violate any air quality standards or contribute substantially to an existing air quality violation. As such, the proposed project would result in a less-than-significant impact during construction.

Operational Emissions

Long-term operation of the proposed project would require periodic advertising copy changes of the image on the billboard sign, resulting in up to 26 vehicle trips per year, or up to approximately 14 trips more than are associated with the existing billboard. No other activity would occur with respect to the proposed sign during project operation. Thus, project operation would result in lower daily maximum emissions compared to the analyzed construction scenario for the billboard sign. As no routine daily operational activity would occur, the proposed project would not result in a substantial source of long-term operational emissions. Therefore, operational emissions over the course of a year would be negligible and would not violate any air quality standard or contribute substantially to an existing or projected air quality violation. The long-term operational air quality impacts of the proposed project would be less than significant.

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

Less Than Significant Impact. The SCAB is a nonattainment area for O₃, PM₁₀, and PM_{2.5} under the NAAQS and/or CAAQS as a result of cumulative emissions from motor vehicles, off-road equipment, commercial and industrial facilities, and other emission sources. Projects that emit these pollutants or their precursors (e.g., VOC and NO_x for O₃) can potentially contribute to poor air quality. As discussed under item 2.3(b) and illustrated in Table 2, construction activities associated with the implementation of the proposed project would result in minimal short-term increases in pollutant emissions and would not exceed the SCAQMD significance thresholds. As discussed under Section 2.3(b), long-term operation of the proposed project would require periodic advertising copy changes of the image on the billboard. Similar vehicle trips compared with the existing billboard would be required; therefore, the proposed project would not result in a net increase of vehicle trips associated with project operations. Notably, emissions associated with periodic copy changes would be less intensive (i.e., fewer daily vehicle trips) than the analyzed project construction activities and would similarly be less than significant. Furthermore, as discussed under Section 2.3(a), the project would not conflict with the SCAQMD AQMP, which addresses the cumulative emissions in the SCAB. Accordingly, the proposed project would not result in a cumulatively considerable increase in emissions of criteria pollutants for which the project region is in non-attainment; thus, potential impacts would be less than significant.

- d) ***Expose sensitive receptors to substantial pollutant concentrations?***

Less Than Significant Impact. “Incremental cancer risk” is the net increased likelihood that a person continuously exposed to concentrations of toxic air contaminants (TACs) resulting from a project over a 9-, 30-, and 70-year exposure period would 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. TACs that would potentially be emitted during construction activities would be diesel particulate matter, emitted from heavy-duty construction equipment and heavy-duty trucks. Heavy-duty construction equipment and diesel trucks are subject to CARB air toxic control measures to reduce diesel particulate matter emissions. According to the 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

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be limited to the period/duration of activities associated with the project (OEHHA 2015). There are residential uses located to the south, east, and southeast of the project site. As discussed previously, the duration of proposed construction activities (approximately 5-6 days) would result in minimal short-term air quality emissions. Additionally, operation of the proposed project would not result in a substantial increase of vehicle trips. Due to the limited nature of construction and operation activities that would generate air quality emissions, the proposed project would not result in a substantial increase in localized pollutant concentrations. Impacts to sensitive receptors resulting from the proposed project would therefore be less than significant.

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

Less Than Significant Impact. The main potential source of odors during construction activities would be exhaust from construction equipment. However, due to the limited nature of construction activities in terms of types of equipment, number of hours of use, and duration of construction, the odors generated by equipment exhaust and other construction activities would be minimal. Furthermore, the proposed project would utilize typical construction techniques in compliance with applicable SCAQMD rules. Therefore, the odor impact during construction would be less than significant.

The proposed project would not result in creation of a land use that is commonly associated with odors. Potential temporary sources that may emit odors during operational activities include vehicle exhaust during billboard advertising copy changes. Operation of the billboard sign would not result in a substantial increase in vehicle trips associated with billboard copy changes, since these activities already occur onsite. Due to the limited nature of these activities, the localization of such sources, and the fact that copy changes already occur under the baseline conditions, impacts associated with odors during project operation would be less than significant.

2.4 Biological Resources

Would the project:

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

No Impact. Under existing conditions, the project site is developed with a three-story commercial building that covers the majority of the site. The project site is located in a

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developed and urbanized area in the City of West Hollywood. Vegetation on the site and in surrounding areas is sparse and generally consists of ornamental trees, shrubs, and grasses. There is one ornamental street tree (a palm tree) on the Sunset Boulevard sidewalk adjacent to the eastern edge of the building on the project site. Additionally, several ornamental trees associated with the adjacent multi-family residential buildings are located near the southeastern boundary of the project site. In the surface parking lot adjacent to the proposed location for the billboard pole foundation, there are several ornamental shrubs, which would not be removed or affected by the project. However, there are several smaller shrubs situated along the west side of the commercial building at 8228 Sunset Boulevard, where the new pole foundation would be installed. These shrubs may be removed or disturbed by the project. However, these few shrubs are situated in a small planter between a commercial building and a surface parking lot and do not constitute natural habitat. As such, the proposed project does not include disturbance of natural habitats.

Based on an electronic database review of the Hollywood quadrangle in the California Natural Diversity Database (CNDDDB), several sensitive species have historically been sighted in the general areas of the project site (CNDDDB 2017). However, many of the sightings 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 site. Any sensitive species near the project site would be expected to occur in undeveloped areas within the Hollywood Hills. While the Hollywood Hills are located adjacent to and north of Sunset Boulevard, the portion of the Hollywood Hills adjacent to Sunset Boulevard is primarily developed with residential uses. Furthermore, based on the disturbed and developed condition of the site and the relative lack of suitable habitat, the potential for any known sensitive species to occur on the site is very low, as the project site and the project vicinity are highly urbanized with few natural areas that could support wildlife. As such, the proposed project would not have a substantial adverse effect on any species identified as candidate, sensitive, or special status in local or regional plans or by the California Department of Fish and Wildlife or the U.S. Fish and Wildlife Service. As such, no impact to candidate, sensitive, or special status species from the proposed project would occur.

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

No Impact. No riparian or other sensitive habitats are known to occur on the project site or in the City (City of West Hollywood 2010a). The limited ornamental vegetation on the

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site is sparse and is situated in an urban environment. Therefore, it does not constitute a sensitive natural community. As such, no impact to sensitive natural communities from the proposed project would occur.

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

No Impact. The City of West Hollywood does not contain any federally protected wetlands (USFWS 2016). Therefore, no impact to federally protected wetlands from the proposed project would occur.

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

Less Than Significant Impact. There are no wetlands or water bodies within the proposed project area, and therefore, the proposed project would have no potential to affect the movement of migratory fish. The project site is located within a developed, urbanized area. Therefore, the site is not part of a designated wildlife corridor. While unlikely, the sparse vegetation located within and adjacent to the project site 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). Removing or trimming vegetation that is being used as a nesting site can result in adverse effects to nesting birds, by either directly killing the bird(s), causing nest abandonment, or other disturbances. Indirect effects to nesting birds may be caused by temporary increases in noise and human activity near the nest, which could potentially disturb the nesting bird(s). In the unlikely event that a bird were to nest in the immediately adjacent vegetation, proposed project construction would be close enough to affect the nesting bird. However, the proposed construction activities would not interfere substantially with the movement of native bird species or impede the use of native wildlife breeding sites, as impacts would occur within non-native landscaping planters in a highly urbanized portion of the Sunset Strip. Furthermore, the City would be required to comply with the California Fish and Game Code and the Migratory Bird Treaty Act. Typically, compliance with these regulations is accomplished through pre-construction nesting bird surveys conducted by a qualified biologist for construction projects occurring during breeding, reproduction, and juvenile rearing periods for nesting birds (February 1–August 31) and implementation of a nesting bird protection plan (if applicable). Given the highly developed nature of the site and the existing regulatory requirements protecting migratory birds, impacts of the proposed project on the

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movement of native or resident species and on the use of native wildlife nursery sites would be less than significant.

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

No Impact. The City's municipal code provides regulations governing the treatment of street trees and trees on public lands, as well as requirements under the City of West Hollywood Heritage Tree Program. As previously discussed, the proposed project would not require the removal or trimming of any trees. Additionally, no trees on the project site or around the project site have been designated as Heritage Trees by the City (City of West Hollywood 2017). Therefore, no local policies or ordinances protecting biological resources, such as a tree preservation ordinance, would apply to the project site. No impact from the proposed project would occur.

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

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

2.5 Cultural Resources

Would the project:

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

No Impact. Because the existing building at 8228 Sunset Boulevard was built circa 1927, the property was recorded on State of California Department of Parks and Recreation Series 523 forms (provided in Appendix C) and was evaluated for historic significance and architectural integrity by a qualified architectural historian who meets the Secretary of the Interior's Professional Qualification Standards. As a result of this evaluation, the building was found ineligible for inclusion in the National Register of Historic Places (NRHP), California Register of Historical Resources (CRHR), or for

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designation as a City of West Hollywood cultural resource (Municipal Code 19.58.050) under any applicable evaluation criteria. In this evaluation, the existing billboard and support structure were not identified as a historical resource. Therefore, the building and its existing roof-mounted billboard are not considered a historical resource under CEQA. As such, the proposed removal of the existing billboard and associated support structure and the proposed installation of a replacement billboard, a second billboard face, and a new pole structure on the property would not cause an adverse change in the significance of a historical resource as defined in California Code of Regulations Section 15064.5, since none exist on the site. No impact to historical resources would result from the proposed project.

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

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 20th century (City of West Hollywood 2010a).

No known archaeological resources are located within the project area. The proposed project would involve a minimal area of ground disturbance (approximately 20 square feet), and the ground disturbance would occur between two existing multi-story buildings. As such, it is anticipated that the area of excavation has already undergone substantial disturbance in the past, which reduces the likelihood that previously undiscovered archaeological resources would be discovered during construction of the proposed project. Due to the absence of known archaeological resources in the project area, the minimal amount of ground disturbance that would occur, and the previously disturbed nature of the excavation area, the likelihood of encountering buried archaeological resources is low, and no discoveries are anticipated. In the unlikely event of a discovery, the City would contact a qualified archaeologist to evaluate and determine appropriate treatment for the resource in accordance with California Public Resource Code Section 21083.2(i). Compliance with applicable regulatory requirements established to protect significant archaeological resources would ensure that any

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unanticipated significant discoveries are protected to the extent required by law. Impacts from the proposed project would be less than significant.

c) *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 2010a). The proposed project would involve a minimal area of ground disturbance (approximately 20 square feet), and the ground disturbance would occur between two multi-story buildings. As such, it is anticipated that the area of excavation has already undergone substantial disturbance in the past, which reduces the likelihood that previously undiscovered paleontological resources or unique geologic features would be unburied during construction of the proposed project. Due to the minimal amount of ground disturbance that would occur and the previously disturbed nature of the excavation area, the likelihood of encountering paleontological resources or unique geologic features is low, and no impacts are anticipated. In the unlikely event of a discovery, the City would contact a qualified paleontologist to evaluate and determine appropriate treatment for the resource. Compliance with applicable regulatory requirements established to protect such resources would ensure that any unanticipated significant discoveries are protected to the extent required by law. Impacts from the proposed project would be less than significant.

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

Less Than Significant Impact. As discussed in Section 2.5(b), the proposed project would drill a 5-foot diameter hole approximately 35 to 45 feet deep, and would remove approximately 50 cubic yards of soil for the new billboard pole. Although not expected, human remains could be encountered during construction. If proper evaluation and protection of the human remains are not conducted, such remains could be disturbed, resulting in a potentially significant effect. However, in the event that any human remains or related resources are discovered, such resources would be treated in accordance with state and local regulations and guidelines for disclosure, recovery, relocation, and preservation, as appropriate, including 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. Construction work would be temporarily halted until the evaluation is complete. Therefore, compliance with these existing regulations

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would ensure that impacts to human remains resulting from the proposed project would be less than significant.

2.6 Geology and Soils

Would the project:

- a) *Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:*
- i) *Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.*

Less Than Significant Impact. The proposed project would not expose people or structures to new adverse effects associated with rupture of a known earthquake fault. There are numerous known earthquake faults in the vicinity of the project site. Additionally, the site is located within the City of West Hollywood Fault Precaution Zone, and the approximate trace of an active subsidiary splay of the Hollywood Fault potentially traverses the project site (City of West Hollywood 2010b). The project site is also located in an Earthquake Fault Precaution Zone, as mapped by the California Geological Survey (California Geological Survey 2014). As such, the proposed project would be implemented in an area where a known earthquake fault could potentially rupture. In the unlikely event of fault rupture on the project site, the proposed billboard structure could undergo damage. However, the proposed billboard structure would be required to be designed and constructed 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 the on-site building resulting in an increase of building occupants who may be exposed to fault rupture. For these reasons, the proposed new billboard structure would not substantially increase the risk of loss, injury, or death involving fault rupture at the project site, relative to existing conditions. Upon compliance with seismic safety regulations, impacts related to fault rupture would be less than significant.

- ii) *Strong seismic ground shaking?*

Less Than Significant Impact. The project site is located within the seismically active Southern California region and, like all locations within the area, is subject

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to strong seismic ground shaking. In the event of strong seismic ground shaking within the project area, the proposed billboard structure would have the potential to undergo seismic damage, just as buildings and other structures in the project area may undergo damage during a strong earthquake. However, the proposed project would not increase the number of building occupants in the project area that would potentially be subject to risks related to seismic-related ground shaking. Additionally, the proposed billboard structure would be designed and constructed in accordance with existing federal, state, and City laws and guidelines concerning seismic safety, thereby ensuring maximum feasible stability of the new pole structure, replacement billboard face, and second billboard face. As such, the proposed project would not substantially increase the risk of loss, injury, or death due to strong seismic ground shaking at the project site, relative to existing conditions. Upon compliance with seismic safety regulations, impacts related to seismic ground shaking would be less than significant.

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 pressures to increase in the sediment and the sand grains to lose contact with each other, leading the sediment to lose strength and behave like a liquid. The project site is not located within an area identified as being susceptible to liquefaction, although areas that may be susceptible to liquefaction have been identified in the vicinity of the project site (CGS 2014). The proposed project would not involve any structural modifications and would not otherwise affect the structural integrity of the existing building at the project site, nor would it increase the number of building occupants that would potentially be subject to risks related to seismic-related ground failure. The new billboard structure would be designed and constructed in accordance with existing federal, state, and City laws and guidelines concerning seismic safety, thereby ensuring maximum feasible stability of the new pole structure, replacement billboard face, and second billboard face. Upon compliance with seismic safety regulations, impacts related to liquefaction and other types of seismic ground failure would be less than significant.

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iv) *Landslides?*

No Impact. According to the Earthquake Zones of Required Investigation map prepared by the state, the project site is not located within an area identified as being susceptible to earthquake-induced landslides (CGS 2014). Additionally, implementation of the proposed project would not increase the risk of landslides. The new pole structure would be installed on level ground, between an existing building and a surface parking lot. As such, excavation activities for the new billboard footing would not have the potential to disturb hillside soils that are potentially at risk for landsliding, since none are present at the proposed location of the pole structure. Therefore, no impact from landslides would occur as a result of the proposed project.

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

No Impact. No grading or excavation that could expose substantial amounts of soils would be required to implement the proposed project. The proposed project includes excavation of an approximately 5-foot diameter hole of approximately 35 to 45 feet in depth. Approximately 50 cubic yards of soil would be excavated from the hole and exported from the project site. Following excavation of the soil, the pole for the proposed billboard would be placed in the hole and cement would be poured to hold the pole in place. No large areas of exposed soils subject to erosion would be created or affected. Therefore, no impact to erosion or loss of topsoil would occur during construction and operation of the proposed project.

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

Less Than Significant Impact. One of the major types of liquefaction-induced ground failure is lateral spreading of mildly sloping ground. Lateral spreading involves primarily side-to-side movement of earth materials due to ground shaking and is evidenced by near-vertical cracks to predominantly horizontal movement of the soil mass involved. As discussed in Sections 2.6(a)(iii) and 2.6(a)(iv), the project site is not located in an area identified as being at risk for liquefaction or landslides. Additionally, implementation of the proposed project would not increase the risk of landslides. Subsidence is the lowering of surface elevation due to changes occurring underground, such as the extraction of large amounts of groundwater, oil, or gas. When groundwater is extracted from aquifers at a rate that exceeds the rate of replenishment, overdraft occurs, which can lead to

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subsidence. However, the proposed project does not include the extraction of any groundwater, oil, or gas from the project site. Therefore, subsidence would not occur as a result of the proposed project.

Collapsible soils consist of loose dry materials that collapse and compact under the addition of water or excessive loading. Collapsible soils are prevalent throughout the southwestern United States, specifically in areas of young alluvial fans. Collapse occurs when the land surface is saturated at depths greater than those reached by typical rain events. The project site and surrounding area are underlain by quaternary alluvium consisting of loose to moderately dense sand, silt, and clay (Division of Mines and Geology 1998). The proposed billboard footing would be held in place with cement and is not expected to create excessive loading, nor would it cause the addition of water to the soil such that soil collapse is triggered. The future proposed billboard structure would be designed and constructed in accordance with applicable federal, state, and local laws that address geotechnical safety hazards. The proposed excavation activities would also be conducted in compliance with applicable regulations for soil work. Upon compliance with applicable geotechnical regulations, the proposed project would not be expected to increase the risk of geotechnical hazards, and impacts would be less than significant.

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?*

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. As discussed in Section 2.6(c), the project site is underlain by quaternary alluvium consisting of loose to moderately dense sand, silt, and clay. While unlikely, substantial soil expansion could potentially undermine a billboard footing, causing structural damage and a potential safety hazard. However, the new pole structure would be designed and installed in accordance with existing federal, state, and City laws and guidelines concerning structural safety. While the proposed project is not anticipated to create risks to life or property due to hazards caused by soil expansion, the limited amount of ground disturbance that would be required for the project and compliance with applicable laws concerning structural safety would further reduce the potential for any potential effects related to soil expansion. Upon compliance with applicable regulations, impacts related to expansive soils would be less than significant.

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

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

2.7 Greenhouse Gas Emissions

Would the project:

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

Less Than Significant Impact. Greenhouse gases (GHG) are gases that absorb infrared radiation in the atmosphere. The greenhouse effect is a natural process that contributes to regulating the Earth's temperature. Global climate change concerns are focused on whether human activities are leading to an enhancement of the greenhouse effect. Principal GHGs include carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), O₃, and water vapor. If the atmospheric concentrations of GHGs rise, the average temperature of the lower atmosphere will gradually increase. The effect each GHG has on climate change is measured as a combination of the mass of its emissions and the potential of a gas or aerosol to trap heat in the atmosphere, known as its global warming potential (GWP), which varies among GHGs. Total GHG emissions are expressed as a function of how much warming would be caused by the same mass of CO₂. Thus, GHG gas emissions are typically measured in terms of pounds or tons of CO₂ equivalent (CO₂E).¹

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

¹ The CO₂ equivalent for a gas is derived by multiplying the mass of the gas by the associated GWP, such that metric tons of CO₂E = (metric tons of a GHG) × (GWP of the GHG). For example, the GWP for CH₄ is 25. This means that emissions of 1 metric ton of CH₄ are equivalent to emissions of 25 metric tons of CO₂.

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document must analyze the incremental contribution of a project to GHG levels and determine whether those emissions are cumulatively considerable (CNRA 2009b).

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

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

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

In addition, Section 15064.7(c) of the CEQA Guidelines specifies that "[w]hen adopting thresholds of significance, a lead agency may consider thresholds of significance previously adopted or recommended by other public agencies, or recommended by

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experts, provided the decision of the lead agency to adopt such thresholds is supported by substantial evidence” (14 CCR 15064.7(c)) (CNRA 2009c). The CEQA Guidelines do not prescribe specific methodologies for performing an assessment, do not establish specific thresholds of significance, and do not mandate specific mitigation measures. Rather, the CEQA Guidelines emphasize the lead agency’s discretion to determine the appropriate methodologies and thresholds of significance consistent with the manner in which other impact areas are handled in CEQA.

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 CO₂E per year screening level threshold for stationary source/industrial projects for which the SCAQMD is the lead agency. The 10,000 MT CO₂E per year threshold was based upon the conclusion that the 10,000 MT CO₂E 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.

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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 CO₂E 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 CO₂E per year), commercial projects (1,400 MT CO₂E per year), and mixed-use projects (3,000 MT CO₂E per year). Under option 2, a single numerical screening threshold of 3,000 MT CO₂E 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 CO₂E per service population for project level analyses and 6.6 MT CO₂E 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 CO₂E per year operational threshold for commercial projects is used to analyze the significance of GHG impacts under CEQA.

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Construction Emissions

Construction of the proposed project would result in GHG emissions, which are primarily associated with use of off-road construction equipment (i.e., crane operation and drill rig), on-road hauling and vendor trucks, and worker vehicles. CalEEMod was used to calculate the annual GHG emissions based on the construction scenario described in Section 1.7 Project Construction Scenario and Section 2.3 Air Quality. The GHG emissions are expressed in units of MT CO₂E. It was assumed that over the 5- to 6-day construction duration, project construction would require 26 truck trips associated with delivery of materials, 10 construction workers, and 3 haul truck trips required for the export of 50 cubic yards of soil. It was also conservatively assumed that a crane would be in operation for a total of 48 hours over the construction period and a drill rig would be required on the third day of construction, which would be in operation for 8 hours.

Table 3 presents construction-related GHG emissions for the proposed project in 2018 from on-site (off-road equipment) and off-site emission sources (hauling and vendor trucks and worker vehicles).

Table 3
Estimated Annual Construction Greenhouse Gas Emissions

CO ₂	CH ₄	N ₂ O	CO ₂ E
<i>metric tons per year</i>			
3.56	0.00	0.00	3.57

Notes: CO₂ = carbon dioxide; CH₄ = methane; N₂O = nitrous oxide; CO₂E = carbon dioxide equivalent
See Appendix B for detailed results.

As shown in Table 3, the estimated total GHG emissions during construction of would be approximately 4 MT CO₂E in 2018. As with project-generated construction air quality pollutant emissions, GHG emissions generated during construction of the proposed project would be short-term in nature, lasting only for the duration of the construction period (5–6 days), and they would not represent a long-term source of GHG emissions.

Operational Emissions

Minimal operational activities would occur after construction of the proposed project is completed. Operation of the proposed project would require only periodic vehicle trips for replacement of the advertising copy displayed on the double-sided billboard. The proposed project would not result in an increase in vehicle trips associated with copy changes. No other activity would occur with respect to the proposed sign during project operation. The periodic operational activity occurring up to 26 times per year would

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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 the proposed project. Based on the operational scenario described in Section 1.8, the proposed project would result in an increase in annual electricity usage of 2,628-kilowatt hours (kWh) over existing conditions. Additionally, the proposed project 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. Operational emissions would result in GHG emissions of 0.85 MT CO₂E (Appendix B). As such, operation of the proposed project would not exceed the proposed SCAQMD threshold of 1,400 MT CO₂E per year for commercial projects. The proposed project would not result in a substantial source of long-term GHG emissions. Potential GHG impacts would be less than significant.

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

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

The proposed project involves installation of a new billboard sign and lighting on an existing structure and would not conflict with the goals, measures, and actions of the CAP. The measures for the community leadership and engagement, the land use and

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

As described above, GHG emissions from the proposed project would result from equipment operation, haul truck and vendor truck trips, and worker commute trips required during construction and operation of the billboard sign. The construction process, extending over a 5- to 6-day period, would generate approximately 3 haul truck round trips, 26 truck trips, 10 construction workers, 3 haul truck trips, and construction equipment. Operation of the project would be associated with up to 26 round-trip truck trips per year to change the advertising copy on the billboard sign, or up to approximately 14 trips more than are associated with the existing billboard. The GHG emissions resulting from these activities would be minimal. Furthermore, as discussed under 2.7(a), project-generated emissions would not exceed the proposed SCAQMD threshold of 1,400 MT CO₂E per year for commercial projects. Due to the minor nature of the GHG emissions that would result from the project, the project would not conflict with state climate change policy or with the City's CAP. No impact would occur as a result of the proposed project.

2.8 Hazards and Hazardous Materials

Would the project:

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

Less Than Significant Impact. Relatively small amounts of commonly used hazardous substances, such as gasoline, diesel fuel, lubricating oil, grease, solvents, and architectural coatings would be used during construction of the proposed project. These

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materials would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. Consequently, use of these materials for their intended purpose would not pose a significant risk to the public or environment. Once construction is complete, fuels and other petroleum products would no longer remain on-site.

The operational advertising 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. Therefore impacts resulting from the proposed project would be less than significant.

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

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

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

Less Than Significant Impact. The West Hollywood College Preparatory School, located at 1317 Crescent Height Boulevard, is located within one-quarter mile of the project site. As discussed in Section 2.8(a), construction and operation activities could involve relatively small amounts of commonly used hazardous substances, such as gasoline, diesel fuel, lubricating oil, grease, solvents, and architectural coatings.

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However, these substances would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. Consequently, use of these materials for their intended purpose would not pose a significant risk to nearby schools. Therefore impacts resulting from the proposed project would be less than significant.

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

No Impact. The project site is not included on any hazardous waste site lists including the California Department of Toxic Substances Control's EnviroStor database, the State Water Resources Control Board's GeoTracker site, the Cortese list, the Superfund Site list, or other lists compiled pursuant to Section 65962.5 of the Government Code (CalEPA2017; California Department of Toxic Substances Control 2017; California State Water Resources Control Board 2017; U.S. EPA 2016, 2017). Therefore, no impact would occur as a result of the proposed project.

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

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

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

No Impact. The proposed project is not located within the vicinity of a private airstrip (Airnav.com 2016). Therefore, no impact would occur as a result of the proposed project.

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

No Impact. The proposed project would involve a 5- to 6-day construction period during which the proposed billboard structure would be installed. During a portion of this 5- to 6-day construction period, the Sunset Boulevard sidewalk along the project boundary would be temporarily closed to allow for operation of a crane, and/or public street parking spaces on Sunset Boulevard in front of the building at 8228 Sunset Boulevard

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would be used. No roadway closures would be required. On the most intensive day of project construction, the project is expected to require approximately 9 roundtrip truck trips, plus a few vehicle trips associated with the estimated 10 construction workers traveling to and from the job site. Operation would involve a maximum of 26 vehicle trips per year, with approximately two trips occurring per month. Operation may also involve temporary use of public street parking spaces and/or closure of the public sidewalk on Sunset Boulevard in front of the building at 8228 Sunset Boulevard. This would only occur when the advertising copy on the billboard faces is changed. Sidewalk closure and/or use of public street parking spaces associated with project operation would be temporary and brief. These activities and the installation of a replacement billboard face, a second billboard face, and a new pole structure to the project site would not impede or otherwise affect implementation of an emergency access plan, as no roadway closures would be involved, no habitable structures would be added to the site, and the capacity of the existing building on the site would not be altered. The City has an emergency plan (the West Hollywood Emergency Plan), which is an all-hazards preparedness, emergency evacuation, response, and recovery plan. It addresses hazards such as fires, earthquakes, floods, terrorism, transportation accidents, public health emergencies, and hazardous materials accidents (City of West Hollywood 2011a). The proposed project would not conflict with the implementation of this plan. In addition to the City's emergency plan, the Los Angeles County Department of Public Works maintains maps of the disaster routes in the County. On the map that depicts the City of West Hollywood, the disaster routes that are nearest to the project site are Crescent Heights Boulevard and Santa Monica Boulevard (Los Angeles County Department of Public Works 2016). At its closest orientation to the project site, Crescent Heights Boulevard is a north-south roadway located approximately 0.14 miles east of the project site. At its closest orientation to the project site, Santa Monica Boulevard is an east-west roadway located approximately 0.45 miles south of the project site. Because no roadway closures would be involved with the proposed project, the proposed project would not impede access to or from Crescent Heights Boulevard or Santa Monica Boulevard.

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

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

No Impact. The nearest wildland areas are located at the base of the Hollywood Hills, which approximately begin on the north side of Sunset Boulevard, across the street

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from the project site. Due to the site's proximity to the Hollywood Hills, the project site is located just within the southernmost boundary of the City's Moderate Wildland Fire Hazard zone, as designated on the City's Wildland Fire Hazards map (City of West Hollywood 2011a). While the project site lies within this zone and is in proximity to the Hollywood Hills, the hills directly north of the site are highly developed with residential uses, and the project site is entirely surrounded with commercial and residential development on all sides in a highly urbanized area. In the unlikely event of a fire emergency at the project site due to wildland fires, the Los Angeles County Fire Department, specifically Fire Station 7 (864 North San Vicente Boulevard) and Fire Station 8 (7643 Santa Monica Boulevard), both located within the City, would provide fire protection services. Furthermore, installation of a replacement billboard face, a second billboard face, and a new pole structure on the project site would not change existing conditions such that additional people or structures would be exposed to significant risk of loss, injury, or death involving wildland fires, and no impact would occur.

2.9 Hydrology and Water Quality

Would the project:

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

Less Than Significant Impact. The proposed project includes the drilling of an approximately 5-foot diameter hole of approximately 35 to 45 feet in depth. Approximately 50 cubic yards of soil would be excavated from the hole and exported from the project site. Water quality impacts could occur if the use of construction equipment resulted in spilled or leaked petroleum products. However, standard site management practices and typical equipment maintenance would generally preclude leaks and spills of a magnitude that would adversely affect stormwater runoff. Furthermore, the City's municipal code requires the removal and lawful disposal of materials that have the potential to adversely affect water quality (Section 15.56.070), thereby ensuring that any wastes or materials with the potential to affect water quality would be safely removed from the site.

Water quality impacts can also occur if land disturbance activities result in erosion or sedimentation downstream. However, the amount of ground disturbance involved with the proposed project would be limited. Following excavation of the billboard pole foundation, the pole would be installed and cemented into place. No large areas of exposed soils would be created. Construction of the proposed project would, therefore,

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result in a less than significant impact related to violation of water quality standards and/or waste discharge requirements.

Operation of the proposed project would not have the potential to affect water quality or to result in a violation of waste discharge requirements. The billboard would not require water, and proper operation and maintenance of the billboard would continue to ensure that the structure does not contribute pollutants to stormwater runoff. Operation of the proposed project would, therefore, result in no impact related to violation of water quality standards and/or waste discharge requirements.

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

No Impact. Neither the construction nor operational processes associated with the proposed project would require substantial amounts of water. As such, the proposed project would not deplete groundwater supplies. The proposed project would result in a new billboard pole structure that would be installed in a small planter between a commercial building and a surface parking lot. The planter is small in size and is surrounded on all sides by developed areas. Installation of the proposed 5-foot-diameter billboard foundation in this planter area would not substantially change the amount of impervious or pervious surfaces in the project area such that groundwater recharge would be affected. The project site and the Sunset Strip would remain primarily impervious with or without the project. As such, the proposed project would not decrease the amount of stormwater entering the groundwater table through an increase in the amount of impermeable surfaces, nor would it deplete groundwater through extraction. No impact to groundwater supply and recharge would occur as a result of the proposed project.

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

Less Than Significant Impact. The proposed project site does not contain any streams or rivers having the potential to be altered by the proposed project. The proposed project would result in limited ground disturbance associated with excavation of the new billboard pole foundation. As discussed under 2.9(a), all construction activities would be required to comply with the City's water quality best management practices; as such,

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construction-related effects would be less than significant. No ground disturbance would occur during operation of the proposed project. As such, operation of the proposed project would not have the potential to result in substantial erosion or siltation on or off site, and no impact would occur.

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

No Impact. The proposed project site does not contain any streams or rivers having the potential to be altered by the proposed project. As explained in Section 2.9(b), the proposed project would not substantially alter the amount of impervious surfaces in the project area. Therefore, the proposed project would not increase the rate or amount of surface runoff through conversion of existing pervious surfaces to impervious surfaces. Further, the proposed project would involve minimal ground-disturbing activities and, therefore, would not have the potential to substantially alter the existing drainage pattern of the project site. 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 project.

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

No Impact. As described in Sections 2.9(b) and 2.9(c), implementation of the proposed project would not alter drainage patterns on the site, nor would it substantially change the amount of impermeable surfaces on the site. For these reasons, the proposed project would not change the amount of runoff water coming from the project site relative to existing conditions, and storm flows would generally be of the same volume as existing flows.

As explained in Section 2.9(a), the potential sources of stormwater pollutants associated with the proposed project 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 ground disturbance that would be required are limited. Additionally, compliance with City municipal code requirements would minimize the potential for stormwater contamination during construction. Operation of the replacement billboard face, the second billboard face, and the new pole structure would not create a source of polluted runoff. For these reasons, no impact would occur relative to stormwater volumes or pollution.

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f) *Otherwise substantially degrade water quality?*

No Impact. As described in Sections 2.9(a) through 2.9(e), the proposed project would not result in the use or release of contaminants to an extent that water quality would be degraded. No impact would occur.

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

No Impact. The project site is not located within a 100-year flood hazard area as mapped by the Federal Emergency Management Agency (City of West Hollywood 2011a). Further, no housing is proposed to be constructed as part of the project. No impact would occur as a result of the proposed project.

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

No Impact. As discussed in Section 2.9(g), the project site is not located within a 100-year flood hazard area. Additionally, the proposed project involves limited exterior modifications to an existing structure (i.e., removal of an existing roof-mounted billboard and installation of a new pole structure with two billboard faces) and, therefore, would not have the potential to impede or redirect flood flows in the unlikely event of a flood. No impact would occur as a result of the proposed project.

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

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

j) *Inundation by seiche, tsunami, or mudflow?*

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

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

Mudflow is a response to heavy rainfall in steep terrain. There are hillside areas just north of the project site, associated with the Hollywood Hills. However, the hillside areas to the north of the project site are developed and vegetated. As such, they are not expected to be prone to mudflows with the potential to affect the project site. Furthermore, the project site is not within a landslide hazard area, as mapped by the state (see Section 2.6(a)(iv)). This indicates that the project site is generally stable and is not expected to be prone to slope failures. Furthermore, the project would not introduce new habitable structures to the project site, nor would it change the use of the existing on-site building resulting in an increase of building occupants who may be exposed to mudflow or other hazards. Therefore, the proposed project would not expose people or structures to a significant risk of loss, injury, or death involving inundation by seiche, tsunami, or mudflow. No impact would occur as a result of the proposed project.

2.10 Land Use and Planning

Would the project:

a) Physically divide an established community?

No Impact. The proposed project would not divide an established community. The proposed project involves limited exterior modifications to an existing structure (i.e., removal of an existing roof-mounted billboard and installation of a replacement billboard face, a second billboard face, and a new pole structure). No streets or sidewalks would be permanently closed as a result of the proposed project, and no separation of uses or disruption of access between land use types would occur. Therefore, no impact would result from the proposed project.

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

Less Than Significant Impact. The project site is subject to the development regulations set forth in the City's General Plan and Zoning Ordinance, and the Sunset Specific Plan. As previously discussed, the project site is located within the boundaries of the Sunset Specific

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Plan and, accordingly, is designated and zoned SSP in the General Plan and Zoning Ordinance. The Sunset Specific Plan is intended to be used in conjunction with the City's General Plan and Zoning Ordinance and includes policies, standards, and guidelines that promote and preserve the unique qualities of Sunset Boulevard. Both the Sunset Specific Plan and the Zoning Ordinance set forth guidelines and regulations for billboards along Sunset Boulevard. The proposed project's consistency with the relevant standards and regulations established in the Sunset Specific Plan and in the Zoning Ordinance are characterized below.

Sunset Specific Plan Consistency

Goals and requirements for billboards are contained in Part 2, Section 1 of the Sunset Specific Plan, in a chapter titled "Billboards and Art Advertising." Table 4 below includes the goals set forth in the Sunset Specific Plan for all types of billboards and art advertising, the requirements specifically applicable to the proposed project, and analyzes the proposed project's consistency with these policies.

Table 4
Sunset Specific Plan Consistency Analysis

Specific Plan Policy	Analysis
	<i>Goals</i>
I. Encourage maintenance and location of existing and proposed billboards.	Consistent. The proposed project would maintain and improve upon the appearance of an existing single-sided billboard structure along the Sunset Strip. An existing unsightly roof-mounted lattice support structure would be removed and replaced with a single-pole billboard structure. A replacement billboard face would be installed in place of the existing billboard face at the project site. This replacement billboard would be of the same height, size, and orientation as the existing billboard face and would be situated in the same location. A new east-facing billboard face would be installed, which would cover the exposed backside of the west-facing billboard face from view. Removal of the existing lattice support structure and obstruction of the exposed backside of the west-facing billboard face would improve the appearance of the existing billboard at the project site. Furthermore, these improvements would occur such that the location, orientation, and height of the billboard at the project site is maintained.

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Table 4
Sunset Specific Plan Consistency Analysis

Specific Plan Policy	Analysis
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. Neither the existing billboard face nor the proposed billboard faces are illegal billboard structures. Under current City policy, the billboard owner is allowed to temporarily convert the existing billboard face to a creative billboard, upon compliance with the specifications for creative billboards set forth in Section 19.34.080(E) of the Zoning Ordinance (see Section 1.8 for more details on temporary creative billboards). Upon implementation of the proposed project, the billboard owner would still be allowed to temporarily convert either (or both) of the proposed billboard faces to creative billboards. As such, the proposed project would not preclude the billboard owner from applying for creative installations in the future.
III. Encourage continued use of original artwork/signage at businesses which involve the entertainment industry.	Consistent. The proposed project would not obstruct or remove any original artwork/signage at businesses involving the entertainment industry, and 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 improve the visual quality of an existing billboard by removing the current roof-mounted lattice scaffolding and by obstructing the exposed backside of the west-facing billboard face. Additionally, the billboard operator would continue to be allowed to install temporary creative elements on the billboard faces. Certain allowable creative elements, such as hand-painted graphics or graphics crafted on site, may be considered artwork. As such, while the proposed project would not directly involve the incorporation of artwork into the existing on-site structure, it would result in visual improvements to an existing billboard and could also provide an additional opportunity for a creative element to be displayed on the site by adding a second billboard face. Further, the proposed project would not preclude artwork from being incorporated into existing and proposed structures. Similarly, while the project would not reduce the number of blank walls, it would not obstruct or otherwise preclude the installation of artwork or advertising on blank walls.
Requirements	
1(b). All billboard structures may be replaced. The preferred replacement is a single-pole structure. Application to replace an existing structure may include the repositioning of the angle of the face or the structure to take better advantage of view angles. All applications for billboard replacement or repositioning will be reviewed by the Planning Division. Applications require a site plan showing both the base and overhead extension. If the existing billboard is higher than the Sunset Specific Plan height limit	Consistent. The proposed project involves the replacement of an existing west-facing billboard face that is currently mounted to the roof of a commercial structure. Consistent with this policy, the proposed replacement billboard would be mounted on a single-pole structure. The application for the proposed project, including the replacement billboard face and the proposed single-pole structure, have been reviewed by the Planning Division. As specified in this requirement, the application includes a site plan showing the proposed project's base and overhead extension. The height of the existing billboard exceeds the 45-foot height limit that is applicable to the project

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Table 4
Sunset Specific Plan Consistency Analysis

Specific Plan Policy	Analysis
for that site, it may be replaced exactly as is to the existing height as of May 15, 1996.	site. The replacement billboard would be positioned exactly to match the existing billboard height. (The existing billboard was in place at the project site as of May 15, 1996.)
1(c). If the billboard is repositioned to change the view angle, it must be brought into compliance with the Sunset Specific Plan Height Limit for that site.	Consistent. The proposed replacement billboard would not be repositioned to change the view angle. As such, this policy does not apply. As provided in policy 1(b), the proposed replacement billboard may be positioned at the same height that existed as of May 15, 1996, instead of being reduced in height to fall within the 45-foot height limit. A 45-foot height limit for a billboard in the same location as the existing billboard is not considered physically feasible, due to the existing building located directly beneath the billboard.
1(d). All applications will be reviewed to ensure minimization of any additional obstruction of views and to ensure compatibility with the intent of the Sunset Specific Plan, and in accordance with the billboard design standards.	Consistent. The proposed project does not result in obstruction of views, and, as determined in this Table 4, is consistent with the Sunset Specific Plan. Nevertheless, the proposed project would be further reviewed by City staff, Planning Commission, and City Council to ensure that no new substantial obstructions to views would result, that the project is compatible with the intent of the Specific Plan, and that the project has been designed in accordance with the billboard design standards. Furthermore, as substantiated in Section 2.1 of this document, the proposed project is not expected to result in substantial adverse aesthetic effects, including effects to scenic vistas. As substantiated in this section (Section 2.10), the proposed project has been designed consistent with the billboard design standards set forth by the City.
2. Encourage the maintenance of all existing billboards, particularly those in gateway locations on Sunset Boulevard.	Consistent. The proposed project is located near the City's eastern gateway and is visible to westbound travelers as they enter the City. As described under the consistency analysis for Sunset Specific Plan Goal I, the proposed project would maintain and improve the existing billboard at 8228 Sunset Boulevard by removing the roof-mounted lattice scaffolding that is currently visible to westbound traffic and by obstructing the exposed backside of west-facing billboard with a second billboard face. The billboard operator would continue to maintain the billboard at 8228 Sunset Boulevard upon project implementation. As such, the billboard at 8228 Sunset Boulevard would be both improved and maintained under the proposed project.
5(a). Size – Billboard size should use the industry standard of 14 feet high by 48 feet wide as a guideline. Small billboards are not encouraged. Oversized billboards (larger than the standard) are to be considered creative billboards and must go through a Creative Billboard Application.	Consistent. The replacement billboard would be the same size as the existing west-facing billboard face, which is slightly larger than the standard size. Replacement billboards are allowed to be the same size as the billboard faces that they are replacing, per Section 19.34.080(F)(4). The second billboard face would be 14 feet high by 48 feet wide, consistent with this standard.

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**Table 4
Sunset Specific Plan Consistency Analysis**

Specific Plan Policy	Analysis
5(b). Height – Existing billboards may be replaced only up to the height of the existing billboard. If the highest face of an existing billboard is 14 feet high above the top of an existing building, it may only be replaced up 14 feet above the building. New billboards should be incorporated into new development. Billboard heights shall not exceed height limits.	Consistent. The proposed replacement billboard and second billboard face would be positioned at the same height as the existing billboard.
5(c). Views, Lighting – Billboards must not negatively impact public views. All new projects and changes to existing billboards will be reviewed by the Community Development Department on a site-specific basis, and for possible impacts to residents.	Consistent. The proposed replacement billboard and second billboard face would be positioned in the same location as the existing billboard. As such, no public views that are currently available would be blocked by the proposed project. The proposed project application has been reviewed by the Community Development Department, with consideration given to nearby residential properties. As substantiated in Section 2.1 of this document, the proposed project would not create any significant, adverse aesthetic effects in the categories of views or lighting.

Zoning Ordinance Consistency

The regulations for standard billboards are set forth in Section 19.34.080(F) of the Zoning Ordinance. A number of requirements not listed in the Sunset Specific Plan are covered by this section of the Zoning Ordinance. In those cases, except when superseded by the SSP, the Zoning Ordinance shall apply. For example, the SSP is silent regarding the addition of a second billboard face; however, the Zoning Ordinance sets forth standards for adding a second billboard face. As such, this consistency analysis relies on the standards in the Zoning Ordinance to determine whether the proposed second face is consistent with applicable land use policies.

The proposed project's consistency with the regulations set forth in Section 19.34.080(F) of the Zoning Ordinance is analyzed in Table 5.

**Table 5
Zoning Ordinance Consistency Analysis**

Zoning Ordinance Section 19.34.080(F)	Analysis
1. Limitation on Location. Standard billboards may be approved only within the SSP (Sunset Specific Plan) zoning district at locations identified in the City's Sunset	Consistent. The project site is located in the SSP zoning district and has been identified in the Sunset Boulevard Billboard Inventory as the site of an existing billboard. While the project site was not identified as a possible site for a new billboard, the proposed project

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Table 5
Zoning Ordinance Consistency Analysis

Zoning Ordinance Section 19.34.080(F)	Analysis
Boulevard Billboard Inventory for existing billboards and at locations expressly identified in the SSP as possible sites for new billboards.	is composed of a replacement billboard face and a second billboard face mounted to a single pole structure and would not, therefore, constitute a new billboard. Specifically, the SSP zoning district authorizes and encourages second billboard faces on existing billboards to cover the unsightly supporting back structure of existing billboards (see Section 19.34.080(F)(5)).
2. Limitation on Number. No more than one billboard may be incorporated into any parcel or lot.	Consistent. The project site (8228 Sunset Boulevard) currently has one existing billboard (a single-sided, roof-mounted, west-facing billboard). Upon implementation of the proposed project, the project site would still have one billboard; however, the billboard would be a double-sided, pole-mounted billboard. The addition of a second side is allowable pursuant to Section 19.34.080(F)(5) of the Zoning Ordinance.
4. Standards for Existing Billboards. Existing billboards and support structures may be replaced provided that the dimensions of the billboard are not increased and the billboard is replaced substantially in the same location as the previous billboard in compliance with the following:	Consistent. As discussed in 5(a), the replacement face for the existing billboard is the same size as the existing billboard, and the new east-facing billboard face is slightly smaller.
4(a). The height of the replacement billboard shall not exceed the height of the previous billboard. If the previous billboard was higher than the height allowed by the Sunset Specific Plan then none of the following provisions shall apply and the billboard shall be replaced in exactly the same location and dimensions as previously existed. Notwithstanding this paragraph, the billboard may be relocated so as not to exceed the height limit and adjusted as described below.	Consistent. The height of the existing billboard exceeds the 45-foot height limit that is applicable to the project site. The replacement billboard would be positioned exactly to match the existing billboard in height, location, dimension, and angle. Due to the height of the building, it would be infeasible to develop a billboard any lower than proposed.
5. Addition of Second Billboard Face. The intent of allowing a second billboard face to be added to an existing billboard is to cover the unsightly supporting back structure of the existing billboard. The addition of a second billboard face on an existing single-sided billboard on Sunset Boulevard and identified in the billboard inventory may be allowed by the Commission after a public hearing, provided that the proposal complies with all of the following:	Consistent. The proposed project includes the addition of a second billboard face to a single-sided billboard on Sunset Boulevard that has been identified in the billboard inventory. The proposed project would also include the removal of the supporting back structure of the existing billboard at the project site. As such, upon project implementation, the unsightly back structure would no longer be seen by westbound travelers.
5(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;	Consistent. The new east-facing billboard face would be the industry standard of 48 feet wide by 14 feet high, which is smaller than the dimensions of the west-facing replacement billboard, which would be 48 feet wide by 20 feet high and would be consistent with the size of

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**Table 5
Zoning Ordinance Consistency Analysis**

Zoning Ordinance Section 19.34.080(F)	Analysis
	the existing billboard at the project site.
5(b). The height of the billboard is not increased;	Consistent. The top of the west-facing replacement billboard face and the east-facing second billboard face would be 63.5 feet above grade, which is the same height as the existing west-facing billboard.
5(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 of the Sunset Specific Plan. 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 and proposed second billboard face are fully visible from a point along Sunset Boulevard at ground level and that the proposed second billboard face otherwise meets all requirements of this section;	Consistent. The existing billboard height exceeds the SSP height limit for the site. The top of the existing billboard is 63.5 feet above grade, and the height limit for the site is 45 feet. The proposed project includes the addition of a second face but would not result in a reduction of the billboard height because it is not feasible to reduce the height of the billboard in this location due to the existing building's height beneath the billboard. Adding a second face and remaining out of compliance with SSP height limitations is allowable for billboards mounted directly on a rooftop; however, the proposed project would involve conversion of the existing roof-mounted billboard to a pole-mounted billboard structure, plus the addition of a second face. As such, the proposed project includes the requested approval of a Development Agreement and a Zoning Map Amendment to place the project site within a Development Agreement Overlay Zone, which will create specific development standards for the project site to allow for installation and operation of the proposed billboard. With the approval of the Development Agreement and placement of the project site within the Development Agreement Overlay Zone that establishes specific development standards for the billboard, the proposed pole-mounted billboard structure would be permitted to exceed the height limit in the SSP. The west-facing replacement billboard would be in the same location, size, orientation, and height as the existing billboard that is currently located above the rooftop at the 8228 Sunset Boulevard building. As such, no new visual obstructions or other aesthetic effects would be created by the proposed project. Because the existing lattice support structure on the roof of the building cannot support both the east- and west-facing billboard faces, the support structure would need to be removed as part of the project, and the proposed new east- and west-facing billboard faces would be mounted on a single pole structure extending above the rooftop of the 8228 Sunset Boulevard building. Removal of the lattice support structure and replacement of this structure with a single-pole support structure is called for by the SSP, as shown above in Table 4. The proposed project's east- and west-facing billboard faces would be fully visible from a point along Sunset Boulevard at ground level, consistent with this Zoning Ordinance requirement.
5(d). The angle of the billboard in relation to Sunset Boulevard is not changed by more than ten degrees, based on a	Consistent. The angle of the billboard at 8228 Sunset Boulevard would not change as a result of the proposed project.

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**Table 5
Zoning Ordinance Consistency Analysis**

Zoning Ordinance Section 19.34.080(F)	Analysis
certified survey;	
5(e). The new billboard face is visible from and generally stands perpendicular to Sunset Boulevard;	Consistent. Upon project implementation, the billboard would remain perpendicular to Sunset Boulevard and would remain visible from Sunset Boulevard.
5(f). Existing vegetation may not be removed or significantly trimmed in order to create a view corridor for the second billboard face;	Consistent. No vegetation blocks the view corridor of the second billboard face; as such, no vegetation would be removed or significantly trimmed in order to create a new view corridor.
5(h). The addition of a second face does not create a "v-shaped" billboard;	Consistent. The second face would be parallel with the west-facing replacement billboard face and would not create a v-shaped billboard.
5(i). The angle of the billboard may be changed only once;	Consistent. The replacement billboard face and the second billboard face would be oriented at the same angle as the existing billboard.
5(j). Any change in the angle of the billboard shall not have a negative impact on residential property;	Consistent. As stated in 5(i), the proposed project would not result in a change to the angle of the billboard faces.
5(k). 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; and	Consistent. The distance between the outside of the proposed replacement billboard face and the second billboard face would be 6 feet, and both of the billboard faces would be mounted on the same single-pole structure.
5(l). The new billboard face shall serve to effectively screen the back supporting structure of the existing billboard.	Consistent. The proposed project would comply as the new east-facing billboard face would screen the back of the west-facing replacement billboard.

For the reasons described in Table 4 and 5, upon approval of the required Development Agreement and Zoning Map Amendment, the project would be consistent with applicable land use plans and policies, including those adopted for the purposes of avoiding or mitigating an environmental effect. Impacts would be less than significant.

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

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

2.11 Mineral Resources

Would the project:

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

No Impact. According to the State of California Department of Conservation, Division of Oil, Gas, and Geothermal Resources, there are no oil, gas, geothermal or other known wells located on or in the vicinity of the project site (DOGGR 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). Therefore, because the project site is not mapped as (or known to contain) an important mineral resource, the proposed project would not result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state. No impact would occur as a result of the proposed project.

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

No Impact. The project site is not delineated as a locally important mineral resource recovery site in the General Plan (City of West Hollywood 2011a). Further, as discussed in Section 2.11(a), no active oil wells exist on or in the vicinity of the project site, and the City has been mapped within an area where no significant mineral deposits are present or are likely to be present. Therefore, implementation of the proposed project would not result in the loss of availability of a locally important mineral resource recovery site, and no impact would occur.

2.12 Noise

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

Less Than Significant Impact. Short-term construction activities would create intermittent elevated noise levels at and near the project site generated by construction equipment. Construction work would occur in a highly developed and urbanized area

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proximal to several residential uses. The increase in noise would likely result in a temporary annoyance to project area sensitive receptors. The nearest residential sensitive receptor to proposed project construction would be approximately 100 feet to the southeast. As described in Section 1.7, construction would occur during an approximate one-week period. The most noticeable noise, associated with the use of the drill rig, would be anticipated to occur only on one day of construction. The Sunset Strip is a highly developed and urbanized area, which has a high level of existing ambient noise. The project area is a heavily traveled, dense urban area. Due to the temporary nature of the construction noise, the existing ambient noise environment, and required compliance with the City Noise Ordinance, the construction noise impacts would be less than significant.

Operational activities would consist primarily of periodic advertising copy changes, which would occur Mondays through Fridays between the hours of 8:00 a.m. and 7:00 p.m. in accordance with the City Noise Ordinance. The operational activities would not represent a substantial change in activity or noise level at the project site, since the existing billboard undergoes periodic copy changes. Due to the limited nature and scope of operational activities and required compliance with the City Noise Ordinance, the operational noise impact would be less than significant.

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

No Impact. Operation of certain types of construction equipment can cause vibrations that spread through the ground and diminish in strength with distance. The proposed project would not require the use of heavy construction equipment (e.g., a large bulldozer) that is typically associated with groundborne vibration. The drill rig used during project construction is not considered heavy construction equipment typically associated with groundborne vibration. Unlike a typical piece of heavy construction equipment having the potential to cause vibration, drill rigs operate in place; the only moving components would be the rotating drill bit and the motor. Additionally, heavy construction equipment typically rolls on very large, knobbed off-road tires or on heavy tracks; however, drill rig trucks use commercial road-grade tires and wheels, which create substantially lower vibration levels. Furthermore, large amounts of earth would not be excavated from or moved around the site as part of the project. Therefore, no vibration impact would occur as a result of the proposed project.

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

No Impact. A significant impact would occur if the proposed project would cause a substantial permanent increase in noise levels above existing ambient levels. As previously discussed, the proposed project would require periodic advertising copy changes, which would occur up to a maximum of 26 times per year and would take approximately 4 hours to complete. While equipment used to deliver materials and change the copy could generate additional noise during project operation, the noise generated would be intermittent and temporary and would be consistent with the types of activities that normally occur within this highly urbanized portion of Sunset Boulevard. Therefore, the proposed project would not create a substantial permanent increase in noise levels above existing ambient levels, and no impact would occur.

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

Less Than Significant Impact. As discussed in Section 2.12(c), equipment used to deliver materials to change the advertising copy during project operation could generate additional noise at the project site. The copy change would occur a maximum of 26 times per year, with each copy change requiring a maximum of 4 hours of activity on the site. Due to the minor nature of the activities involved with the copy change (namely, the delivery of materials), the intermittent, temporary noise associated with the proposed project would not generate a substantial increase in ambient noise levels above levels existing without the project. The temporary noise impact from the proposed project would therefore be less than significant.

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

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

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

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

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2.13 Population and Housing

Would the project:

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

No Impact. The proposed project does not include construction or operation of any new residential or commercial land uses, and therefore, would not result in a direct population increase from construction of new homes or businesses. No extension of roads or other infrastructure that could potentially induce population growth would be required to implement the proposed project. During construction of the proposed project, several construction personnel (approximately 10) would be required for a duration of approximately 5–6 days. During operation of the proposed project, changing the advertising copy on the billboard faces would require several construction personnel working for approximately 4 hours at a time up to 26 times per year. Due to the minimal number of workers required for both construction and operation and due to the routine, temporary nature of the construction processes, the need for these workers would be accommodated within the existing and future labor market in the City and the surrounding metropolitan area. As such, the proposed project would not generate employment growth to the extent that population growth would result in the City or in the region. Therefore, the proposed project would not result in indirect population growth and no impacts involving population growth would occur.

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

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

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

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

2.14 Public Services

Would the project:

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

i) *Fire protection?*

No Impact. The proposed project would not generate population growth or increase the number of people requiring fire protection services at the project site or in the project area because the project is an addition of a static sign face to an existing billboard. Further, the proposed project would not involve new buildings or structures, aside from the single pole on which the replacement billboard face and the second billboard face would be mounted. As such, the proposed project would not require additional fire protection services or facilities, and no impact would occur.

ii) *Police protection?*

No Impact. The proposed project would not generate population growth. Additionally, the proposed project would not increase the number of people requiring police protection services at the project site or in the project area because the project is an addition of a static sign face to an existing billboard. Therefore, construction and operation of the proposed project would not require additional police protection services or facilities and no impact to police protection services would occur.

iii) *Schools?*

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

iv) *Parks?*

No Impact. Residential development typically has the greatest potential to result in impacts to parks since these types of developments generate a permanent increase

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in residential population. The proposed project does not include development of any residential or commercial uses and would not generate any new permanent residents or employees that would increase the demand for local and regional park facilities. Furthermore, the number of construction personnel (approximately 10 workers) and duration of construction activities (5–6 days) would be limited and no short-term impacts to local park facilities would occur. Therefore, no impact to parks would occur as a result of the proposed project.

v) *Other public facilities?*

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

2.15 Recreation

Would the project:

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

No Impact. Neither construction nor operation of the proposed project would generate new permanent residents that would increase the use of existing parks and recreational facilities. Additionally, due to the limited number of construction personnel (approximately 10 workers) and short duration of construction activities (5–6 days), short-term impacts to local recreational facilities would not occur. Therefore, substantial physical deterioration of these facilities would not occur or be accelerated with implementation of the proposed project. No impact would occur as a result of the proposed project.

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

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

2.16 Transportation/Traffic

Would the project:

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

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

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

While there are no quantitative measures of performance that have been established for the pedestrian, bicycle, or mass transit circulation networks, a number of 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.

On the most intensive day of project construction, the project is expected to require approximately 9 roundtrip truck trips, plus a few vehicle trips associated with the

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estimated 10 construction workers traveling to and from the job site. The net new daily trips during the project's construction period is anticipated to occur outside of the AM and PM peak traffic hours, which generally occur from 7:00 a.m. to 10:00 a.m. and from 4:00 p.m. to 7:00 p.m., and would not significantly change roadway volumes. For this reason, the minimal number of additional trips that would occur during project construction would not cause intersection level of service to decline, would not lead to an increase in average daily trips, and would not substantially alter the volume to capacity ratios of nearby intersections.

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

During operation of the proposed project, a maximum of approximately two truck trips would occur per month. Because the existing billboard face undergoes advertising copy changes, the number of operational truck trips would not represent a substantial change over existing conditions. Furthermore, approximately two truck trips per month would not have the potential to significantly change roadway volumes, nor is it substantial enough to cause intersection level of service to decline, to increase the number of average daily trips on nearby roadways, or to alter the volume to capacity ratios of nearby intersections. The operational advertising copy change would involve temporary sidewalk closure in front of the project site, but safe pedestrian movement around the sidewalk closure would be facilitated by construction workers with signal flags. Operation of the project would not involve any other activities having the potential to adversely affect pedestrian movement or safety. There are no transit stops or bicycle paths adjacent to the project site; as such, operation would not affect the use of these transportation

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modes and would not impede the implementation of the goals, objectives, and policy actions related to these transportation modes. As such, operation of the proposed project would not conflict with or impede implementation of the goals, objectives, and policy actions established in the City's General Plan mobility element or in the West Hollywood Bicycle and Pedestrian Mobility Plan. For these reasons, the potential operational impact from the proposed project would be less than significant.

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

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

As discussed in Section 2.16(a), it is anticipated that the proposed project would result in an increase of approximately 9 roundtrip truck trips on the most intensive day of construction activity, with a few additional trips associated with the estimated 10 construction personnel commuting to and from the job site. Project operation would require a maximum of up to 26 vehicle trips per year. However, because the existing billboard face undergoes advertising copy changes, the number of operational truck trips would not represent a substantial change over existing conditions. The vehicles associated with construction and operation of the proposed project could use Santa Monica Boulevard and/or other roadways and freeways that are part of the CMP Highway and Roadway System to access the project site. Due to the minimal number of trips associated with the proposed project relative to existing traffic volumes throughout Los Angeles County, the proposed project would not result in substantial increases in traffic levels over existing conditions. As such, the proposed project

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would not conflict with existing level of service standards established in the CMP. Therefore, the potential impact to the CMP Highway and Roadway System would be less than significant.

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

No Impact. The proposed project would not result in a change to air traffic patterns. Construction and operation of the proposed project would not generate air traffic. Further, the proposed project would not introduce any structures that could act as a hazard to aircraft navigation, as the proposed billboard structure would be the same height as the existing billboard structure at 8228 Sunset Boulevard. No impact would occur as a result of the proposed project.

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

Less Than Significant Impact. As discussed in Section 2.16(a), construction of the proposed project and advertising copy changes during project operation would require a temporary closure of the Sunset Boulevard public sidewalk along the project boundary. Construction workers with signal flags would be used to facilitate pedestrian movement during the temporary closure. Due to the short-term and temporary nature of the sidewalk closure and the use of signal flags to facilitate safe movement, potential impacts related to increased hazards during construction and operation would be less than significant.

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

e) ***Result in inadequate emergency access?***

No Impact. Implementation of the proposed project would not require any street closures or impediments to driveway access at any time; emergency response personnel would be able to access the entire perimeter of the proposed project site throughout the construction and operation of the proposed project. Therefore, no impact to emergency access would occur as a result of the proposed project.

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

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

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

Operation of the proposed project would involve replacement of the advertising copy displayed on the billboard faces, which would be changed up to a maximum of 26 times per year, resulting in one truck trip per copy change. This activity would not represent a substantial change over existing conditions, since the existing billboard face undergoes periodic advertising copy changes. Changing the copy on the replacement billboard face and on the second billboard face would require temporary sidewalk closure in front of the building, but for the reasons discussed above would not interfere with pedestrian, bicycle, or transit circulation or with the implementation of the goals, objectives, and policy actions established for these modes of transportation. For these reasons, the potential operation impact from the proposed project would be less than significant.

2.17 Utilities and Service Systems

Would the project:

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

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

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

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

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

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

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

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

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

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

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

Less Than Significant Impact. Construction would not include activities that typically generate substantial amounts of waste, such as demolition or dirt removal. While the construction process may generate relatively minor amounts of debris that would need to be disposed of, the proposed project would incorporate source reduction techniques and recycling measures to divert waste away from area landfills in accordance with City and state requirements. The project would comply with the City requirements to recycle 80% of all construction materials that need to be disposed. Any non-recyclable construction waste generated would be disposed of at a landfill approved to accept such materials. Operation of the proposed project would involve periodic changes in the advertising copy displayed on the replacement billboard face and the second billboard face. However, as stated in Section 1.8, the copy that is removed would be recycled or returned to the advertiser. Thus, operation of the proposed project would not generate solid waste that would need to be disposed of at an area landfill. Therefore, impacts to solid waste disposal during construction and operation of the proposed project would be less than significant.

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

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

2.18 Mandatory Findings of Significance

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

Less Than Significant Impact. As discussed in Section 2.4, Biological Resources, the project site is located in a completely developed and urbanized area and does not support sensitive vegetation or wildlife species or sensitive habitat. Additionally, the project site does not function as a corridor for the movement of native or migratory wildlife. While unlikely, the limited vegetation at the project site and immediately adjacent to the project site could potentially support nesting birds protected under Sections 3503, 3503.5, and 3513 of the California Fish and Game Code and under the Migratory Bird Treaty Act (1918). As explained in Section 2.4, if construction takes place during the breeding, reproduction, and juvenile rearing periods for nesting birds (February 1–August 31), a pre-construction survey would be conducted of the immediately adjacent vegetation and a no-disturbance buffer would be established in the event that a nesting bird is found. This buffer would minimize the potential for adverse effects to nesting birds. For these reasons, impacts to biological resources would be less than significant.

As discussed in Section 2.5, Cultural Resources, although there are no known historical or archaeological resources at the project site, 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 proposed project would involve excavation of a new billboard foundation, consisting of a 5-foot diameter hole approximately 35 to 45 feet deep. The excavation activities required during the construction of the proposed project could potentially uncover buried resources. In the unlikely event that cultural resources are encountered during ground disturbing activities, the City would contact a qualified archaeologist to evaluate and determine appropriate treatment for the resource in accordance with California Public Resource Code Section 21083.2(i). Compliance with applicable regulatory requirements established to protect significant archaeological resources would ensure that any unanticipated significant discoveries are protected to the extent required by law. Impacts from the proposed project would be less than significant.

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

Less Than Significant Impact. The Sunset Strip supports a robust and vibrant signage environment and is well known for its billboards and tall wall signs. Along the Sunset Strip, there are approximately 74 existing billboard faces, most of which are mounted on pole structures that support either one or two faces. In the immediate project vicinity, between Marmont Lane and Sweetzer Avenue (an approximately 0.15-mile stretch of Sunset Boulevard), there are 11 billboard faces, including the existing billboard face at 8228 Sunset Boulevard. With the exception of the existing billboard at 8228 Sunset Boulevard, all are pole-mounted billboards. As demonstrated by the number of existing billboards along the Sunset Strip and in the immediate project vicinity, the project area supports a vibrant signage environment. The replacement of an existing billboard, addition of a second face, and conversion of a roof-mounted billboard structure to a pole-mounted billboard structure would not represent a substantial change in the existing environment along the Sunset Strip such that this project would combine with other existing or future off-site signs to create a significant impact to the environment. Due to the brief construction period for the proposed project and the minor construction activities involved, the proposed project would not have the potential to combine with other construction projects to create cumulative construction impacts. While no significant cumulative impacts are anticipated, the categories of aesthetics, air quality, greenhouse gas emissions, noise, and traffic and transportation are discussed in greater detail in the paragraphs below.

As discussed in Section 2.1, the proposed project would introduce a new source of light and glare to the project site due to the four new light fixtures that would be installed on the new west-facing side of the billboard. However, the proposed light fixtures would be designed such that substantial glare and light trespass do not occur. The section of Sunset Boulevard in which the project site is located is especially vibrant at night with relatively high average nighttime illuminance levels. Billboards and lighted signage are prevalent in the area surrounding the project site, as permitted by the Sunset Specific Plan. Although the proposed project would contribute to increased lighting levels at the project site, impacts would be less than significant as described and substantiated in Section 2.1, and the impact of light and glare would not be cumulatively considerable.

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

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

As discussed in Section 2.12, construction and operation of the proposed project would not result in a substantial increase in vehicle trips or other activity at the project site. Therefore, there would be no permanent or temporary increase in ambient noise levels, and the proposed project would not result in a cumulatively considerable noise impact.

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

The City is in the process of studying off-site signage along Sunset Boulevard, including potential modifications to the Sunset Specific Plan and Zoning Ordinance to ensure that any potential future standards for off-site advertising enhance the image and creative energy of the Sunset Strip and improve the quality of new off-site signage in the Sunset Specific Plan area. Because the City's study is ongoing and because it is not currently processing any new off-site signage applications, it is speculative to analyze whether signage that may be approved pursuant to future regulations or standards would create cumulative impacts when analyzed in combination with the proposed project. At the time the City finalizes its revised regulations for future off-site signage, and if those regulations are approved, new off-site signage will be analyzed in accordance with CEQA and will take into account development existing at that time, including the proposed project. As discussed above, based on the existing and approved off-site signage in the vicinity of the proposed project, implementation of the project would not be cumulatively considerable and cumulative impacts would be less than significant.

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- 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 2.1, the proposed project would have the potential to result in additional lighting and glare at the project site. However, as explained in Section 2.1, the light and glare produced by the proposed project would not have a significant, adverse effect on sensitive receptors (i.e., the nearby residential properties). As such, the light and glare produced by the project would not cause a substantial adverse effect on human beings.

As discussed in Section 2.16(f) above, implementation of the proposed project would require a temporary closure of the Sunset Boulevard sidewalk along the project boundary during the construction period. This closure could pose a hazard to human beings during construction. This would require an encroachment permit from the City with safety conditions to ensure construction on/above public right of way is conducted in a safe manner. However, construction workers with signal flags would be used to facilitate pedestrian movement during the temporary sidewalk closure. Potential impacts from the proposed project would therefore be less than significant.

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APPENDIX A

Draft Lighting Study

LIGHTING ANALYSIS

**8228 Sunset Boulevard Sign Illumination
West Hollywood, California
County of Los Angeles**

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July 28, 2017

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1. Executive Summary

1.1 Report Conclusions

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

The lighting impacts resulting from the Project sign lighting at 8228 Sunset Boulevard are in compliance with City of West Hollywood Municipal Code and design guidelines. Furthermore, the lighting impacts resulting from the Project illuminated signs will not exceed the threshold applied from the City of Los Angeles of 3.0 fc above ambient lighting as measured at the property line of the nearest residential zoned property, and will not introduce a new source of glare, therefore will not create a significant impact on the neighboring residential use properties.

This study reviewed the Project illuminated signs provided by the Applicant with respect to illuminance light trespass and glare. As summarized below in Tables 4 and 5, this analysis demonstrates the illuminance light trespass from the Project illuminated signs at the adjacent residential use properties is below the threshold 3.0 footcandles (fc). There is no light trespass threshold for commercial use properties, which are not considered light- or glare-sensitive receptors.

The Project sign illumination design includes light sources aimed up. The bright lens and light source will not be visible from street level or the adjacent residential use properties, or from residential properties above the Project site. The Project illuminated signs will be similar in brightness to the existing illuminated billboards in this area of Sunset Boulevard, and therefore will not introduce a new source of discomfort glare to surrounding residential use properties.

In our opinion, the Applicant's Project illuminated sign lighting will not constitute a negative lighting impact.

1.2 Organization and Methodology

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

The Introduction, Section 2, outlines the scope and intent of this report. A preliminary discussion of basic lighting concepts and terminology is covered in Section 3. Existing site conditions are presented in Section 4. The report is organized per the following outline:

A. Project Design Review (Section 5)

1. A review of the proposed lighting design in relation to program objectives and construction constraints
2. A review of the proposed lighting improvements to meet applicable codes and ordinances

- i. City of West Hollywood Municipal and Zoning Codes
 - ii. Municipal Design Standards
- B. Computer Modeling and Calculation (Sections 6 and 7)
 - 1. Modeling and simulation of the proposed project to predict the impact on surrounding areas
- C. Neighborhood Impact Analysis (Section 8)
 - 1. Comparison of the impacts of the proposed project with existing conditions at the site. Analysis of calculation data from the computer modeling, and sight line studies to the project site

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

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

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

2. Introduction

2.1 Report Scope and Intent

Exterior illuminated environments include street lighting, traffic signals, and adjacent lights within residential and commercial properties, including sign lighting. The quality of this luminous environment becomes a critical factor in both traffic safety and a pedestrian's or neighbor's sense of visual comfort. Quality outdoor lighting should communicate visual order, orientation, and urban character with consideration to lighting goals such as safety, security, light pollution sensitivity and light trespass.

Lighting technology is in a state of constant growth and change, and it is important to understand how these changes impact or alter traditionally held theories and concepts of lighting design. For this Project, the LED sources are external to the illuminated sign surface and produce illumination and surface brightness similar to traditional floodlit illuminated signs. The highest brightness surface is the LED floodlight itself, mounted below the sign surface, similar to a traditional billboard floodlight. For this Project, the LED sign lights aimed up will not be visible from street level or any properties below the sign elevation.

This study evaluates the lighting from the proposed Project at 8228 Sunset Boulevard, and the potential impacts to the surrounding properties. This evaluation is conducted with commonly accepted definitions, standards, and methods of analysis utilized in the field of lighting design and engineering. The Project externally illuminated signs are evaluated with respect to compliance with the City of West Hollywood Municipal Code and the nearby City of Los Angeles Municipal Code.

The potential impact of the illuminated sign lighting proposed at 8228 Sunset Boulevard is analyzed by way of illuminance calculations. These calculations measure the amount of light incident at the adjacent properties from the new illuminated sign lighting.

2.2 West Hollywood Municipal Code

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

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

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

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

1. External light sources shall be directed and shielded to limit direct illumination of any object other than the sign;
2. Sign lighting shall not be of an intensity or brightness that will create a nuisance for residential properties in a direct line of sight to the sign;
3. Signs shall not have blinking, flashing, or fluttering lights, or other illuminating devices that have a changing light intensity, brightness, or color, except for large screen video signs approved in compliance with Section 19.34.070(H), and creative signs approved in compliance with Section 19.34.060;
4. Signs shall not use colored lights or other design elements that may be confused with or mistaken for traffic-control devices;
5. Reflective type bulbs and incandescent lamps that exceed fifteen watts shall not be used on the exterior surface of signs so that the face of the bulb or lamp is visible from a public right-of-way or adjacent property; and
6. Light sources shall utilize energy-efficient fixtures to the greatest extent possible.

3. Lighting Overview

3.1 Luminance, Visual Perception, and Light Adaptation

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

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

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

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

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

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

The visual size of an object is also one of the most important factors in how one perceives an object. The larger the object is relative to our visual field, the easier it is to see. Thus, as things are closer to our eye, they appear larger, and we can discern smaller details. In addition, the

higher the light levels, the more precisely we can see detail. Lastly, humans can perceive smaller objects if they stand out against a contrasting background such as dark sky, just as a star is perceived against a black sky and a speck of dirt is visible against a clean white piece of paper. Size versus visual acuity is relative to the distance between an object and our eyes. This, as well as contrast levels, is an important factor in perception.

In daytime, the visual system utilizes cone photoreceptors, operating under photopic, or pure cone vision. Under photopic vision, the human eye can detect a pulse of light that acts for only 1/1000 second. It can detect a second pulse if the time interval between the two pulses is 1/10s. In nighttime, rod photoreceptors function under low light levels less than 0.3 cd/ft², also known as scotopic vision. Rods are a thousand times more sensitive to intensity than the cones are at low levels of illuminance.

Time is another factor in visual acuity. The human eye lags in processing visual cues to the brain. As the level of background luminance increases, the time required to interpret details will decrease. Just as the camera requires a longer exposure time in dim light than in bright light, so does the eye. The eye can distinguish and discriminate details at low luminance levels if given enough time.

3.2 Light Pollution

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

While these factors are important considerations in lighting design, the key factors in the study of 8228 Sunset Boulevard are the following:

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

The following sections describe how typical lighting installations can result in poor lighting environments with negative lighting and visibility impacts. This discussion supports the lighting analysis that follows in Sections 4, 5, 6 and 7.

3.3 Glare

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

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

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

3.4 Light Trespass or Nuisance

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

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

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

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

Table 26.4 | Nighttime Outdoor Lighting Zone Definitions

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

Figure 1: Table 26.4 from IESNA Handbook 10th Edition

Table 26.5 | Recommended Light Trespass Illuminance Limits

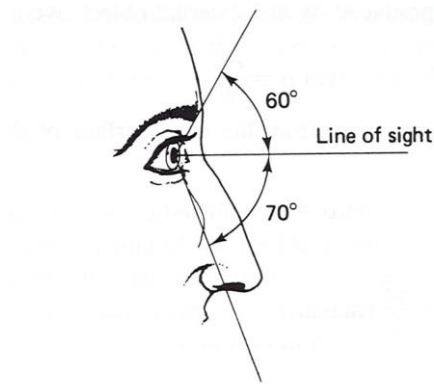
Lighting Zone	Limit in lux ^a	
	Pre-curfew	Post-curfew
LZ4	15	6
LZ3	8	3
LZ2	3	1
LZ1	1	0
LZ0	0.1	0

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

Figure 2: Table 26.5 IESNA Handbook 10th Edition

3.5 Glare and the Field of View

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



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

Figure 3: Field of View

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

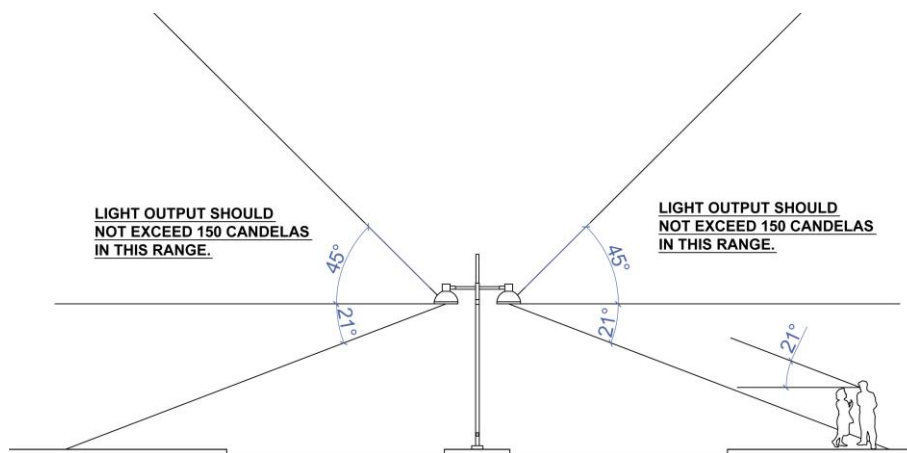


Figure 4: Direct Glare Diagram from Typical Light Source

3.6 Motion

The human eye, constantly in motion, scans fields of view for standard vision. When a moving object becomes the subject, the general scanning process is disrupted. Focusing on moving objects requires concentration and interferes with the general scanning process. The slower

and more predictable the motion of an object, the easier it is to perceive. Thus, when focusing on moving objects, our peripheral vision becomes blurred. The faster an object is moving the less detail can be distinguished. In addition, the increase of object size and contrast between the object and its background will increase visibility and perception of the human eye.

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

3.7 Flicker

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

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

4. Existing Project Site

4.1 Existing Lighting Conditions

Sunset Boulevard in West Hollywood is currently a bright and vibrant urban street. A variety of retail and entertainment options foster pedestrian activity, and the street serves as a major thoroughfare for automobile traffic. The existing street lights, commercial property site lighting, and billboards generate relatively high illuminance and luminance levels.

Existing ambient illuminance was measured at the Sunset Boulevard public right of way sidewalks from Sweetzer Street to North Crescent Heights Boulevard between 8:30 pm and 9:30 pm on March 20, 2014, a clear night with no cloud cover. The measured illuminance data is presented in Tables 1 and 2 below. Measured ambient nighttime illuminance at the sidewalk in the vicinity of the Project range from 0.31 fc minimum to 31 fc maximum. Sunset Boulevard adjacent to the Project site is an especially vibrant area at night, with several large billboards, retail establishments, restaurants, cafes and bars, as well as a hotel and surrounding residential uses. The IESNA recommended illuminance for highly trafficked pedestrian areas adjacent to major roadways is 1.0 fc minimum, 2.0 fc average. The measured illuminance varies substantially from the IESNA recommendations, with lower minimum illuminance (0.31 fc) and higher average illuminance at both Sunset Blvd. north sidewalk (2.54 fc) and Sunset Blvd. south sidewalk (9.32 fc).

Table 1: Existing Horizontal Illuminance (fc) Measured: Sunset Blvd North

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

Table 2: Existing Horizontal Illuminance (fc) – Sunset Blvd. South

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

Existing ambient illuminance was measured at the adjacent parking lot of the commercial property to the east of the Project site between 8:30 pm and 9:30 pm on March 20, 2014, a clear night with no cloud cover. The measured illuminance data is presented in Table 3 below. Measured ambient nighttime illuminance within this parking lot range from 0.1 fc minimum to 1.07 fc maximum. This commercial parking lot is an active space at night. The IESNA recommended illuminance for commercial parking areas adjacent to major roadways is 1.0 fc minimum, 2.0 fc average. The measured illuminance varies substantially from the IESNA recommendations, with lower minimum illuminance (0.1 fc) and lower average illuminance (0.55 fc).

Table 3: Existing Horizontal Illuminance (fc) - Den of Hollywood Parking Lot

8226 SUNSET BLVD, DEN OF HOLLYWOOD PARKING HORIZONTAL ILLUMINANCE												
NORTH TO SOUTH (Foot-Candle)										Avg	Max	Min
0.92	0.44	0.46	0.70	0.95	0.77	0.69	0.58	0.1		0.55	1.07	0.1
1.07	0.36	0.34	0.47	0.52	0.63	0.37	0.29	0.2				

There are several existing illuminated signs adjacent to the Project site with contribute to the ambient brightness. These existing signs are well illuminated so that the average brightness of each of these surfaces is relatively consistent, and therefore not a significant source of glare. One notable exception is the large billboards that are elevated above the surrounding context. Billboards that are viewed against a surrounding dark sky may create significant sources of glare and visual distraction (see Figures 6 and 8 below). The existing signs near the Project site do not include sign lights aimed down, therefore the light sources are shielded and not visible, which reduces the maximum luminance and glare.



Figure 5: Day view sign at Sunset Blvd and N Crescent Heights Blvd



Figure 6: Night View Existing Sign at Sunset Blvd and at N Crescent Heights Blvd.



Figure 7: Sign at Sunset Blvd north of the Project Site, day view.



Figure 8: Sign at Sunset Blvd north of the Project Site, night view

5. Project Design Review

5.1 Project Description

The Project site at 8228 Sunset Boulevard includes an existing building with an existing roof mounted illuminated sign (48 ft. x 20 ft.) facing west. The Project would add a new east-facing billboard to the back of the existing sign, and redesign the sign support structure. These two signs would be mounted on a column above the existing building roof, approximately forty-four (44) feet above the south sidewalk elevation at Sunset Boulevard.

5.2 Lighting Scheme and Equipment

The existing west facing illuminated sign is forty-eight (48) feet wide, twenty (20) feet tall. The new east facing sign is forty-eight (48) feet wide, fourteen (14) feet tall, aligned to top of the existing sign west facing sign. The lighting scheme for the Project consists of an LED version of a billboard flood light with fixtures at the bottom of the illuminated signs. Four (4) floodlights are proposed at the bottom of each sign. All lighting fixtures are mounted three-to-four (3-4) feet away from the signs, aimed at the vertical sign surfaces, as indicated in Figures 9 and 10.

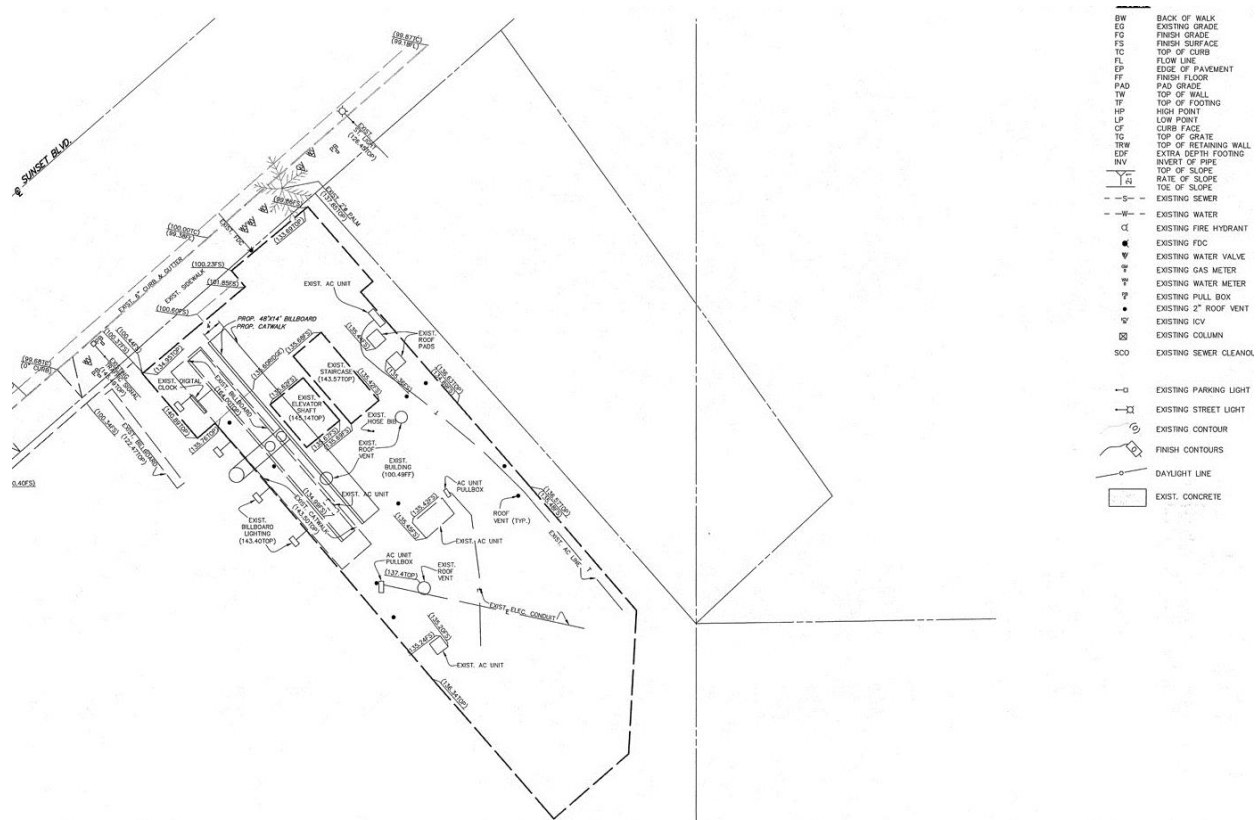


Figure 9: Project site plan

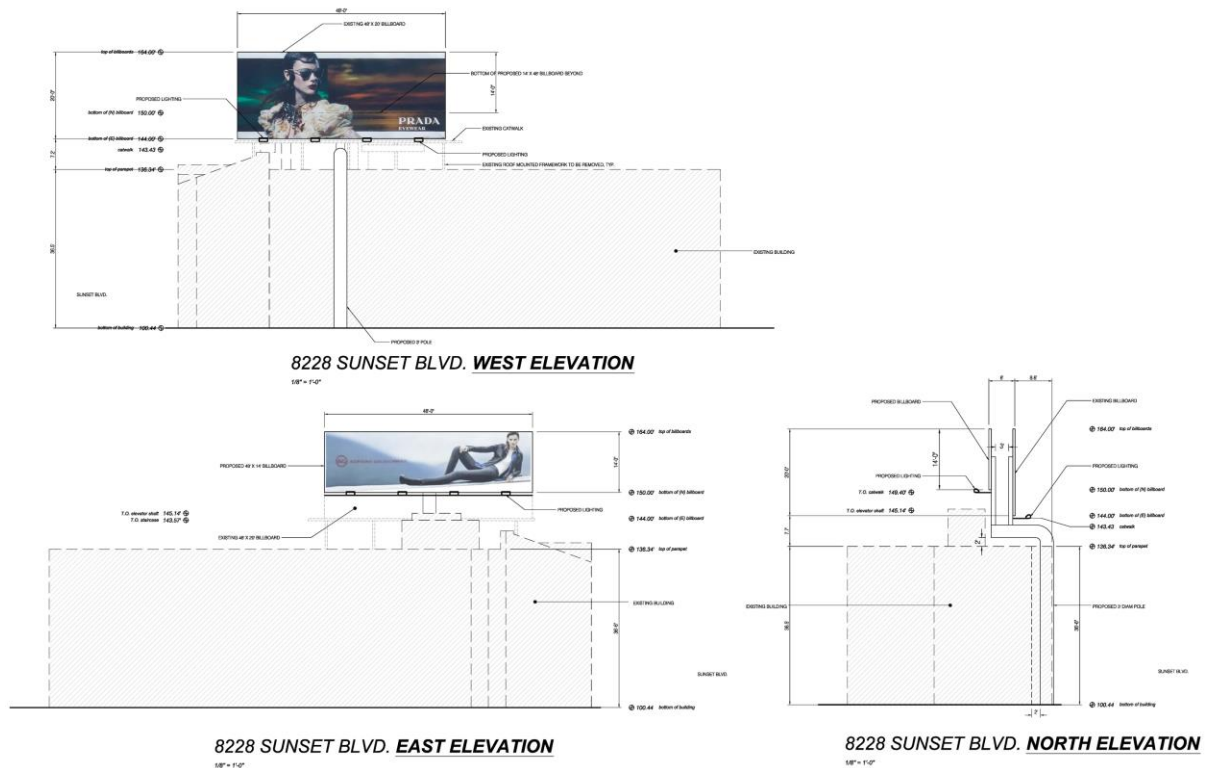
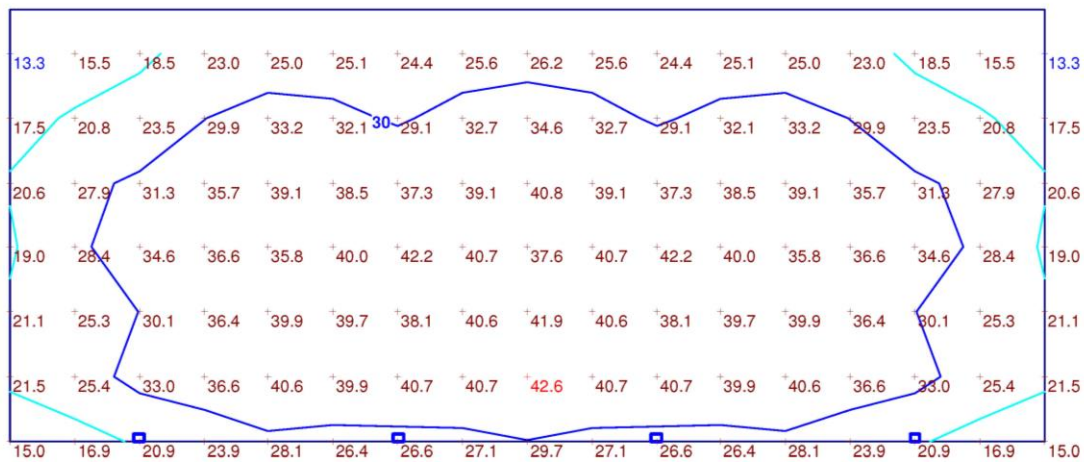


Figure 10: Rendered elevation indicating proposed Project signs

The Applicant provided sign illuminance calculations from Outfront Media, which are included below as Figures 11 and 12. The west facing sign illuminance is maximum 42.6 fc, average 30.2 fc. The east facing sign illuminance is maximum 48.7 fc, average 32 fc.

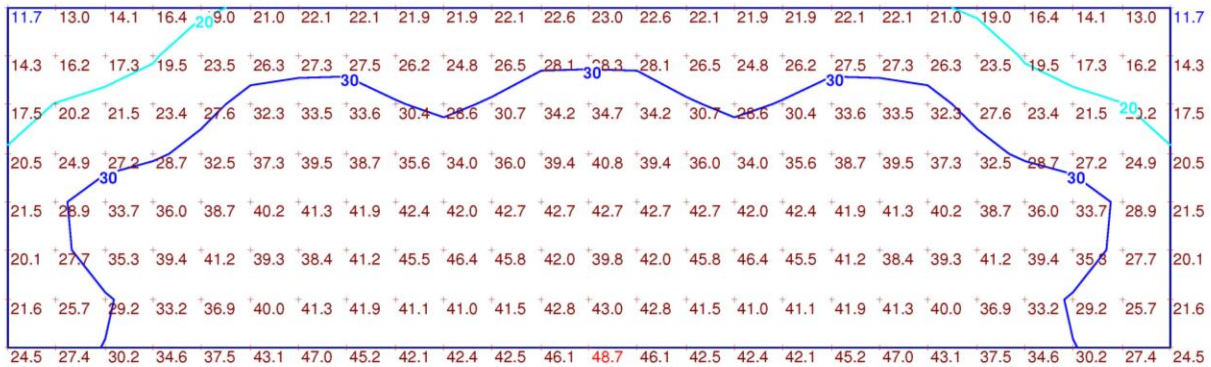
The Applicant also provided product data regarding the proposed Project lighting, which is included as Figures 13 and 14.



STATISTICS						
Description	Symbol	Avg	Max	Min	Max/Min	Avg/Min
Calc Zone #1	+	30.2 fc	42.6 fc	13.3 fc	3.2:1	2.3:1

LUMINAIRE LOCATIONS			
No.	Location		
	X	Y	Z
1	6.0	-7.0	0.0
2	18.0	-7.0	0.0
3	30.0	-7.0	0.0
4	42.0	-7.0	0.0

Figure 11: West facing sign illuminance calculation by the Applicant



STATISTICS						
Description	Symbol	Avg	Max	Min	Max/Min	Avg/Min
Calc Zone #1	+	32.0 fc	48.7 fc	11.7 fc	4.2:1	2.7:1

LUMINAIRE LOCATIONS			
No.	X	Location Y	Z
1	6.0	-6.5	-4.8
2	18.0	-6.5	-4.8
3	30.0	-6.5	-4.8
4	42.0	-6.5	-4.8

Figure 12: East facing sign illuminance data by Applicant

Sign-Vue® LED II

The Sign-Vue LED II is the next generation product designed to meet the needs of the media sign lighting market. Built on breakthrough LEDs and dedicated optics for specific poster and bulletin applications, the Sign-Vue LED II provides exceptional uniform illumination while saving energy and reducing maintenance costs. Built on the design philosophy "MORE LIGHT WHERE YOU NEED IT - ON THE BOARD, watt for watt, the Sign-Vue LED II delivers twice as much light *on the board* as our leading LED competitors."



Key Benefits

78% more energy efficient than comparable HID luminaires:

- + 12,000 through 16,000 lumens – replaces 175W through 400W HID sign lighting products

Dedicated optics for poster panel and bulletin applications:

- + Panel-Vue® optics for poster applications
- + Sign-Vue® optics for bulletin and super bulletin applications
- + AdvVue® optics for bulletin and super bulletin applications where two luminaires are required
- + Most light on the board equals "most efficient" in the industry
- + Illuminates entire board apron, copy and extensions

Leading edge optics and "white light" improve visibility on signage:

- + 5000K CCT, 70 CRI minimum
- + Exceptional uniformity
- + Uniform apron lighting promotes "brand" of operator
- + Uplight and spill light minimized to be environmentally friendly

Improved fixture efficacy reduces energy usage vs competitive LED luminaires:

- + Efficacy improvements up to 130 LPW
- + Lowest total cost of ownership in the media industry
- + Maximized energy savings over HID results in faster payback

Longevity and low maintenance make it the ultimate sustainable solution for renovation and new construction media sign lighting projects:

- + L70 & driver life > 100,000 hours
- + Robust IP66 rated prismatic borosilicate optics increase durability and reduce dirt depreciation
- + ANSI C136 10kV/5kA surge protection
- + 5,000 hour rated salt spray finish

Sleek attractive dayform with weight less than 1/2 of comparable HID sign lighting luminaires ensures no issues when retrofitting to existing structure:

- + Weight < 25 lbs.
- + Luminaire mounts to existing 1.25 inch round or 1.5 inch square tube
- + Low profile ensures luminaire not visible in sign messaging

Optional controls for design flexibility and energy savings:

- + AO field-adjustable module provides design flexibility
- + Provides choice of lumen and wattage for both rural and urban applications with one luminaire

Smart Solutions that Simply Work

AculityBrands.

Figure 13: Project lighting product data for LED sign light by Applicant (1 Of 2)

Sign-Vue® LED II

How to Construct a Catalog Number

Media Group Outdoor Advertising

Example:

SVLED2	SVL	PK3	MVOLT	50K	AMT	GHSDP	AO
1	2	3	4	5	6	7	8
SERIES	DIRECT DISTR.	LED OUTPUT	VOLTAGE	COLOR TEMP.	MOUNTING	COLOR	OPTIONS
SVLED2	ADL PNL SVL	PK1 PK3 PK4	MVOLT 24VDC	50K	AMT	BNSDP GYSDP GHSDP	AO

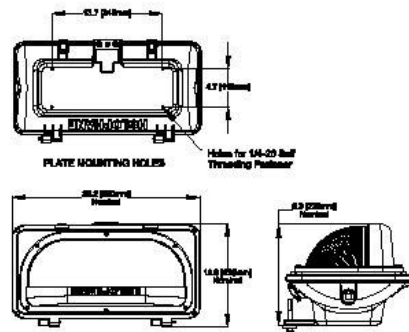
Catalog Number Information

STEP 1: SERIES
SVLED2 Sign-Vue LED II
STEP 2: DIRECT DISTRIBUTION
ADL ¹ AdVue optical distribution refractor
PNL Panel-Vue optical distribution refractor
SVL Sign-Vue optical distribution refractor
¹ available with PK4 only
STEP 3: LED LIGHT OUTPUT
PK1 ² 6,000 lumen performance package
PK3 12,000 lumen performance package
PK4 16,000 lumen performance package
² 24VDC only
STEP 4: VOLTAGE
MVOLT Auto sensing voltage 120, 208, 240, 277V
24VDC 24V DC

STEP 5: DIRECT LED COLOR
50K 5000K Color Temperature
STEP 6: MOUNTING
AMT Standard pipe mount 1.25IN round, 1.5IN square mounting with refractor up or refractor down with single wire access
STEP 7: COLOR
BNSDP Brown super durable paint finish
GYSDP Gray super durable paint finish
GHSDP Graphite super durable paint finish
STEP 8: OPTIONS
AO ² Field adjustable output
² MVOLT only

Application Reference

Fixture	Board Size	# of Fixtures
PNL - Panel-Vue	12'x24' Poster	1
PNL - Panel-Vue	10'6"x36" Bulletin	2 or 3
SVL - Sign-Vue	14'x48" Bulletin	3 or 4
SVL - Sign-Vue	20'x80" Super	5
AVL - AdVue	14'x48" Bulletin	2



Acuity Brands Lighting, Inc.

HoloPhane Headquarters, 3825 Columbus Road, Granville, OH 43023
For more information on this product contact your HoloPhane Media Group at MediaSalesSupport@holophane.com or call 855-803-1345
Warranty: Five-year limited warranty. Full warranty terms located at www.acuitybrands.com/CustomerResources/Terms_and_Conditions.aspx
Visit our web site at www.holophane.com



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AcuityBrands

Figure 14: Project lighting product data for LED sign light by Applicant (2 of 2)

6. Project Illuminance (fc)

6.1 Methodology

Project illuminance is calculated to evaluate the potential impacts of the proposed illuminated signs at 8228 Sunset Boulevard at the locations where lighting is under review. The impacts of the proposed Project are evaluated through the illuminance (the amount of light arriving on a surface) at surrounding public rights of way, at surrounding property lines and at adjacent building façades.

Figure 15 illustrates the area surrounding the subject property at 8228 Sunset Boulevard. Figure 16 indicates the site and adjacent areas of analysis. Incident light from the Project is evaluated by way of the calculated horizontal and vertical illuminance. Horizontal illuminance from the Project is calculated on the ground plane of the adjacent properties and across Sunset Boulevard for the areas highlighted in Figure 17. Vertical illuminance from the Project is calculated at the adjacent property lines within a vertical plane extending above the property lines as highlighted on Figure 18. Each of these areas is analyzed separately to best understand the intensity and direction of the light from the Project and where the greatest impacts may occur. The illuminance calculations include only the impact of the Project on the surrounding area and adjacent properties. The calculation does not consider the existing lighting conditions including the overall contribution of the entire luminous environment, adjacent billboard lighting, street lighting and overall skyglow.



Figure 15: Aerial view of the Project Site and adjacent properties

All calculations for this study were produced using a software program (AGI32 version 17.2 by Lighting Analysts, Inc., Littleton, Colorado) to analyze the building and site context, and light fixtures placed within the Project. The computer modeling software utilizes radiance and ray

trace calculations to accurately predict the direct illumination of surfaces as well as the inter-reflected light from adjacent surfaces. A virtual 3-dimensional model of the surrounding site and buildings created in AutoCAD was used to simulate the surrounding context, and a model of the building was provided by the Project Architect for use in the calculation. The luminaires are simulated using the IESNA approved file format. This file format was established by IESNA and is the professional standard for use by lighting designers and engineers in the United States. IESNA format files for all proposed Project light fixtures were obtained from the light fixture manufacturer who provide the lighting data for their products in the format established by the IESNA.



Figure 16: Key map of Project analysis area

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

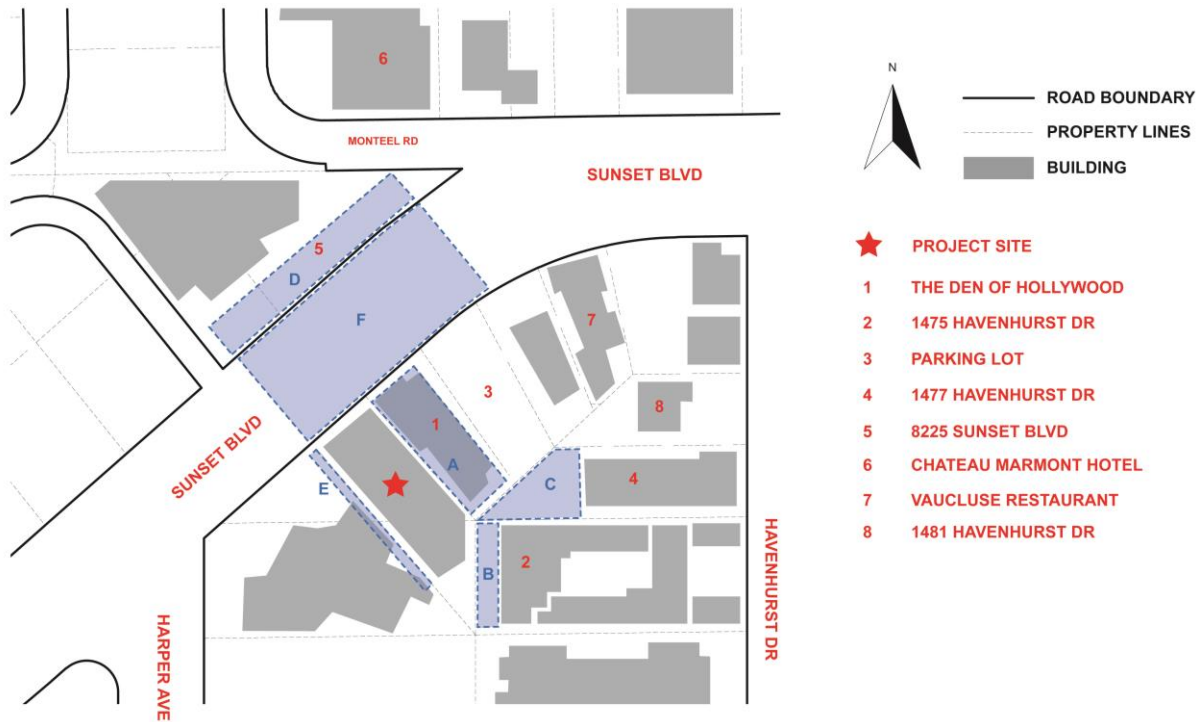


Figure 17: Key map of horizontal illuminance calculation locations

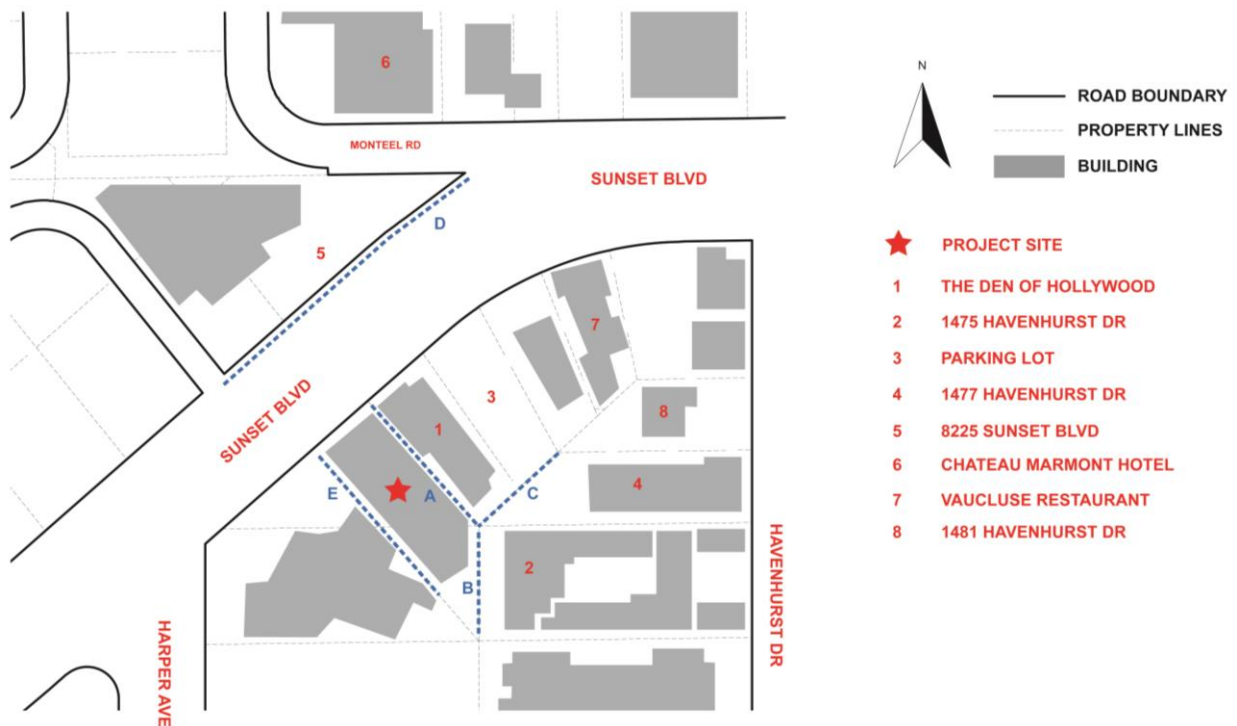


Figure 18: Key map of vertical illuminance calculation planes locations

7. Illuminance Calculation Data – Applicant’s Proposed Sign Lighting

The Project design data provided by the Applicant is described in Section 5 above, and includes exterior LED floodlights mounted at the bottom of the proposed billboards to the east and west elevations of the existing building. The calculated Project horizontal and vertical illuminance at the locations where lighting is under review are summarized in Tables 4 and 5 below. Complete calculation data is included in Appendix with illuminance data presented at 10 feet on center. Rendered views of the calculated data are presented in Figures 19 through 24 below. Illuminance greater than 0.5 fc are highlighted in yellow and illuminance greater than 1.0 fc are highlighted in red for both tables and renderings below.

Table 4 summarizes the Project horizontal illuminance calculated at the surrounding ground plane. A rendered view of the calculated data is presented below in Figure 19. All locations analyzed are well below the threshold of 3.0 fc for adjacent residential properties, with maximum illuminance of 0.1 fc. Therefore, there will be no impact from the Project signs with respect to horizontal illuminance at adjacent properties.

Table 4: Project horizontal illuminance (fc)

HORIZONTAL PLANE	DESCRIPTION	ILLUMINANCE (fc)			ANALYSIS
		Avg	Max	Min	
A	8226 W Sunset Blvd. The Den of Hollywood, commercial use, at rooftop of building, 20 ft. above grade	0.00	0.10	0.00	Commercial use; No impact.
B	1475 Havenhurst Dr, west elevation, residential use, at street level	0.00	0.00	0.00	No impact
C	1477 Havenhurst Dr, west elevation, residential use, at street level	0.00	0.00	0.00	No impact
D	8225 W Sunset Blvd, commercial use, at street level	0.05	0.10	0.00	Commercial use; No impact.
E	8240 W Sunset Blvd, commercial use, at street level	0.00	0.00	0.00	Commercial use; No impact.
F	Sunset Blvd, at street level	0.05	0.10	0.00	Public right-of-way; No impact.

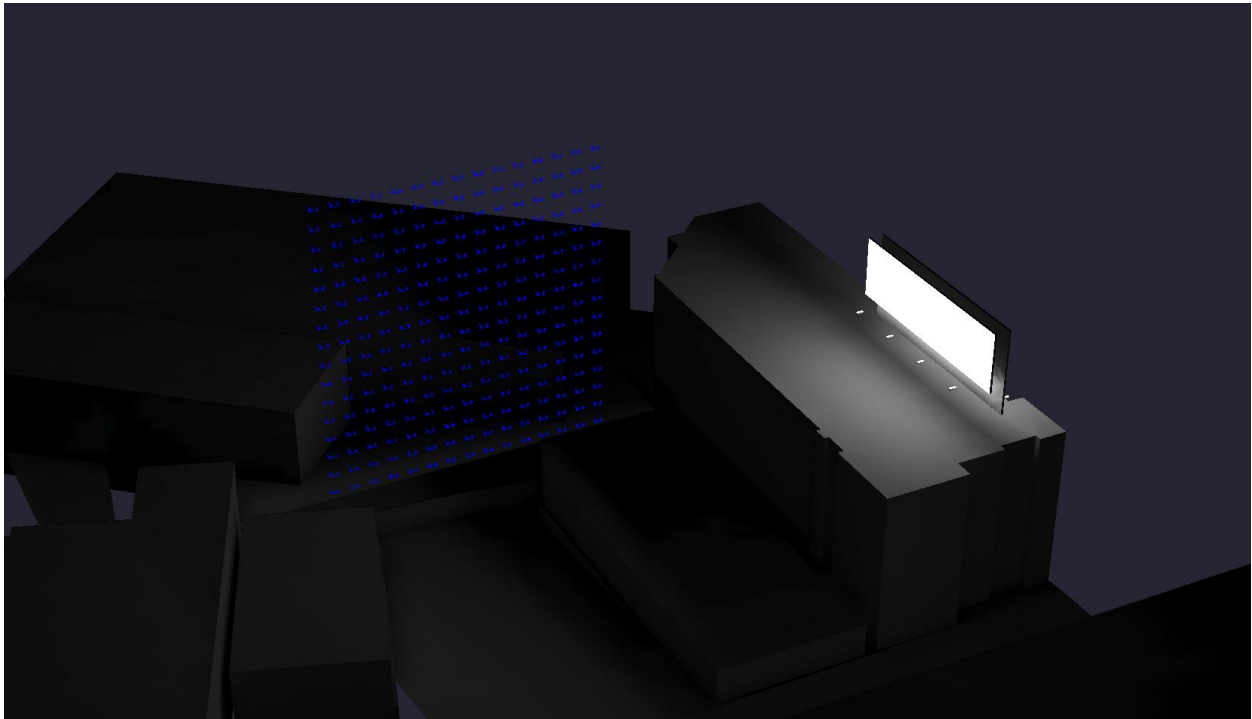


Figure 19: Rendered view Project horizontal illuminance

Table 5 summarizes the calculated Project vertical illuminance at the adjacent property lines. Rendered views of the calculated Project vertical illuminance corresponding to each vertical plane are presented below in Figures 20 through 24. The proposed Project would not cause an increase of more than 3.0 fc at the adjacent residential use properties, and therefore would not exceed the threshold. As shown in Table 5 there are two locations where the calculated Project vertical illuminance is greater than 3.0 fc: 8226 W Sunset Blvd, Den of Hollywood to the east of the Project; 8240 W Sunset Blvd. to the west of the Project. Both adjacent properties are commercial use, and there is no threshold for commercial use properties, which are not considered light- or glare-sensitive receptors. Therefore, the Project vertical illuminance will not create a lighting impact.

Table 5: Project vertical illuminance calculation data

VERTICAL PLANE	DESCRIPTION	ILLUMINANCE (fc)			ANALYSIS
		Avg	Max	Min	
A	8226 W Sunset Blvd. The Den of Hollywood, west elevation, commercial use, from 20 ft. to 95 ft. above grade	0.84	3.40	0.00	Commercial use property, less than significant impact
B	1475 Havenhurst Dr, west elevation, residential use, from street level to 85 ft. above grade	0.06	0.70	0.00	Less than significant impact
C	1477 Havenhurst Dr, west elevation, residential use, from street level to 85 ft. above grade	0.16	0.80	0.00	Less than significant impact
D	8225 W Sunset Blvd, south elevation, commercial use, from street level to 85 ft. above grade	0.10	0.40	0.00	Commercial use property, less than significant impact
E	8240 W Sunset Blvd, east elevation, commercial use, from street level to 90 ft. above grade	1.04	8.20	0.00	Commercial use property, less than significant impact

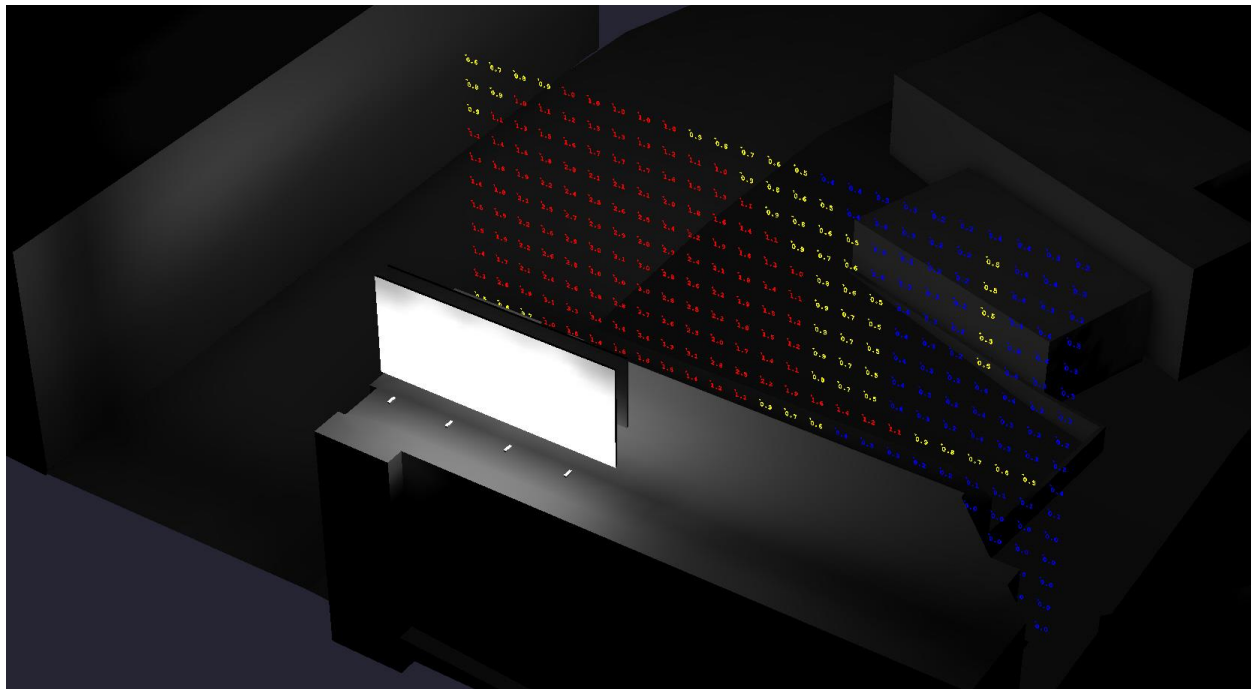


Figure 20: Rendered view Project vertical illuminance, calculation Plane A

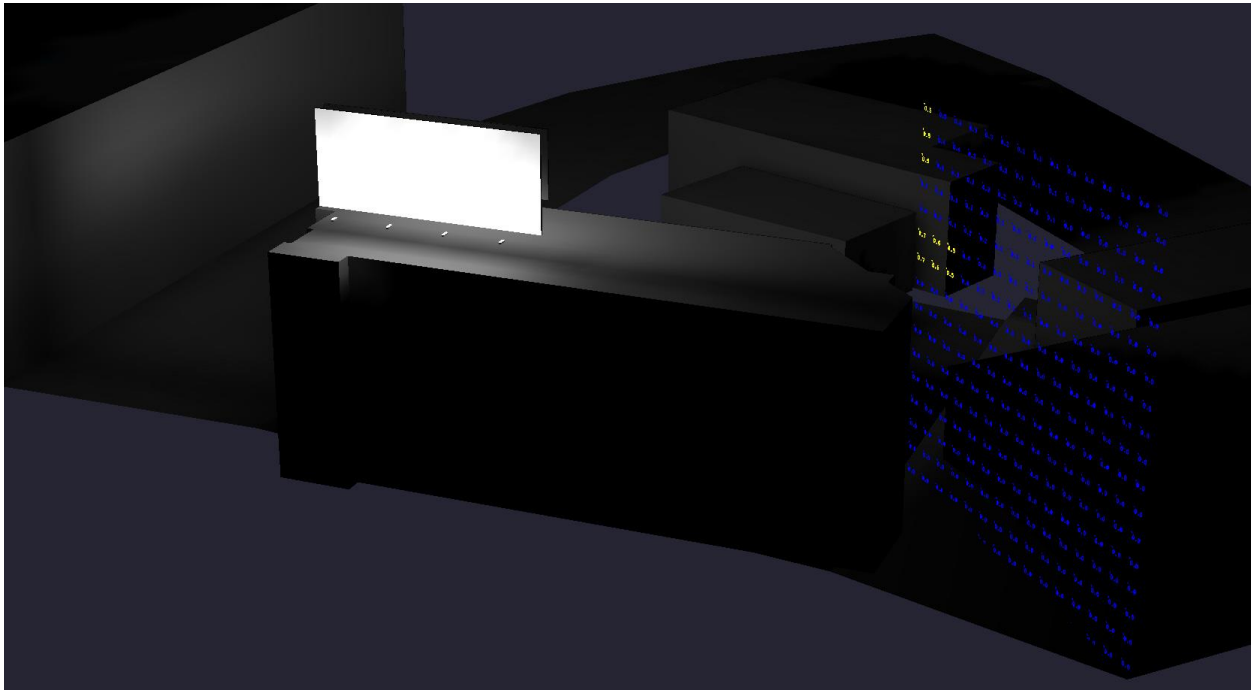


Figure 21: Rendered view Project vertical illuminance, calculation Plane B

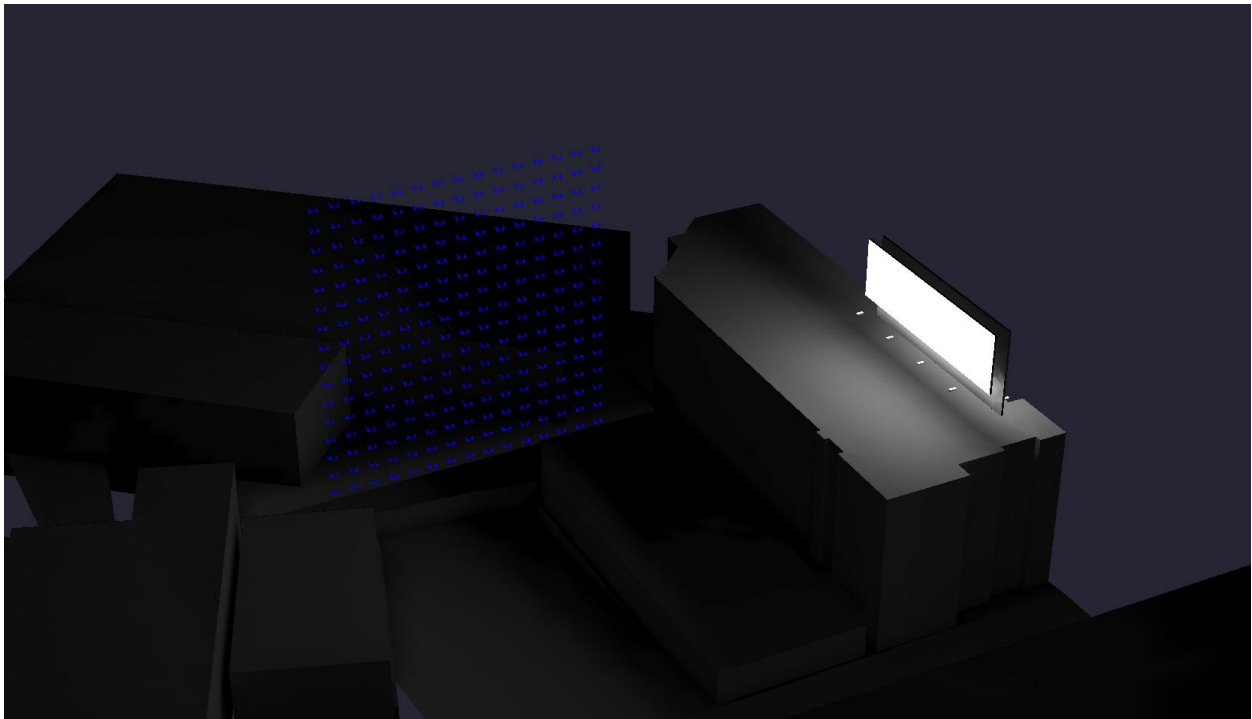


Figure 22: Rendered view Project vertical illuminance, calculation Plane C

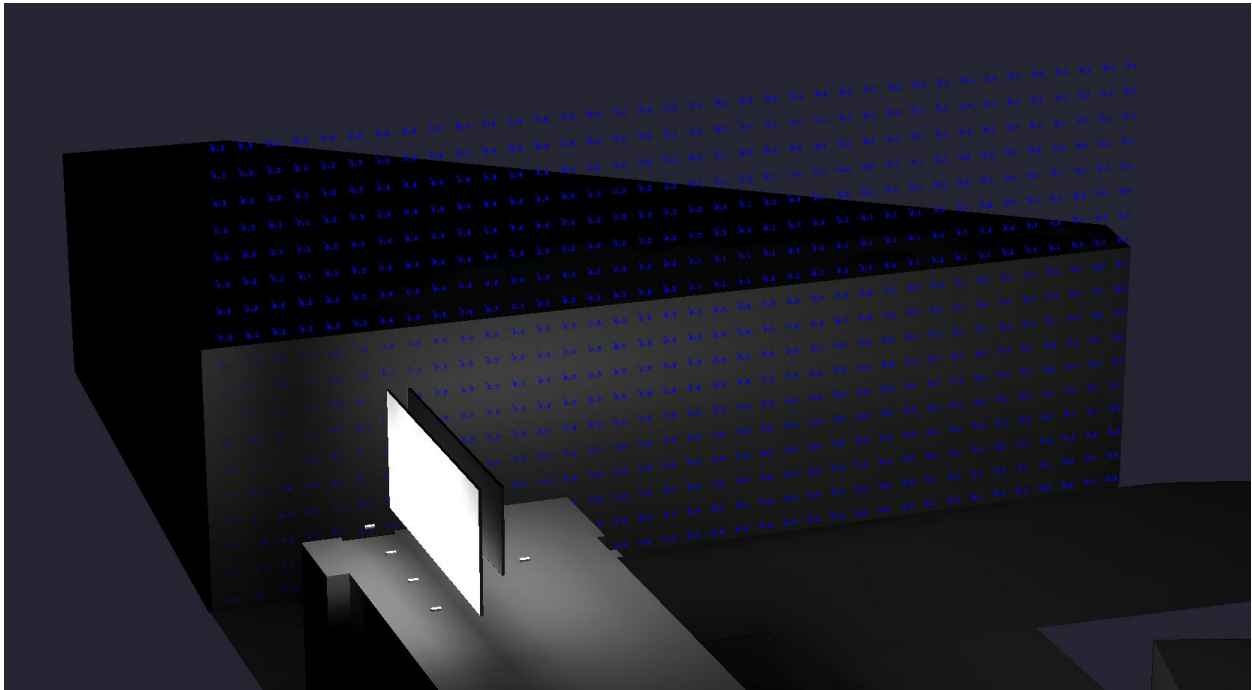


Figure 23: Rendered view Project vertical illuminance calculation Plane D

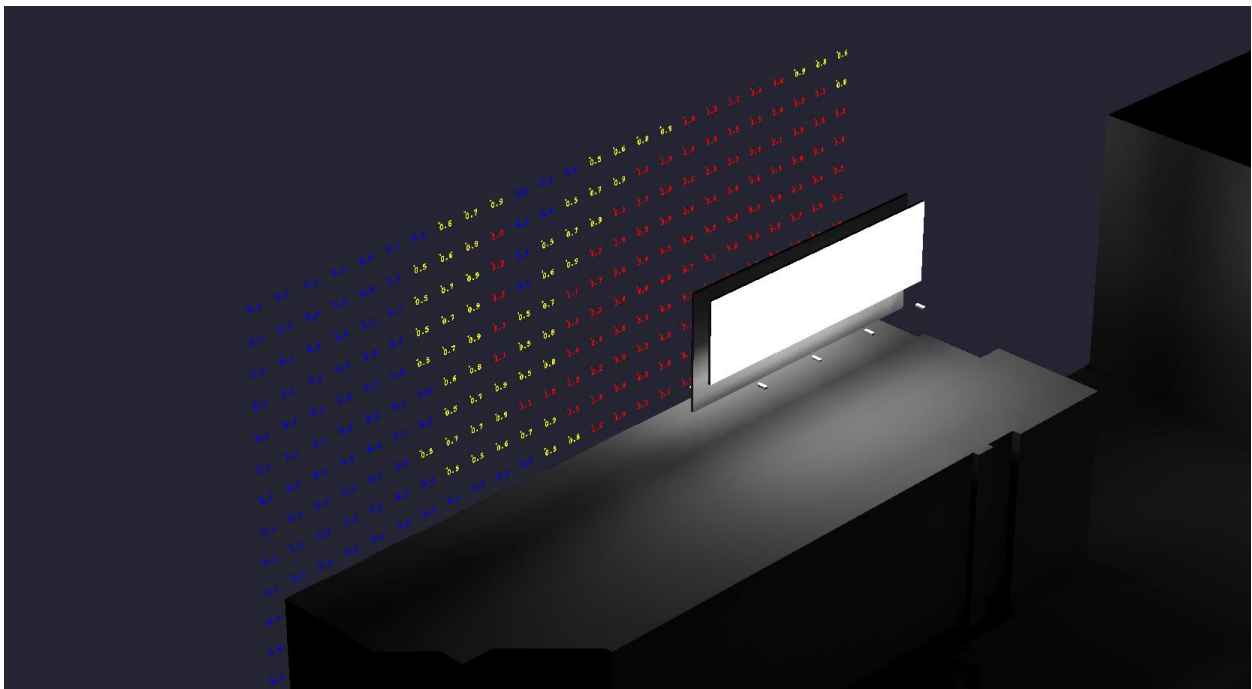


Figure 24: Rendered view Project vertical illuminance, calculation Plane E

8. Neighborhood Impact Analysis

8.1 Analysis of Illuminance Data

The City of West Hollywood Municipal Code provisions for on-site signs require that no light or glare impact neighboring residential uses. By way of comparison to other regional standards applied to the issue of light trespass, the City of Los Angeles Municipal Code Section 14.4.4(E) states that no sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than three fc above ambient light, as measured at the property line of the nearest residentially zoned property.

The sign illuminance calculation data presented in Table 4 and Table 5 indicates there are no residential use locations receiving a light intensity greater than the threshold of 3.0 fc at nearby residential properties. The illuminance exceeds 3.0 fc at two commercial locations: 8226 W Sunset Blvd, The Den of Hollywood, and 8240 W Sunset Blvd. These two locations are commercial use properties where higher illuminance is not significant.

The LED floodlights are located at the bottom of the signs and aimed up onto the vertical surfaces. The average illuminance on the sign surface is approximately 30 fc as presented in Figures 11 and 12 above. The highest glare impact would be at the billboard, viewed in relationship to the dark sky above. However, since the light source is not directly visible from street level or nearby residential properties, we believe the proposed illuminated billboards will not cause visual discomfort or glare issues to neighboring residential properties. In addition, because of the relatively bright context of Sunset Boulevard, the light associated with the illuminated billboards may not be particularly noticeable.

8.2 Sight Lines to Project

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

While many residential properties surrounding the Project site may have a distant view of the Project signs, only two have street level views to the Project site: 1475 Havenhurst Drive (#2 on Figure 16), 1477 Havenhurst Drive (#4 on Figure 16). Two additional residential properties have direct distant view to the Project site: 8224 Monteel Road (#10 on Figure 16), 8220 Monteel Road (#11 on Figure 16). The locations of these properties are shown on the map in Figure 16 above.

1475 Havenhurst Drive is adjacent to the Project site, just south of the property, abutting the southeast property line. Despite the proximity to the Project, the potential for significant visual impact at this location is minimized by adjacent large trees and an existing property line wall (Figure 25 and Figure 26).



Figure 25: View from the Project Site to 1475 Havenhurst day view

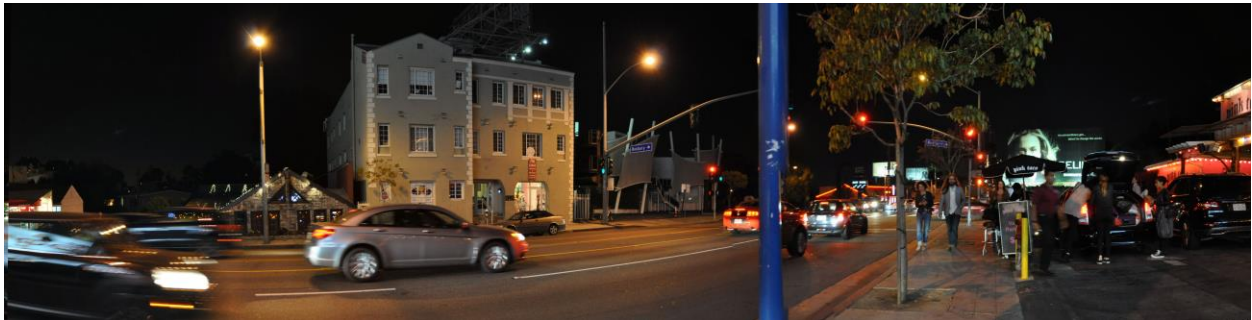


Figure 26: View from the Project Site to 1475 Havenhurst night view

1477 Havenhurst Drive has the most direct line of sight to the proposed Project billboards, being close to the project site, just east of the property, abutting the southeast property line intersection. This property currently has a view of the back of the existing west-facing billboard, and would receive direct views of the east facing illuminated billboard (Figure 27 and Figure 28).



Figure 27: View of the Project Site from 1477 Havenhurst day view



Figure 28: View of the Project Site from 1477 Havenhurst night view

The distant views to the Project site are from 8220 Monteel Road and 8224 Monteel Road (Figure 16). The illuminated sign may be visible from these properties, but the potential for significant visual impact at these locations is minimal due to the distance to the Project site.

One other location with the potential for visual impact from the Project sign is the Shoreham Towers building at 8787 Shoreham Drive. While the building has no direct views to the Project site from street level, some of the units in the residential tower may have views of the Project west facing sign, which would replace the existing west-facing sign with a new sign of the same size and height. However, views that include the Project illuminated sign would be similar to views of the existing sign and will also include many existing billboards and the brightly lit Sunset Boulevard. Light intensity decrease in proportion to the inverse square of the distance. Therefore, the Project illuminated signs will have no impact on 8787 Shoreham Drive since (i) the Project is approximately one mile to the east, and (ii) the west-facing sign would be substantially consistent with existing conditions.

9. Conclusion

The lighting impacts resulting from the proposed signs in the project will not exceed the threshold of 3.0 fc at adjacent residential properties and will not cause a significant impact on the neighboring properties.

This study reviewed the illuminated signs provided by the Applicant in illuminance calculations. As summarized in Table 4 and Table 5, the results demonstrate the light trespass from the Project illuminated signs at the adjacent residential use projects is below the threshold 3.0 fc. The light trespass exceeds 3.0 fc at two commercial use properties, where higher illuminance would not be a significant impact.

The Project sign illumination design includes light sources aimed up. The bright lens and light source will not be visible from street level or the adjacent residential use properties. The Project illuminated signs will be similar in brightness to the existing illuminated billboards in this area of Sunset Boulevard, and therefore will not introduce a new source of discomfort glare to surrounding residential use properties.

10. Lighting Glossary

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

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

Candela: Measure of light energy from a source at a specific standard angle and distance. A convenient measure to evaluate output of light from a lamp or light fixture in terms of

both the intensity of light and the direction of travel of the light energy away from the source. The output of a 60-watt household incandescent lamp is approximately 150 candelas.

- Context:** Unobstructed portion of the site location view towards the project site, including ambient illuminance and visual obstructions.
- Contrast:** Calculated evaluation of high, medium and low contrast of visible light sources or surfaces within the site by a ratio of luminance values. Ratio of one surface luminance to a second surface luminance. Contrast values exceeding 30 to 1 are usually deemed uncomfortable; 10 to 1 clearly visible; less than 3 to 1 appear to be of equal value.
- Coverage:** Extent portion of the field of view covered by the project site area.
- Cutoff:** Type of light distribution which includes a shield to restrict light to a direct (down) configuration. Cutoff is a luminaire light distribution classification where the candela per 1000 lamp lumens does not numerically exceed 25 (2.5%) at or above a vertical angle of 90° above nadir, and 100 (10%) at or above a vertical angle of eighty degrees above nadir. This applies to all lateral angles around the luminaire.
- Extent:** Visual description of prominence of the site and lighting elements within the field of view. Describes visible illuminated features, describe the extent of the field of view (180 degrees) covered by the project site and illuminated objects.
- Full Cutoff:** A luminaire light distribution where zero candela intensity occurs at an angle of 90° above nadir, and at all greater angles from nadir. Additionally, the candela per 1000 lamp lumens does not numerically exceed 100 (10%) at a vertical angle of 80° above nadir. This applies to all lateral angles around the luminaire.
- Fully Shielded:** Outdoor light fixtures shielded or constructed so that light rays emitted by the fixture are projected below the horizontal plane passing through the lowest point on the fixture from which light is emitted.
- Glare:** Visual discomfort experienced from high contrast. Describes visual evaluation of each visible source or surface relative to the surrounding background (sky, hills, and foreground). There are two types of glare: 1) *Disability Glare*, that which reduces the ability to see or identify objects, 2) *Discomfort Glare*, that which produces ocular discomfort, but does not reduce the ability to see. Glare is categorized into three levels. These levels are based on the contrast ratio as follows:
- High glare sources:** View of light fixture emitting surface, such as lens, reflector or lamp where contrast ratio exceeds 30 to 1.
- Illuminance:** Measure of light energy (luminous flux) incident at a specific point on a surface over a standard area (foot-candles (fc), or lumens per square foot). This term is commonly used to measure and describe light intensity on a surface.
- Light Output Direction:** Luminaires for general lighting are classified in accordance with the percentages of total luminaire output emitted above and below horizontal. The light

distribution curves may take many forms within the limits of upward and downward distribution, depending upon the type of light and the design of the luminaire. The following diagrams show examples of light output direction.

- Light Pollution:** Any adverse effect of man-made light including sky glow, glare, light trespass, light clutter, decreased visibility at night, and energy waste.
- Light Trespass** Electric light from subject property incident onto adjacent properties, measured in foot-candles, usually analyzed by measurement at or near the property line.
- Line of Sight:** An imaginary straight line from the eye to a perceived object.
- Low glare sources:** Illuminated surfaces where contrast ratio exceeds 3 to 1, but is less than 10 to 1.
- Lumen:** Mean value of total candelas produced by a light source. Lumen does not define direction.
- Luminaire:** A device to produce, control, and distribute light.
- Luminance:** Measure of reflected light energy from a specific surface in a specific direction over a standard area (foot-lambert). This term is the measure of the strength or intensity of the source.
- Medium glare sources:** Brightly lighted surfaces where contrast ratio exceeds 10 to 1, but is less than 30 to 1.
- Nadir:** The direction of straight down, as would be indicated by a plumb line. Ninety degrees above nadir is horizontal. Eighty degrees above nadir is 10 degrees below horizontal.
- View:** Visual description of each location view towards the project site. Distance from the site; distance to visible sources. Describes extent of view in radian degrees; describe major physical features

CIE Classification	Approximate Distribution of Light Emitted by Luminaire	
	Upward Percent	Downward Percent
Direct	0-10	100-90
Semi-direct	10-40	90-60
Direct-indirect	50	50
General Diffuse	40-60	60-40
Semi-indirect	60-90	40-10
Indirect	90-100	10-0

Figure 8.1 | CIE Luminaire Classification System

Polar intensity distributions typifying six classes of luminaire distributions in the CIE System. The system is based on both the fraction of upward and downward directed lumens, and the shape of the intensity distribution.

Figure 29: Defined Directional Light Output IESNA Handbook 10th Edition Figure 8.1

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12. APPENDIX: CALCULATION DATA

Vertical Plane A

HORIZONTAL
(ft.)

VERTICAL (ft.)

	0	5	10	15	20	25	30	35
95	0.60	0.70	0.80	0.90	1.00	1.00	1.00	1.00
90	0.80	0.90	1.00	1.10	1.20	1.30	1.30	1.30
85	0.90	1.10	1.30	1.50	1.60	1.70	1.70	1.70
80	1.10	1.40	1.60	1.80	2.00	2.10	2.10	2.10
75	1.30	1.60	1.90	2.20	2.40	2.50	2.60	2.50
70	1.40	1.80	2.10	2.50	2.70	2.90	2.90	2.80
65	1.50	1.90	2.20	2.60	2.90	3.00	3.10	3.00
60	1.50	1.90	2.20	2.60	2.80	3.00	3.00	3.00
55	1.40	1.70	2.10	2.40	2.60	2.80	2.80	2.70
50	2.30	2.60	2.90	3.10	3.30	3.40	3.40	3.40
45	0.50	0.60	0.70	1.00	1.50	1.40	1.60	1.60
40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Vertical Plane A

HORIZONTAL
(ft.)

VERTICAL (ft.)

	40	45	50	55	60	65	70	75
95	1.00	0.90	0.80	0.70	0.60	0.50	0.40	0.40
90	1.20	1.10	1.00	0.90	0.80	0.60	0.50	0.40
85	1.60	1.50	1.30	1.10	0.90	0.80	0.60	0.50
80	2.00	1.80	1.60	1.40	1.10	0.90	0.70	0.60
75	2.40	2.20	1.90	1.60	1.30	1.00	0.80	0.60
70	2.70	2.40	2.10	1.80	1.40	1.10	0.90	0.70

65	2.80	2.60	2.20	1.90	1.50	1.20	0.90	0.70
60	2.80	2.50	2.20	1.80	1.50	1.20	0.90	0.70
55	2.60	2.30	2.00	1.70	1.40	1.10	0.80	0.70
50	3.30	3.10	2.80	2.50	2.20	1.90	1.60	1.40
45	1.50	1.40	1.20	1.10	0.90	0.70	0.60	0.40
40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Vertical Plane A

HORIZONTAL
(ft.)

VERTICAL (ft.)

	80	85	90	95	100	105	110	115
95	0.30	0.30	0.20	0.20	0.40	0.40	0.30	0.30
90	0.40	0.30	0.20	0.20	0.50	0.40	0.40	0.30
85	0.40	0.30	0.30	0.20	0.50	0.40	0.30	0.30
80	0.40	0.30	0.30	0.20	0.50	0.40	0.40	0.30
75	0.50	0.40	0.30	0.20	0.50	0.40	0.40	0.30
70	0.50	0.40	0.30	0.20	0.50	0.40	0.30	0.30
65	0.50	0.40	0.30	0.20	0.40	0.40	0.30	0.30
60	0.50	0.40	0.30	0.20	0.40	0.30	0.30	0.20
55	0.50	0.40	0.30	0.20	0.40	0.30	0.30	0.20
50	1.20	1.10	0.90	0.80	0.70	0.60	0.50	0.40
45	0.30	0.30	0.20	0.20	0.10	0.10	0.10	0.10
40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Vertical Plane B

HORIZONTAL
(ft.)

VERTICAL (ft.)

	0	5	10	15	20	25	30	35
85	0.50	0.50	0.40	0.30	0.30	0.20	0.10	0.10
80	0.50	0.40	0.40	0.30	0.30	0.20	0.10	0.10
75	0.50	0.40	0.30	0.30	0.30	0.20	0.10	0.10
70	0.40	0.40	0.30	0.30	0.30	0.20	0.10	0.10
65	0.40	0.30	0.30	0.20	0.20	0.20	0.10	0.10
60	0.70	0.60	0.50	0.40	0.30	0.20	0.10	0.10
55	0.70	0.60	0.50	0.40	0.30	0.20	0.10	0.10
50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Vertical Plane B

HORIZONTAL
(ft.)

VERTICAL (ft.)

	40	45	50	55	60	65	70
85	0.10	0.00	0.00	0.00	0.00	0.00	0.00
80	0.10	0.00	0.00	0.00	0.00	0.00	0.00
75	0.10	0.00	0.00	0.00	0.00	0.00	0.00
70	0.00	0.00	0.00	0.00	0.00	0.00	0.00

65	0.00	0.00	0.00	0.00	0.00	0.00	0.00
60	0.00	0.00	0.00	0.00	0.00	0.00	0.00
55	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50	0.00	0.00	0.00	0.00	0.00	0.00	0.00
45	0.00	0.00	0.00	0.00	0.00	0.00	0.00
40	0.00	0.00	0.00	0.00	0.00	0.00	0.00
35	0.00	0.00	0.00	0.00	0.00	0.00	0.00
30	0.00	0.00	0.00	0.00	0.00	0.00	0.00
25	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20	0.00	0.00	0.00	0.00	0.00	0.00	0.00
15	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Vertical Plane
C
HORIZONTAL
(ft)

VERTICAL (ft)	HORIZONTAL (ft)							
	0	5	10	15	20	25	30	35
85	0.10	0.10	0.10	0.10	0.20	0.20	0.20	0.20
80	0.10	0.10	0.10	0.10	0.20	0.20	0.20	0.20
75	0.10	0.10	0.10	0.10	0.20	0.20	0.20	0.20
70	0.10	0.10	0.10	0.10	0.20	0.20	0.20	0.20
65	0.20	0.20	0.30	0.30	0.30	0.40	0.40	0.40
60	0.20	0.20	0.30	0.30	0.30	0.40	0.40	0.40
55	0.20	0.20	0.30	0.30	0.30	0.30	0.40	0.40
50	0.20	0.20	0.30	0.30	0.30	0.30	0.40	0.40
45	0.20	0.20	0.10	0.10	0.10	0.10	0.10	0.20
40	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
35	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
30	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
25	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.00
20	0.10	0.10	0.10	0.10	0.10	0.10	0.00	0.00
15	0.10	0.10	0.10	0.10	0.00	0.00	0.00	0.00

10	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Vertical Plane
C

HORIZONTAL
(ft)

VERTICAL (ft)

	40	45	50	55	60	65	70
85	0.20	0.20	0.20	0.20	0.40	0.50	0.50
80	0.20	0.20	0.20	0.20	0.40	0.50	0.50
75	0.20	0.20	0.20	0.20	0.40	0.40	0.50
70	0.20	0.20	0.20	0.20	0.40	0.40	0.40
65	0.50	0.50	0.20	0.20	0.30	0.40	0.40
60	0.50	0.50	0.60	0.60	0.70	0.70	0.80
55	0.50	0.50	0.50	0.60	0.60	0.70	0.70
50	0.40	0.20	0.20	0.20	0.20	0.20	0.10
45	0.20	0.20	0.20	0.10	0.10	0.00	0.00
40	0.10	0.10	0.10	0.10	0.00	0.00	0.00
35	0.10	0.10	0.10	0.00	0.00	0.00	0.00
30	0.10	0.00	0.00	0.00	0.00	0.00	0.00
25	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20	0.00	0.00	0.00	0.00	0.00	0.00	0.00
15	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Vertical Plane D
HORIZONTAL

(ft)

VERTICAL (ft)

	0	5	10	15	20	25	30	35
85	0.30	0.30	0.20	0.20	0.30	0.30	0.40	0.40
80	0.30	0.30	0.20	0.20	0.20	0.30	0.40	0.40
75	0.30	0.20	0.20	0.10	0.20	0.30	0.40	0.40
70	0.30	0.20	0.10	0.10	0.20	0.30	0.40	0.40
65	0.30	0.20	0.10	0.10	0.20	0.30	0.40	0.40
60	0.30	0.20	0.10	0.10	0.20	0.30	0.40	0.40
55	0.30	0.20	0.10	0.10	0.20	0.30	0.40	0.40
50	0.30	0.20	0.10	0.10	0.20	0.30	0.40	0.30
45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Vertical Plane D

HORIZONTAL
(ft.)

VERTICAL (ft.)

	40	45	50	55	60	65	70	75
85	0.40	0.40	0.40	0.40	0.40	0.40	0.20	0.20
80	0.40	0.40	0.40	0.40	0.40	0.40	0.20	0.20
75	0.40	0.40	0.40	0.40	0.40	0.40	0.20	0.20
70	0.40	0.40	0.40	0.40	0.40	0.40	0.20	0.20
65	0.40	0.40	0.40	0.40	0.40	0.40	0.20	0.20
60	0.40	0.40	0.40	0.40	0.40	0.30	0.20	0.20
55	0.40	0.40	0.40	0.40	0.30	0.30	0.20	0.20
50	0.40	0.40	0.30	0.30	0.30	0.30	0.20	0.20
45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Vertical Plane D

HORIZONTAL
(ft.)

VERTICAL (ft.)

	80	85	90	95	100	105	110	115
85	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
80	0.20	0.10	0.10	0.10	0.10	0.10	0.10	0.10
75	0.20	0.20	0.10	0.10	0.10	0.10	0.10	0.10
70	0.20	0.20	0.10	0.10	0.10	0.10	0.10	0.10
65	0.20	0.20	0.20	0.10	0.10	0.10	0.10	0.10
60	0.20	0.20	0.10	0.10	0.10	0.10	0.10	0.10
55	0.20	0.20	0.10	0.10	0.10	0.10	0.10	0.10
50	0.20	0.20	0.10	0.10	0.10	0.10	0.10	0.10
45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Vertical Plane D

HORIZONTAL
(ft.)

VE
RTI
CA
L

	120	125	130	135	140	145	150	155
85	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10

80	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
75	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
70	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
65	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
60	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
55	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
50	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
45	0.00	0.00	0.00	0.00	0.10	0.10	0.10	0.10
40	0.00	0.00	0.00	0.00	0.10	0.10	0.10	0.10
35	0.00	0.00	0.00	0.00	0.10	0.10	0.10	0.10
30	0.00	0.00	0.00	0.00	0.10	0.10	0.10	0.10
25	0.00	0.00	0.00	0.00	0.10	0.10	0.10	0.10
20	0.00	0.00	0.00	0.00	0.10	0.10	0.10	0.10
15	0.00	0.00	0.00	0.00	0.10	0.10	0.10	0.10
10	0.00	0.00	0.00	0.00	0.10	0.10	0.10	0.10
5	0.00	0.00	0.00	0.00	0.10	0.10	0.10	0.10
0	0.00	0.00	0.00	0.00	0.10	0.10	0.10	0.10

Vertical Plane D

HORIZONTAL
(ft.)

VERTICAL (ft.)

	160	165	170	175	180
85	0.10	0.10	0.10	0.10	0.00
80	0.10	0.10	0.10	0.10	0.00
75	0.10	0.10	0.10	0.10	0.10
70	0.10	0.10	0.10	0.10	0.10
65	0.10	0.10	0.10	0.10	0.10
60	0.10	0.10	0.10	0.10	0.10
55	0.10	0.10	0.10	0.10	0.10
50	0.10	0.10	0.10	0.10	0.10
45	0.10	0.10	0.10	0.10	0.10

40	0.10	0.10	0.10	0.10	0.10
35	0.10	0.10	0.10	0.10	0.10
30	0.10	0.10	0.10	0.10	0.10
25	0.10	0.10	0.10	0.10	0.10
20	0.10	0.10	0.10	0.10	0.10
15	0.10	0.10	0.10	0.10	0.10
10	0.10	0.10	0.10	0.00	0.00
5	0.10	0.00	0.00	0.00	0.00
0	0.10	0.00	0.00	0.00	0.00

Vertical Plane E

HORIZONTAL
(ft.)

VERTICAL (ft.)

	0	5	10	15	20	25	30	35
90	0.10	0.10	0.10	0.20	0.20	0.30	0.40	0.60
85	0.10	0.10	0.10	0.20	0.20	0.30	0.50	0.60
80	0.10	0.10	0.10	0.20	0.30	0.30	0.50	0.70
75	0.10	0.10	0.10	0.20	0.30	0.40	0.50	0.70
70	0.10	0.10	0.10	0.20	0.30	0.40	0.50	0.70
65	0.10	0.10	0.10	0.20	0.20	0.30	0.40	0.60
60	0.10	0.10	0.10	0.20	0.20	0.30	0.40	0.50
55	0.10	0.10	0.20	0.20	0.30	0.40	0.50	0.70
50	0.10	0.10	0.10	0.20	0.20	0.30	0.40	0.50
45	0.10	0.10	0.10	0.10	0.10	0.20	0.20	0.30
40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Vertical Plane E

HORIZONTAL
(ft.)

VERTICAL (ft.)

	40	45	50	55	60	65	70	75
90	0.70	0.90	0.20	0.30	0.40	0.50	0.60	0.80
85	0.80	1.00	0.30	0.40	0.50	0.70	0.90	1.10
80	0.90	1.20	0.40	0.50	0.70	0.90	1.30	1.70
75	0.90	1.20	0.40	0.60	0.90	1.30	1.90	2.50
70	0.90	1.30	0.50	0.70	1.10	1.70	2.60	3.60
65	0.80	1.10	0.50	0.80	1.30	2.20	3.40	4.80
60	0.70	0.90	0.50	0.80	1.40	2.40	3.80	5.40
55	0.70	0.90	1.10	1.50	1.30	2.20	3.60	5.20
50	0.50	0.60	0.70	0.90	1.10	1.80	2.90	4.00
45	0.30	0.30	0.30	0.50	0.80	1.20	1.80	2.50
40	0.10	0.10	0.10	0.20	0.30	0.50	0.60	0.80
35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Vertical Plane E

HORIZONTAL
(ft.)

VERTICAL (ft.)

	80	85	90	95	100	105	110	115	120
90	0.90	1.00	1.10	1.10	1.10	1.00	0.90	0.80	0.60
85	1.30	1.40	1.50	1.50	1.50	1.40	1.30	1.10	0.80
80	2.00	2.20	2.30	2.30	2.30	2.10	1.90	1.60	1.20
75	3.00	3.40	3.60	3.60	3.60	3.30	2.90	2.40	1.80
70	4.50	5.00	5.30	5.40	5.30	4.90	4.30	3.40	2.50
65	6.00	6.80	7.10	7.20	7.00	6.60	5.70	4.50	3.20
60	6.80	7.70	8.10	8.30	8.00	7.50	6.50	5.10	3.50
55	6.50	7.40	7.70	7.90	7.70	7.20	6.30	4.90	3.40
50	5.10	5.70	6.00	6.20	6.00	5.70	5.00	4.00	2.80
45	3.10	3.50	3.70	3.80	3.70	3.50	3.00	2.40	1.80
40	1.00	1.20	1.20	1.30	1.30	1.10	0.20	0.00	0.00
35	0.10	0.10	0.10	0.10	0.10	0.10	0.00	0.00	0.00
30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

APPENDIX B

Air Quality Calculations

Sunset Blvd Billboard Project - Los Angeles-South Coast County, Annual

Sunset Blvd Billboard 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

Urbanization	Urban	Wind Speed (m/s)	2.2	Precipitation Freq (Days)	33
Climate Zone	11			Operational Year	2019
Utility Company	Southern California Edison				
CO2 Intensity (lb/MW hr)	702.44	CH4 Intensity (lb/MW hr)	0.029	N2O Intensity (lb/MW hr)	0.006

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Sunset Blvd Billboard Project

Land Use - Assumed user defined commercial land use.

Construction Phase - Constuction starts January 2018 and would occur over a week.

Off-road Equipment - Assumed 1 crane at 8 hr/day.

Off-road Equipment - Assumed 1 crane and 1 drill rig at 8 hr/day.

Off-road Equipment - Assumed 1 crane at 8 hr/day.

Trips and VMT - modified worker, vendor, and haul trips to match project description.

Grading -

Architectural Coating - Modified

Off-road Equipment - Assumed 1 crane and 1 drill rig at 8 hr/day.

Table Name	Column Name	Default Value	New Value
tblAreaCoating	Area_EF_Nonresidential_Exterior	100	250
tblAreaCoating	Area_EF_Nonresidential_Interior	100	250
tblAreaCoating	Area_EF_Parking	100	0
tblAreaCoating	Area_EF_Residential_Exterior	50	100
tblConstructionPhase	NumDays	100.00	2.00
tblConstructionPhase	NumDays	2.00	1.00
tblConstructionPhase	NumDays	100.00	3.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	OffRoadEquipmentType		Cranes
tblOffRoadEquipment	OffRoadEquipmentType		Bore/Drill Rigs
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	0.00	1.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	0.00	1.00
tblOffRoadEquipment	PhaseName		Grading
tblOffRoadEquipment	PhaseName		Grading
tblOffRoadEquipment	UsageHours	6.00	8.00
tblOffRoadEquipment	UsageHours	6.00	8.00
tblProjectCharacteristics	OperationalYear	2018	2019
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	VendorTripNumber	0.00	8.00
tblTripsAndVMT	VendorTripNumber	0.00	18.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	0.00	20.00
tblTripsAndVMT	WorkerTripNumber	5.00	20.00
tblTripsAndVMT	WorkerTripNumber	0.00	20.00

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					
2018	2.3500e-003	0.0271	0.0128	4.0000e-005	8.7000e-004	9.8000e-004	1.8500e-003	2.4000e-004	9.0000e-004	1.1400e-003	0.0000	3.5553	3.5553	7.1000e-004	0.0000	3.5731
Maximum	2.3500e-003	0.0271	0.0128	4.0000e-005	8.7000e-004	9.8000e-004	1.8500e-003	2.4000e-004	9.0000e-004	1.1400e-003	0.0000	3.5553	3.5553	7.1000e-004	0.0000	3.5731

	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					
2018	2.3500e-003	0.0271	0.0128	4.0000e-005	8.7000e-004	9.8000e-004	1.8500e-003	2.4000e-004	9.0000e-004	1.1400e-003	0.0000	3.5553	3.5553	7.1000e-004	0.0000	3.5731
Maximum	2.3500e-003	0.0271	0.0128	4.0000e-005	8.7000e-004	9.8000e-004	1.8500e-003	2.4000e-004	9.0000e-004	1.1400e-003	0.0000	3.5553	3.5553	7.1000e-004	0.0000	3.5731

[illegible]

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	1/1/2018	1/2/2018	5	2	Removal of existing support structure and billboard
2	Grading	Grading	1/3/2018	1/3/2018	5	1	Installation of new pole structure
3	Building Construction 2	Building Construction	1/4/2018	1/8/2018	5	3	Installation of billboard column and head of the sign

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
Grading	Cranes	1	8.00	231	0.29
Building Construction	Cranes	1	8.00	231	0.29
Grading	Bore/Drill Rigs	1	8.00	221	0.50
Building Construction 2	Cranes	1	8.00	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	20.00	8.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Grading	2	20.00	18.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Construction 2	1	20.00	6.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

3.2 Building Construction - 2018

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	5.7000e-004	6.8200e-003	2.5200e-003	1.0000e-005		3.0000e-004	3.0000e-004		2.7000e-004	2.7000e-004	0.0000	0.5267	0.5267	1.6000e-004	0.0000	0.5308
Total	5.7000e-004	6.8200e-003	2.5200e-003	1.0000e-005		3.0000e-004	3.0000e-004		2.7000e-004	2.7000e-004	0.0000	0.5267	0.5267	1.6000e-004	0.0000	0.5308

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	4.0000e-005	1.0000e-003	2.8000e-004	0.0000	5.0000e-005	1.0000e-005	6.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.2021	0.2021	1.0000e-005	0.0000	0.2025
Worker	1.1000e-004	9.0000e-005	1.0200e-003	0.0000	2.2000e-004	0.0000	2.2000e-004	6.0000e-005	0.0000	6.0000e-005	0.0000	0.2178	0.2178	1.0000e-005	0.0000	0.2180
Total	1.5000e-004	1.0900e-003	1.3000e-003	0.0000	2.7000e-004	1.0000e-005	2.8000e-004	7.0000e-005	1.0000e-005	8.0000e-005	0.0000	0.4199	0.4199	2.0000e-005	0.0000	0.4204

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	5.7000e-004	6.8200e-003	2.5200e-003	1.0000e-005		3.0000e-004	3.0000e-004		2.7000e-004	2.7000e-004	0.0000	0.5267	0.5267	1.6000e-004	0.0000	0.5308
Total	5.7000e-004	6.8200e-003	2.5200e-003	1.0000e-005		3.0000e-004	3.0000e-004		2.7000e-004	2.7000e-004	0.0000	0.5267	0.5267	1.6000e-004	0.0000	0.5308

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	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	4.0000e-005	1.0000e-003	2.8000e-004	0.0000	5.0000e-005	1.0000e-005	6.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.2021	0.2021	1.0000e-005	0.0000	0.2025
Worker	1.1000e-004	9.0000e-005	1.0200e-003	0.0000	2.2000e-004	0.0000	2.2000e-004	6.0000e-005	0.0000	6.0000e-005	0.0000	0.2178	0.2178	1.0000e-005	0.0000	0.2180
Total	1.5000e-004	1.0900e-003	1.3000e-003	0.0000	2.7000e-004	1.0000e-005	2.8000e-004	7.0000e-005	1.0000e-005	8.0000e-005	0.0000	0.4199	0.4199	2.0000e-005	0.0000	0.4204

3.3 Grading - 2018

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	4.4000e-004	5.5100e-003	2.3100e-003	1.0000e-005		2.1000e-004	2.1000e-004		1.9000e-004	1.9000e-004	0.0000	0.6917	0.6917	2.2000e-004	0.0000	0.6971
Total	4.4000e-004	5.5100e-003	2.3100e-003	1.0000e-005		2.1000e-004	2.1000e-004		1.9000e-004	1.9000e-004	0.0000	0.6917	0.6917	2.2000e-004	0.0000	0.6971

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	1.0000e-003	2.1000e-004	0.0000	5.0000e-005	0.0000	6.0000e-005	1.0000e-005	0.0000	2.0000e-005	0.0000	0.2366	0.2366	2.0000e-005	0.0000	0.2371
Vendor	4.0000e-005	1.1300e-003	3.2000e-004	0.0000	6.0000e-005	1.0000e-005	6.0000e-005	2.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.2274	0.2274	2.0000e-005	0.0000	0.2278
Worker	6.0000e-005	5.0000e-005	5.1000e-004	0.0000	1.1000e-004	0.0000	1.1000e-004	3.0000e-005	0.0000	3.0000e-005	0.0000	0.1089	0.1089	0.0000	0.0000	0.1090
Total	1.3000e-004	2.1800e-003	1.0400e-003	0.0000	2.2000e-004	1.0000e-005	2.3000e-004	6.0000e-005	1.0000e-005	7.0000e-005	0.0000	0.5729	0.5729	4.0000e-005	0.0000	0.5738

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	4.4000e-004	5.5100e-003	2.3100e-003	1.0000e-005		2.1000e-004	2.1000e-004		1.9000e-004	1.9000e-004	0.0000	0.6917	0.6917	2.2000e-004	0.0000	0.6971
Total	4.4000e-004	5.5100e-003	2.3100e-003	1.0000e-005		2.1000e-004	2.1000e-004		1.9000e-004	1.9000e-004	0.0000	0.6917	0.6917	2.2000e-004	0.0000	0.6971

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	1.0000e-003	2.1000e-004	0.0000	5.0000e-005	0.0000	6.0000e-005	1.0000e-005	0.0000	2.0000e-005	0.0000	0.2366	0.2366	2.0000e-005	0.0000	0.2371
Vendor	4.0000e-005	1.1300e-003	3.2000e-004	0.0000	6.0000e-005	1.0000e-005	6.0000e-005	2.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.2274	0.2274	2.0000e-005	0.0000	0.2278
Worker	6.0000e-005	5.0000e-005	5.1000e-004	0.0000	1.1000e-004	0.0000	1.1000e-004	3.0000e-005	0.0000	3.0000e-005	0.0000	0.1089	0.1089	0.0000	0.0000	0.1090
Total	1.3000e-004	2.1800e-003	1.0400e-003	0.0000	2.2000e-004	1.0000e-005	2.3000e-004	6.0000e-005	1.0000e-005	7.0000e-005	0.0000	0.5729	0.5729	4.0000e-005	0.0000	0.5738

3.4 Building Construction 2 - 2018

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	8.6000e-004	0.0102	3.7800e-003	1.0000e-005		4.4000e-004	4.4000e-004		4.1000e-004	4.1000e-004	0.0000	0.7901	0.7901	2.5000e-004	0.0000	0.7962
Total	8.6000e-004	0.0102	3.7800e-003	1.0000e-005		4.4000e-004	4.4000e-004		4.1000e-004	4.1000e-004	0.0000	0.7901	0.7901	2.5000e-004	0.0000	0.7962

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	4.0000e-005	1.1300e-003	3.2000e-004	0.0000	6.0000e-005	1.0000e-005	6.0000e-005	2.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.2274	0.2274	2.0000e-005	0.0000	0.2278
Worker	1.7000e-004	1.4000e-004	1.5300e-003	0.0000	3.3000e-004	0.0000	3.3000e-004	9.0000e-005	0.0000	9.0000e-005	0.0000	0.3266	0.3266	1.0000e-005	0.0000	0.3270
Total	2.1000e-004	1.2700e-003	1.8500e-003	0.0000	3.9000e-004	1.0000e-005	3.9000e-004	1.1000e-004	1.0000e-005	1.1000e-004	0.0000	0.5540	0.5540	3.0000e-005	0.0000	0.5547

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	8.6000e-004	0.0102	3.7800e-003	1.0000e-005		4.4000e-004	4.4000e-004		4.1000e-004	4.1000e-004	0.0000	0.7901	0.7901	2.5000e-004	0.0000	0.7962
Total	8.6000e-004	0.0102	3.7800e-003	1.0000e-005		4.4000e-004	4.4000e-004		4.1000e-004	4.1000e-004	0.0000	0.7901	0.7901	2.5000e-004	0.0000	0.7962

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	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Vendor	4.0000e-005	1.1300e-003	3.2000e-004	0.0000	6.0000e-005	1.0000e-005	6.0000e-005	2.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.2274	0.2274	2.0000e-005	0.0000	0.2278
Worker	1.7000e-004	1.4000e-004	1.5300e-003	0.0000	3.3000e-004	0.0000	3.3000e-004	9.0000e-005	0.0000	9.0000e-005	0.0000	0.3266	0.3266	1.0000e-005	0.0000	0.3270
Total	2.1000e-004	1.2700e-003	1.8500e-003	0.0000	3.9000e-004	1.0000e-005	3.9000e-004	1.1000e-004	1.0000e-005	1.1000e-004	0.0000	0.5540	0.5540	3.0000e-005	0.0000	0.5547

Sunset Blvd Billboard Project - Los Angeles-South Coast County, Summer

Sunset Blvd Billboard 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

Urbanization	Urban	Wind Speed (m/s)	2.2	Precipitation Freq (Days)	33
Climate Zone	11			Operational Year	2019
Utility Company	Southern California Edison				
CO2 Intensity (lb/MW hr)	702.44	CH4 Intensity (lb/MW hr)	0.029	N2O Intensity (lb/MW hr)	0.006

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Sunset Blvd Billboard Project

Land Use - Assumed user defined commercial land use.

Construction Phase - Constuction starts January 2018 and would occur over a week.

Off-road Equipment - Assumed 1 crane at 8 hr/day.

Off-road Equipment - Assumed 1 crane and 1 drill rig at 8 hr/day.

Off-road Equipment - Assumed 1 crane at 8 hr/day.

Trips and VMT - modified worker, vendor, and haul trips to match project description.

Grading -

Architectural Coating - Modified

Off-road Equipment - Assumed 1 crane and 1 drill rig at 8 hr/day.

Table Name	Column Name	Default Value	New Value
tblAreaCoating	Area_EF_Nonresidential_Exterior	100	250
tblAreaCoating	Area_EF_Nonresidential_Interior	100	250
tblAreaCoating	Area_EF_Parking	100	0
tblAreaCoating	Area_EF_Residential_Exterior	50	100
tblConstructionPhase	NumDays	100.00	2.00
tblConstructionPhase	NumDays	2.00	1.00
tblConstructionPhase	NumDays	100.00	3.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	OffRoadEquipmentType		Cranes
tblOffRoadEquipment	OffRoadEquipmentType		Bore/Drill Rigs
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	0.00	1.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	0.00	1.00
tblOffRoadEquipment	PhaseName		Grading
tblOffRoadEquipment	PhaseName		Grading
tblOffRoadEquipment	UsageHours	6.00	8.00
tblOffRoadEquipment	UsageHours	6.00	8.00
tblProjectCharacteristics	OperationalYear	2018	2019
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	VendorTripNumber	0.00	8.00
tblTripsAndVMT	VendorTripNumber	0.00	18.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	0.00	20.00
tblTripsAndVMT	WorkerTripNumber	5.00	20.00
tblTripsAndVMT	WorkerTripNumber	0.00	20.00

	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					
2018	1.1248	15.2448	6.6980	0.0273	0.4437	0.4387	0.8824	0.1212	0.4045	0.5257	0.0000	2,808.0810	2,808.0810	0.5537	0.0000	2,821.9234
Maximum	1.1248	15.2448	6.6980	0.0273	0.4437	0.4387	0.8824	0.1212	0.4045	0.5257	0.0000	2,808.0810	2,808.0810	0.5537	0.0000	2,821.9234

	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					
2018	1.1248	15.2448	6.6980	0.0273	0.4437	0.4387	0.8824	0.1212	0.4045	0.5257	0.0000	2,808.0810	2,808.0810	0.5537	0.0000	2,821.9234
Maximum	1.1248	15.2448	6.6980	0.0273	0.4437	0.4387	0.8824	0.1212	0.4045	0.5257	0.0000	2,808.0810	2,808.0810	0.5537	0.0000	2,821.9234

[illegible]

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	1/1/2018	1/2/2018	5	2	Removal of existing support structure and billboard
2	Grading	Grading	1/3/2018	1/3/2018	5	1	Installation of new pole structure
3	Building Construction 2	Building Construction	1/4/2018	1/8/2018	5	3	Installation of billboard column and head of the sign

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
Grading	Cranes	1	8.00	231	0.29
Building Construction	Cranes	1	8.00	231	0.29
Grading	Bore/Drill Rigs	1	8.00	221	0.50
Building Construction 2	Cranes	1	8.00	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	20.00	8.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Grading	2	20.00	18.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Construction 2	1	20.00	6.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

3.2 Building Construction - 2018

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	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716		580.5979	580.5979	0.1808		585.1166
Total	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716		580.5979	580.5979	0.1808		585.1166

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0368	0.9805	0.2681	2.1100e-003	0.0512	6.9100e-003	0.0581	0.0148	6.6100e-003	0.0214		225.3435	225.3435	0.0148		225.7145
Worker	0.1105	0.0834	1.0802	2.5200e-003	0.2236	1.9900e-003	0.2256	0.0593	1.8400e-003	0.0611		250.7380	250.7380	9.4000e-003		250.9731
Total	0.1473	1.0639	1.3482	4.6300e-003	0.2748	8.9000e-003	0.2837	0.0740	8.4500e-003	0.0825		476.0815	476.0815	0.0242		476.6876

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	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716	0.0000	580.5979	580.5979	0.1808		585.1166
Total	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716	0.0000	580.5979	580.5979	0.1808		585.1166

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	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0368	0.9805	0.2681	2.1100e-003	0.0512	6.9100e-003	0.0581	0.0148	6.6100e-003	0.0214		225.3435	225.3435	0.0148		225.7145
Worker	0.1105	0.0834	1.0802	2.5200e-003	0.2236	1.9900e-003	0.2256	0.0593	1.8400e-003	0.0611		250.7380	250.7380	9.4000e-003		250.9731
Total	0.1473	1.0639	1.3482	4.6300e-003	0.2748	8.9000e-003	0.2837	0.0740	8.4500e-003	0.0825		476.0815	476.0815	0.0242		476.6876

3.3 Grading - 2018

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	0.8719	11.0169	4.6136	0.0152		0.4138	0.4138		0.3807	0.3807		1,524.9513	1,524.9513	0.4747		1,536.8198
Total	0.8719	11.0169	4.6136	0.0152		0.4138	0.4138		0.3807	0.3807		1,524.9513	1,524.9513	0.4747		1,536.8198

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	0.0596	1.9384	0.4011	4.8600e-003	0.1049	7.3700e-003	0.1123	0.0288	7.0500e-003	0.0358		525.3687	525.3687	0.0362		526.2729
Vendor	0.0828	2.2061	0.6032	4.7600e-003	0.1152	0.0156	0.1308	0.0332	0.0149	0.0481		507.0230	507.0230	0.0334		507.8576
Worker	0.1105	0.0834	1.0802	2.5200e-003	0.2236	1.9900e-003	0.2256	0.0593	1.8400e-003	0.0611		250.7380	250.7380	9.4000e-003		250.9731
Total	0.2529	4.2279	2.0844	0.0121	0.4437	0.0249	0.4686	0.1212	0.0238	0.1450		1,283.1297	1,283.1297	0.0790		1,285.1036

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	0.8719	11.0169	4.6136	0.0152		0.4138	0.4138		0.3807	0.3807	0.0000	1,524.9513	1,524.9513	0.4747		1,536.8198
Total	0.8719	11.0169	4.6136	0.0152		0.4138	0.4138		0.3807	0.3807	0.0000	1,524.9513	1,524.9513	0.4747		1,536.8198

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	0.0596	1.9384	0.4011	4.8600e-003	0.1049	7.3700e-003	0.1123	0.0288	7.0500e-003	0.0358		525.3687	525.3687	0.0362		526.2729
Vendor	0.0828	2.2061	0.6032	4.7600e-003	0.1152	0.0156	0.1308	0.0332	0.0149	0.0481		507.0230	507.0230	0.0334		507.8576
Worker	0.1105	0.0834	1.0802	2.5200e-003	0.2236	1.9900e-003	0.2256	0.0593	1.8400e-003	0.0611		250.7380	250.7380	9.4000e-003		250.9731
Total	0.2529	4.2279	2.0844	0.0121	0.4437	0.0249	0.4686	0.1212	0.0238	0.1450		1,283.1297	1,283.1297	0.0790		1,285.1036

3.4 Building Construction 2 - 2018

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	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716		580.5979	580.5979	0.1808		585.1166
Total	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716		580.5979	580.5979	0.1808		585.1166

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0276	0.7354	0.2011	1.5900e-003	0.0384	5.1800e-003	0.0436	0.0111	4.9600e-003	0.0160		169.0077	169.0077	0.0111		169.2859
Worker	0.1105	0.0834	1.0802	2.5200e-003	0.2236	1.9900e-003	0.2256	0.0593	1.8400e-003	0.0611		250.7380	250.7380	9.4000e-003		250.9731
Total	0.1381	0.8187	1.2812	4.1100e-003	0.2620	7.1700e-003	0.2691	0.0704	6.8000e-003	0.0771		419.7456	419.7456	0.0205		420.2589

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	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716	0.0000	580.5979	580.5979	0.1808		585.1166
Total	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716	0.0000	580.5979	580.5979	0.1808		585.1166

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	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0276	0.7354	0.2011	1.5900e-003	0.0384	5.1800e-003	0.0436	0.0111	4.9600e-003	0.0160		169.0077	169.0077	0.0111		169.2859
Worker	0.1105	0.0834	1.0802	2.5200e-003	0.2236	1.9900e-003	0.2256	0.0593	1.8400e-003	0.0611		250.7380	250.7380	9.4000e-003		250.9731
Total	0.1381	0.8187	1.2812	4.1100e-003	0.2620	7.1700e-003	0.2691	0.0704	6.8000e-003	0.0771		419.7456	419.7456	0.0205		420.2589

Sunset Blvd Billboard Project - Los Angeles-South Coast County, Winter

Sunset Blvd Billboard 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

Urbanization	Urban	Wind Speed (m/s)	2.2	Precipitation Freq (Days)	33
Climate Zone	11			Operational Year	2019
Utility Company	Southern California Edison				
CO2 Intensity (lb/MW hr)	702.44	CH4 Intensity (lb/MW hr)	0.029	N2O Intensity (lb/MW hr)	0.006

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Sunset Blvd Billboard Project

Land Use - Assumed user defined commercial land use.

Construction Phase - Constuction starts January 2018 and would occur over a week.

Off-road Equipment - Assumed 1 crane at 8 hr/day.

Off-road Equipment - Assumed 1 crane and 1 drill rig at 8 hr/day.

Off-road Equipment - Assumed 1 crane at 8 hr/day.

Trips and VMT - modified worker, vendor, and haul trips to match project description.

Grading -

Architectural Coating - Modified

Off-road Equipment - Assumed 1 crane and 1 drill rig at 8 hr/day.

Table Name	Column Name	Default Value	New Value
tblAreaCoating	Area_EF_Nonresidential_Exterior	100	250
tblAreaCoating	Area_EF_Nonresidential_Interior	100	250
tblAreaCoating	Area_EF_Parking	100	0
tblAreaCoating	Area_EF_Residential_Exterior	50	100
tblConstructionPhase	NumDays	100.00	2.00
tblConstructionPhase	NumDays	2.00	1.00
tblConstructionPhase	NumDays	100.00	3.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	OffRoadEquipmentType		Cranes
tblOffRoadEquipment	OffRoadEquipmentType		Bore/Drill Rigs
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	0.00	1.00
tblOffRoadEquipment	OffRoadEquipmentUnitAmount	0.00	1.00
tblOffRoadEquipment	PhaseName		Grading
tblOffRoadEquipment	PhaseName		Grading
tblOffRoadEquipment	UsageHours	6.00	8.00
tblOffRoadEquipment	UsageHours	6.00	8.00
tblProjectCharacteristics	OperationalYear	2018	2019
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	VendorTripNumber	0.00	8.00
tblTripsAndVMT	VendorTripNumber	0.00	18.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	0.00	20.00
tblTripsAndVMT	WorkerTripNumber	5.00	20.00
tblTripsAndVMT	WorkerTripNumber	0.00	20.00

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					
2018	1.1416	15.2852	6.7002	0.0269	0.4437	0.4391	0.8828	0.1212	0.4048	0.5260	0.0000	2,771.1142	2,771.1142	0.5568	0.0000	2,785.0344
Maximum	1.1416	15.2852	6.7002	0.0269	0.4437	0.4391	0.8828	0.1212	0.4048	0.5260	0.0000	2,771.1142	2,771.1142	0.5568	0.0000	2,785.0344

	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					
2018	1.1416	15.2852	6.7002	0.0269	0.4437	0.4391	0.8828	0.1212	0.4048	0.5260	0.0000	2,771.1142	2,771.1142	0.5568	0.0000	2,785.0344
Maximum	1.1416	15.2852	6.7002	0.0269	0.4437	0.4391	0.8828	0.1212	0.4048	0.5260	0.0000	2,771.1142	2,771.1142	0.5568	0.0000	2,785.0344

[illegible]

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	1/1/2018	1/2/2018	5	2	Removal of existing support structure and billboard
2	Grading	Grading	1/3/2018	1/3/2018	5	1	Installation of new pole structure
3	Building Construction 2	Building Construction	1/4/2018	1/8/2018	5	3	Installation of billboard column and head of the sign

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
Grading	Cranes	1	8.00	231	0.29
Building Construction	Cranes	1	8.00	231	0.29
Grading	Bore/Drill Rigs	1	8.00	221	0.50
Building Construction 2	Cranes	1	8.00	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	20.00	8.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Grading	2	20.00	18.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Construction	1	20.00	6.00	0.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

3.2 Building Construction - 2018

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	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716		580.5979	580.5979	0.1808		585.1166
Total	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716		580.5979	580.5979	0.1808		585.1166

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0384	0.9827	0.2947	2.0600e-003	0.0512	7.0200e-003	0.0582	0.0148	6.7200e-003	0.0215		219.3199	219.3199	0.0158		219.7155
Worker	0.1223	0.0923	0.9945	2.3700e-003	0.2236	1.9900e-003	0.2256	0.0593	1.8400e-003	0.0611		236.1152	236.1152	8.8900e-003		236.3373
Total	0.1607	1.0750	1.2892	4.4300e-003	0.2748	9.0100e-003	0.2838	0.0740	8.5600e-003	0.0826		455.4351	455.4351	0.0247		456.0528

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	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716	0.0000	580.5979	580.5979	0.1808		585.1166
Total	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716	0.0000	580.5979	580.5979	0.1808		585.1166

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	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0384	0.9827	0.2947	2.0600e-003	0.0512	7.0200e-003	0.0582	0.0148	6.7200e-003	0.0215		219.3199	219.3199	0.0158		219.7155
Worker	0.1223	0.0923	0.9945	2.3700e-003	0.2236	1.9900e-003	0.2256	0.0593	1.8400e-003	0.0611		236.1152	236.1152	8.8900e-003		236.3373
Total	0.1607	1.0750	1.2892	4.4300e-003	0.2748	9.0100e-003	0.2838	0.0740	8.5600e-003	0.0826		455.4351	455.4351	0.0247		456.0528

3.3 Grading - 2018

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	0.8719	11.0169	4.6136	0.0152		0.4138	0.4138		0.3807	0.3807		1,524.9513	1,524.9513	0.4747		1,536.8198
Total	0.8719	11.0169	4.6136	0.0152		0.4138	0.4138		0.3807	0.3807		1,524.9513	1,524.9513	0.4747		1,536.8198

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	0.0611	1.9649	0.4291	4.7800e-003	0.1049	7.5200e-003	0.1124	0.0288	7.1900e-003	0.0360		516.5779	516.5779	0.0376		517.5174
Vendor	0.0863	2.2110	0.6630	4.6300e-003	0.1152	0.0158	0.1310	0.0332	0.0151	0.0483		493.4697	493.4697	0.0356		494.3599
Worker	0.1223	0.0923	0.9945	2.3700e-003	0.2236	1.9900e-003	0.2256	0.0593	1.8400e-003	0.0611		236.1152	236.1152	8.8900e-003		236.3373
Total	0.2697	4.2683	2.0866	0.0118	0.4437	0.0253	0.4690	0.1212	0.0241	0.1454		1,246.1628	1,246.1628	0.0821		1,248.2146

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	0.8719	11.0169	4.6136	0.0152		0.4138	0.4138		0.3807	0.3807	0.0000	1,524.9513	1,524.9513	0.4747		1,536.8198
Total	0.8719	11.0169	4.6136	0.0152		0.4138	0.4138		0.3807	0.3807	0.0000	1,524.9513	1,524.9513	0.4747		1,536.8198

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	0.0611	1.9649	0.4291	4.7800e-003	0.1049	7.5200e-003	0.1124	0.0288	7.1900e-003	0.0360		516.5779	516.5779	0.0376		517.5174
Vendor	0.0863	2.2110	0.6630	4.6300e-003	0.1152	0.0158	0.1310	0.0332	0.0151	0.0483		493.4697	493.4697	0.0356		494.3599
Worker	0.1223	0.0923	0.9945	2.3700e-003	0.2236	1.9900e-003	0.2256	0.0593	1.8400e-003	0.0611		236.1152	236.1152	8.8900e-003		236.3373
Total	0.2697	4.2683	2.0866	0.0118	0.4437	0.0253	0.4690	0.1212	0.0241	0.1454		1,246.1628	1,246.1628	0.0821		1,248.2146

3.4 Building Construction 2 - 2018

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	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716		580.5979	580.5979	0.1808		585.1166
Total	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716		580.5979	580.5979	0.1808		585.1166

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0288	0.7370	0.2210	1.5400e-003	0.0384	5.2600e-003	0.0437	0.0111	5.0400e-003	0.0161		164.4899	164.4899	0.0119		164.7866
Worker	0.1223	0.0923	0.9945	2.3700e-003	0.2236	1.9900e-003	0.2256	0.0593	1.8400e-003	0.0611		236.1152	236.1152	8.8900e-003		236.3373
Total	0.1511	0.8294	1.2155	3.9100e-003	0.2620	7.2500e-003	0.2692	0.0704	6.8800e-003	0.0772		400.6051	400.6051	0.0208		401.1240

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	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716	0.0000	580.5979	580.5979	0.1808		585.1166
Total	0.5707	6.8208	2.5219	5.7700e-003		0.2952	0.2952		0.2716	0.2716	0.0000	580.5979	580.5979	0.1808		585.1166

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	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Vendor	0.0288	0.7370	0.2210	1.5400e-003	0.0384	5.2600e-003	0.0437	0.0111	5.0400e-003	0.0161		164.4899	164.4899	0.0119		164.7866
Worker	0.1223	0.0923	0.9945	2.3700e-003	0.2236	1.9900e-003	0.2256	0.0593	1.8400e-003	0.0611		236.1152	236.1152	8.8900e-003		236.3373
Total	0.1511	0.8294	1.2155	3.9100e-003	0.2620	7.2500e-003	0.2692	0.0704	6.8800e-003	0.0772		400.6051	400.6051	0.0208		401.1240

**Sunset Boulevard Billboard GHG
Emissions**

Project Annual Electricity (kWh)	2,628
Project Annual Electricity (MWh)	2.628

	CO2 (lb/MWh)	CH4 (lb/MWh)	N2O (lb/MWh)
Southern California Edison Intensity Factors (2017)	707.74	0.029	0.006

Proposed Project

	CO2 (lbs/year)	CH4 (lbs/year)	N2O (lbs/year)	Total CO2e
Emissions	1,859.94	0.08	0.02	
Global Warming Potential	1	25	298	
CO2e (lb)	1,859.94	1.91	4.70	1,866.54
CO2e (tons)	0.93	0.00	0.00	0.93
CO2e (MT/year)	0.84	0.00	0.00	0.85

APPENDIX C

*State of California Department of Parks and
Recreation Series 523 Forms*

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

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings
Review Code

Reviewer

Date

Page 1 of 4

*Resource Name or #: 8228 Sunset Boulevard

P1. Other Identifier:

*P2. Location: ☐ Not for Publication ☒ Unrestricted

*a. County: Los Angeles

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

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

c. Address: 8228 Sunset Boulevard

City: West Hollywood

Zip: 90046

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

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

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

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

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

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

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

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



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

*P6. Date Constructed/Age and

Sources: ☒ Historic

☐ Prehistoric ☐ Both

c. 1927/1935 (LA County Assessor)

*P7. Owner and Address:

8228 Associates

11684 Ventura Boulevard #80

Studio City, CA 91604

*P8. Recorded by: (Name, affiliation, and address)

Samantha Murray

Dudek

38 N. Marengo Avenue

Pasadena, CA 91101

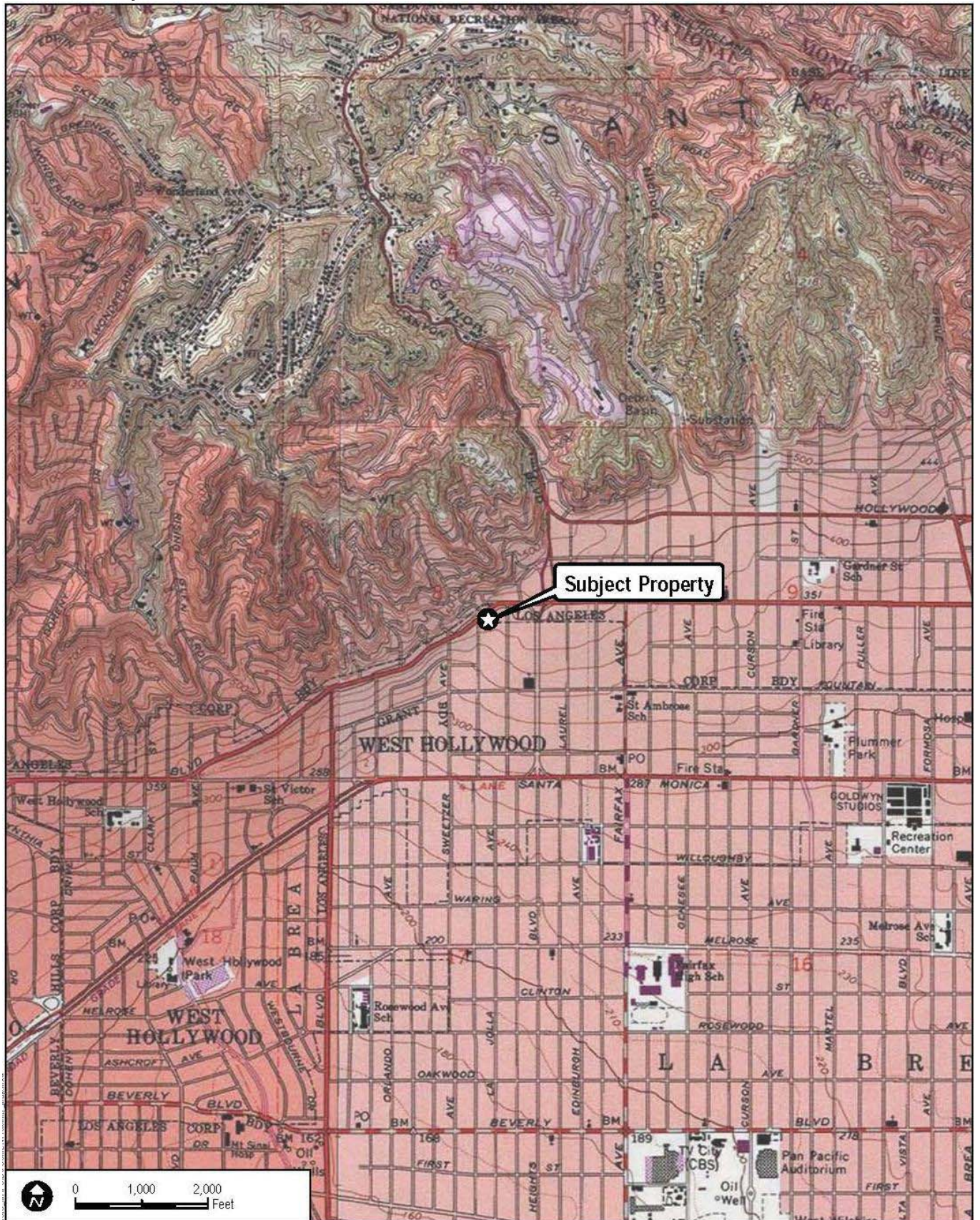
*P9. Date Recorded: 12/4/14

*P10. Survey Type: Intensive

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

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

LOCATION MAP



BUILDING, STRUCTURE, AND OBJECT RECORD

Page 3 of 4

*NRHP Status Code 6Z

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

B1. Historic Name:

B2. Common Name:

B3. Original Use: Apartment building

B4. Present Use: Office building

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

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

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

*B7. **Moved?** ☒No ☐Yes ☐Unknown **Date:**

Original Location:

*B8. **Related Features:**

B9a. Architect: unknown

b. Builder: unknown

*B10. **Significance: Theme:**

Area:

Period of Significance:

Property Type:

Applicable Criteria: n/a

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.) The following information is summarized from the existing "Historic Context for Multi-Family Housing" in the *R2, R3, R4 Multi-Family Survey Report* prepared by Architectural Resources Group (ARG) in 2008, and was developed to aid in significance evaluations for properties that fall within the city's R2, R3, and R4-zoned areas by focusing on the history of multi-family properties in West Hollywood.

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

See Continuation Sheet.

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

*B12. **References:**

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

B13. Remarks:

*B14. **Evaluator:** Samantha Murray

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

(This space reserved for official comments.)



CONTINUATION SHEET

Primary #

HRI#

Trinomial

Page 4 of 4

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

*Recorded by: Samantha Murray

*Date: 12/4/14

☒ Continuation

☐ Update

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

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