

SUBJECT: ZONE TEXT AMENDMENT AND AMENDMENT TO THE SUNSET SPECIFIC PLAN, TO REFINE REGULATIONS FOR CREATIVE BILLBOARDS AND ALLOW FOR CREATIVE TALL WALLS, IN THE SUNSET SPECIFIC PLAN AREA

INITIATED BY: DEPARTMENT OF COMMUNITY DEVELOPMENT
(Bianca Siegl, Long Range & Mobility Planning Manager)
(Steve Gerhardt, AICP, Contract Senior Planner)

STATEMENT ON THE SUBJECT

Officially continued from Thursday, November 5, 2015. The Planning Commission will hold a public hearing to consider text changes to the Zoning Ordinance and Sunset Specific Plan related to the approval of temporary creative off-site signs (billboards and tall walls) within the Sunset Specific Plan area.

RECOMMENDATION

Staff recommends that the Planning Commission hold the public hearing, consider all pertinent testimony, and adopt the following:

- 1) Draft Resolution No. PC 15-1162 **“A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A ZONE TEXT AMENDMENT AND A SUNSET SPECIFIC PLAN AMENDMENT TO REFINE REGULATIONS FOR CREATIVE BILLBOARDS AND ALLOW FOR CREATIVE TALL WALLS IN THE SUNSET SPECIFIC PLAN AREA, WEST HOLLYWOOD, CALIFORNIA.”** (EXHIBIT A)

BACKGROUND

The purpose of this Zoning Text Amendment and Sunset Specific Plan Amendment is to provide zoning language to encourage quality and customization of existing billboards and tall wall signs by establishing standards for creative tall walls and clarifying existing standards for creative billboards, and extending the staff-approved permit period for approved creative billboards and tall walls. All the signs referenced in this report and draft ordinance are “off-site signs.” More specifically, these amendments will: 1) clarify what types of temporary creative off-site signs are encouraged; 2) encourage installation of more creative advertising on the Sunset Strip; 3) establish a process for administrative approval for those signs; and 4) provide updated standards for their design and operation.

The City is undertaking a comprehensive study of off-site signage, specifically billboards and tall walls, along the Sunset Strip of which this proposed amendment is one component. The purpose of the study is to develop zoning regulations to enhance quality, creativity and encourage customization off-site signage. The intent is to encourage existing signs to become more iconic and creative. There are currently 65 existing signs along the Sunset Strip, with a total of 81 sign faces. These existing signs represent the best opportunity to improve the quality of the advertising environment along the Sunset Strip.

This process has involved extensive community and advertising industry outreach. As a result of this outreach, it was determined that a focused set of revisions to the existing requirements and procedures for temporary creative off-site signs was warranted in order to facilitate more unique, high-quality off-site signs on the Sunset Strip. The objectives of this focused effort include the following:

- Improve the quality of existing off-site signs through creativity and innovation, increasing the vitality and energy of the Sunset Strip.
- Encourage creative off-site signs that are consistent with the vibrant character of the Sunset Strip while minimizing or avoiding potential aesthetic nuisances.
- Allow for creative tall wall signs along the Sunset Strip.
- Increase the number of creative billboards that are implemented on the Sunset Strip.
- Streamline the process of approving temporary creative off-site signs and provide predictability in the process.

The proposed zoning text amendments and Sunset Specific Plan amendment are designed to encourage creativity and innovation within the existing sign inventory. During early public outreach efforts of the comprehensive study, key industry representatives stated that a simplified review and approval process and clear design guidelines are essential to achieving this goal.

Since its adoption in 1996, the Sunset Specific Plan has included provisions for creative billboards and tall walls; however, while the Zoning Code implemented standards for temporary creative billboards, it did not provide clear guidance for temporary creative tall walls. In addition, definitions for a number of key signage terms either required revision or update, and definitions for creative tall walls and creative and 3D extensions to billboards and tall walls were missing and need to be added to Section 19.90.020.

During the public outreach, it was noted that creative signage proposals required shorter approval timeframes and greater predictability to respond to the fast-paced requirements for the top-tier companies seeking to be truly creative with their branding and advertising. The existing approval process and lack of design guidance in the code may have discouraged creative off-site signage, and applicants who might have otherwise considered creative signage have avoided going through the process. As a result, the Planning Commission has rarely been presented with creative billboards. For these reasons, the proposed changes are being proposed.

The Zoning Text Amendment limits sizes for physical extensions, provides new safety, nuisance avoidance, and landscaping and aesthetic standards, including lighting. The Zoning Text Amendment and Sunset Specific Plan amendment streamlines the approval process for administrative approvals, simplifies the timeframe for approvals to 12 months plus an additional 6-month extension, and eliminates Planning Commission review of these temporary creative signs.

The design standards for temporary creative billboards as proposed in the zoning text amendment refine and clarify existing requirements, and allow for creative extensions up to 25% of the existing sign area, limits the height of these extensions no more than 25 feet from the edge of the existing billboard, and limits overall height to no more than 100 feet above the adjacent sidewalk.

For temporary creative tall walls, the proposed text provides a comprehensive set of design standards. The design standards as proposed allow for creative extensions of tall walls up to 25 feet from the edge of the existing tall wall, and may wrap around the corner of the building with an extension of no more than 500 square feet. The size of creative extensions on the primary plane can be 10% of the existing tall wall sign area or 1000 square feet in size, whichever is less. The text on creative temporary tall walls is limited to 15% of the total sign area, unless the text is an integral part of the artistic expression of the proposed tall wall.

A more detailed summary of these proposed changes is provided in matrix form in Exhibit A. The complete text of these proposed changes is provided in Exhibit B, Attachments A and B.

It is important to note that existing State law pre-empts local regulations that are more restrictive. These provisions already allow for the expansion of existing billboards, typically 14-x48' in size, up to a size of 20x60' in what is considered to be "customary maintenance" under the State law. Existing billboards along the Sunset Strip have been or could be expanded under this provision in the future. Standard extensions to existing billboards made under this customary maintenance provision of State law no longer require City approval.

The expected outcome of these proposed zoning and specific plan changes is to encourage more creative temporary billboards and tall walls on the existing off-site signs along the Sunset Strip, and to re-establish Sunset as a destination for innovative and exciting signage.

Public Notice

A legal notice was published in the Beverly Press and West Hollywood Independent on October 26, 2015; the Planning Division also noticed all of the West Hollywood neighborhood groups on October 26, 2015, for the item to be considered at the November 5, 2015, Planning Commission meeting. This item was continued to tonight's meeting without discussion.

California Environmental Quality Act (CEQA)

The zone text changes and specific plan amendment revise existing language that could effect the physical environment through implementation of the Zoning Ordinance and Sunset Specific Plan, and thus, constitute a project requiring analysis under the California Environmental Quality Act (CEQA). An Initial Study/Negative Declaration (IS/ND) pursuant to Section 15070 of the CEQA Guidelines was prepared. This study was circulated to the public as required under Section 15073 from August 20 to September 10, 2015. One comment was received from Los Angeles County Fire Department during the public review period, and has been responded to in the final IS/ND document provided in Exhibit C. In addition, Native American consultation regarding the Sunset Specific Plan amendment as required under SB-18 was initiated. No comments have been received from this effort to date.

Planning Commission Long-Range Planning Subcommittee

The proposed zone text and Sunset Specific Plan amendments were discussed by the Long-Range Planning Subcommittee on May 21 and June 18, 2015. At the initial discussion, the Commissioners requested more details about the design parameters allowed in the new language, and were supportive of the zone text changes at the conclusion of the second discussion.

Public Comment & Correspondence

As of November 9, 2015, staff received no written comments.

Sunset Off-Site Signage Study

The broader study to evaluate the off-site signage regulations is actively being pursued in parallel to the subject zoning text and Sunset Specific Plan amendments. Completion of a comprehensive study and amendments to the Zoning Ordinance and Sunset Specific Plan will address regulations for three categories of off-site signs: 1) modifications to existing signs, 2) digital signs, and 3) new signs (static or digital).

Draft proposed policy alternatives for digital and new signs will be presented to the Planning Commission and City Council for feedback in Spring 2016. Following discussion of the proposed draft guidelines, an Environmental Impact Report (EIR) will be initiated to review the impacts of the proposed new regulations. Following completion of the EIR and adoption of the policy amendments, the City could begin accepting and processing applications for new signs and/or digital signs, as allowed by the new policy. Based on the time necessary to complete the formal environmental review and adoption process, it is anticipated that this effort will be completed no earlier than Spring 2017.

Pilot Project

The City currently contracts with an advertising company to operate a billboard on City-owned property at 8755 Sunset Boulevard. This existing contract will expire in March 2016. A Request for Proposal (RFP) for a creative digital pilot project was approved by the City Council on October 5, 2015 to replace this existing contract. Responses to the RFP are due on December 15, 2015. After initial evaluation, proposals received from a shortlist of finalists will be presented to the public prior to final selection.

This project will provide a real-world experiment for cutting edge digital signage to allow for public and staff review of best practices for state of the art digital advertising. The lessons learned from this pilot project will help inform the comprehensive update of the Sunset Off-Site Signage Study.

EXHIBITS

- A. Draft Resolution No. PC 15-1162
- B. Summary of Proposed Zoning Text Amendment
- C. Final Initial Study/Negative Declaration, September 28, 2015

RESOLUTION NO. PC 15-1162

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A ZONE TEXT AMENDMENT AND A SUNSET SPECIFIC PLAN AMENDMENT TO REFINE REGULATIONS FOR CREATIVE BILLBOARDS AND ALLOW FOR CREATIVE TALL WALLS IN THE SUNSET SPECIFIC PLAN AREA, WEST HOLLYWOOD, CALIFORNIA.

The Planning Commission for the City of West Hollywood hereby finds, resolves, and orders as follows:

SECTION 1. The City of West Hollywood initiated amendments to the Zoning Ordinance, Article 19 of the Municipal Code to add clarifying language to Section 19.34.080 and definitions in Section 19.90.020, and amendments to Section (1)(3)(b) (Requirements, Creative Billboards) of Part 8 (Billboards and Art Advertising) of Section 1 (Requirements and Guidelines for Development), Part 2 of the Sunset Specific Plan.

SECTION 2. A public hearing was duly noticed for the Planning Commission meeting of November 5, 2015 by publication in the Beverly Press newspaper, the West Hollywood Independent Newspaper, required state and local agencies, and the City website and by announcement on City Channel 6 by October 26, 2015. The discussion was continued to November 19, 2015, without discussion.

SECTION 3. The proposed text changes to the City's Municipal Code and Sunset Specific Plan are subject to analysis under the California Environmental Quality Act (CEQA) pursuant to Section 15070 of the CEQA Guidelines. A Negative Declaration was prepared and circulated as required by State law. The Negative Declaration concluded that the proposed project would not induce any significant environmental impacts, and that no additional mitigation measures were required for the proposed project.

SECTION 4. The Planning Commission of the City of West Hollywood hereby finds that zoning text amendment ZTA15-010 and Sunset Specific Plan Amendment SPA15-0001, are consistent with the Goals and Policies of the General Plan:

- LU-15: Maintain Sunset Boulevard as a regional, national, and international destination for entertainment, and the primary economic engine of the City; and
- LU-16: Maximize the iconic urban design value and visual creativity of signage in West Hollywood.

SECTION 5. The objectives of this focused effort include the following: allow for creative tall wall signs along the Sunset Strip; increase the number of creative billboards that are implemented on the Sunset Strip; encourage creative off-site signs that are

consistent with the vibrant character of the Sunset Strip while minimizing or avoiding potential aesthetic nuisances; improve the quality of off-site signs through creativity and innovation, increasing the vitality and energy of the Sunset Strip; and, streamline the process of approving temporary creative off-site signs.

SECTION 6. Based on the foregoing, the Planning Commission of the City of West Hollywood hereby recommends approval to the City Council of Zoning Text Amendment ZTA15-010, which is attached hereto as Attachment A, and Sunset Specific Plan Amendment SPA15-0001, which is attached hereto as Attachment B.

DRAFT

PASSED, APPROVED AND ADOPTED by the Planning Commission of the City of West Hollywood at a regular meeting held this 19th day of November, 2015 by the following vote:

AYES: Commissioner:

NOES: Commissioner:

ABSENT: Commissioner:

ABSTAIN: Commissioner:

CHAIRPERSON

ATTEST:

BIANCA SIEGL, PLANNING MANAGER
LONG RANGE AND MOBILITY PLANNING

Decisions of the Planning Commission are subject to appeal in accordance with the procedures set forth in West Hollywood Municipal Code Chapter 19.76. Any action to challenge the final decision of the City of West Hollywood made as a result of the public hearing on this application must be filed within the time limits set forth in Code of Civil Procedure Section §1094.6.

Attachment A

ZONE TEXT AMENDMENT 015-010 WEST HOLLYWOOD MUNICIPAL CODE SECTIONS TO BE MODIFIED

(New text indicated with underlining, deleted text with strikethrough.)

Section 1. Section 19.34.080(D) in Chapter 19.34 of Title 19 of the West Hollywood Municipal Code is amended to read as follows:

D. *Approval Authority.* The Commission shall have the authority to approve district identification signs, large-screen video signs, conditional use permits for tall wall signs, ~~creative billboards requested for periods longer than six months,~~ second sides for existing billboards, and new billboards integrated into new construction. The Director may approve all other off-site signs.

Section 2. Section 19.34.080(E) in Chapter 19.34 of Title 19 of the West Hollywood Municipal Code is amended to read as follows:

E. *Billboards - Creative.* A creative billboard may be approved as a temporary modification to an existing billboard, in compliance with this section. The following regulations are intended to encourage creatively designed billboards that make a positive visual contribution to Sunset Boulevard and to the overall image of the city.

1. *Limitation on Location.* Creative billboards may be approved only within the SSP (Sunset Specific Plan) zoning district and only in conjunction with an existing billboard.

2. *Approval Authority.* A creative billboard is subject to approval by the Director ~~or the Commission based on the proposed length of display of the creative billboard per subsection (3), below. A Director approved creative billboard shall not be subsequently considered for approval or extension by the Commission.~~

3. *Time Limit.*

a. ~~The Director may approve the placement of a creative billboard for a maximum period of six twelve months. No extensions of the approved time limit are permitted. One six-month time extension may be approved or denied by the Director and the creative billboard shall be removed immediately upon expiration. Certain types of physical extensions may be installed for a longer period, as allowed by state law.~~

b. ~~The Commission may approve the placement of a creative billboard for a maximum of two years, and may grant extensions of time to the two-year limit at its discretion, provided that the sign continues to meet the intentions and requirements of this section.~~

4. Standards. A creative billboard shall be designed and located in compliance with all of the following standards.

a. The creative billboard shall alter an existing billboard without changing its location, ~~or exceeding the height limitations identified in the Sunset Specific Plan.~~ Any enlargement of the billboard shall be designed as an integral part of the billboard image and contribute to the overall creativity of its design.

b. The creative billboard shall be properly sited and well integrated within the context of its surroundings.

~~e. The creative billboard shall not have more impact on public or private views than the building envelope allowed by the Sunset Specific Plan.~~

d.c. Creative billboards shall be an inventive and original representation of the product or business being advertised. The creative billboard shall exhibit one or more of the following elements:

- (1) Three-dimensional props and extensions
- (2) Extensions with cut-out shapes or voids
- (3) Integrated thematic lighting such as neon, LED, images which change from day to night through lighting effects, projected light, video projections, or other emerging technologies.
- (4) Moving or animated mechanical elements.
- (5) Different day-time and night-time images.
- (6) Hand-painted graphics or graphics crafted on-site
- (7) Alternative textures and materials, such as plants and vegetation.
- (8) Live action.
- (9) Innovative technologies such as passive participatory attributes or three-dimensional anamorphic illusions over multiple surfaces.

~~(1) Architectural: The proposed creative billboard is compatible with the architectural elements of the structures or site; or~~

~~(2) Media: The proposed creative billboard incorporates neon, unique lighting techniques, electronic graphics, moving or animated mechanical elements, three-dimensional elements, City of West Hollywood logo, or other creative concepts deemed appropriate by the review authority. Use of LCD or LED technology as part of a creative sign may only be approved by the Planning Commission.~~

d. The following elements do not qualify as creative for the purposes of a creative billboard: use of color, and/or use of stretched vinyl material.

e. Creative billboards that incorporate three-dimensional elements and extensions shall also meet the following criteria:

- (1) The area of any prop or extension shall not be more than 25% of the overall area of the existing billboard sign face, or the

maximum area allowed by state law for customary maintenance, whichever is greater.

- (2) No extension shall exceed 100' above the adjacent sidewalk on Sunset Boulevard as taken from the curb at the nearest point to the sign support.
- (3) Extensions shall not project more than 25' from any billboard edge.
- (4) Extensions shall have a distinct shape and shall not be used to uniformly expand the area of the billboard.

ef. Moving or changing visuals shall be timed to not cause ~~confusion~~ driver distraction or interfere with the flow of traffic, or otherwise adversely impact public health, safety, or welfare. Moving or changing visuals shall be designed to minimize the impact on neighboring residential uses.

fg. The creative billboard shall not result in removal or substantial alteration of trees or landscaping in nearby public parks or in the public right-of-way. Any trimming deemed by the city to be reasonable to accommodate a sign shall be undertaken only by the city's Landscape and Maintenance Division.

gh. Lighting of the creative billboard shall be designed to minimize glare onto other properties and uses. Creative billboards that incorporate thematic lighting shall also meet the following criteria:

- (1) The creative billboard shall be located and designed not to cause light and glare impacts on neighboring residential uses. The light emitted from the subject property at any adjacent residential property line shall not exceed three footcandles above existing light levels. Glare shall not exceed a 30:1 contrast ratio, or latest IESNA standards.
- (2) Light shall not have stroboscopic or flashing effects.
- (3) Lighting shall not transition suddenly and/or repetitively between light and dark.
- (4) Moving light shall flow smoothly across the surface(s) of the billboard and not oscillate, rapidly pulse, or suddenly change direction.
- (5) Projected light shall not spill beyond the surface(s) of the billboard and onto adjacent parcels and/or surfaces.
- (6) Animated or moving light shall not be in operation from 2:00 AM through 45 minutes before sunrise.
- (7) Digital images are not permitted.

Section 3. Section 19.34.080(K) in Chapter 19.34 of Title 19 of the West Hollywood Municipal Code is added to read as follows:

K. Tall Wall Signs - Creative. A creative tall wall sign may be approved as a temporary modification to an existing, permitted tall wall, in compliance with this section. The

following regulations are intended to encourage creatively designed tall walls that make a positive visual contribution to Sunset Boulevard and to the overall image of the city.

1. Limitation on Location. Creative tall walls may be approved only within the SSP (Sunset Specific Plan) zoning district and only in conjunction with an existing, permitted tall wall.

2. Approval Authority. A creative tall wall is subject to approval by the Director.

3. Time Limit. The Director may approve the placement of a creative tall wall for a maximum period of twelve months. One six-month extension may be permitted by the Director and the creative tall wall shall be removed immediately upon expiration.

4. Standards. A creative tall wall shall be designed and located in compliance with all of the following standards.

a. The creative tall wall shall alter an existing tall wall without changing its location. Any enlargement of the tall wall shall be designed as an integral part of the tall wall image and contribute to the overall creativity of its design.

b. The creative tall wall shall be properly sited and well integrated within the context of its surroundings.

c. Creative tall walls shall be an inventive and original representation of the product or business being advertised. The creative tall wall shall exhibit one or more of the following elements:

- (1) Three-dimensional props and extensions
- (2) Extensions with cut-out shapes or voids
- (3) Integrated thematic lighting such as neon, LED, images which change from day to night through lighting effects, projected light, video projections, or other emerging technologies.
- (4) Moving or animated mechanical elements.
- (5) Different day-time and night-time images.
- (6) Hand-painted graphics or graphics crafted on-site
- (7) Alternative textures and materials, such as plants and vegetation.
- (8) Live action.
- (9) Innovative technologies such as passive participatory attributes or three-dimensional anamorphic illusions over multiple surfaces.
- (10) Text covering the tall wall surface, when such text is an artistic component of the sign.

d. The following elements do not qualify as creative for the purposes of a creative tall wall: use of color and/or use of stretched vinyl material.

e. The area of an approved creative tall wall containing text shall not exceed 15 percent of the total sign area as measured in compliance

with Section 19.34.040(C) (Measurement of Sign Area), except as described in 19.34.080(K)(4)(c)(10), above.

f. Creative tall walls that incorporate three-dimensional elements and extensions shall also meet the following criteria:

- (1) The area of any prop or extension shall not be more than 10% of the overall area of the existing tall wall or 1,000 square feet, whichever is smaller, measured as the total area of material.
- (2) No extension shall extend more than 25' from any edge of the existing tall wall.
- (3) Extensions may wrap or project beyond a building corner, with the following limitations:
 - a. The area of the extension wrapping a corner may not exceed 500 square feet, and must be an integrated and continuous part of the main advertising image on the existing tall wall sign.
 - b. The area of the extension may not contain text.
 - c. The extension shall have a distinct shape and shall not be used to uniformly expand the area of the tall wall sign.
- (4) Three-dimensional props fully integrated into the artistic theme of the tall wall may be placed on the rooftop of the building above the tall wall in a location that is clearly visible from the same viewing angle as the primary plane of the tall wall, subject to a limit of 25' above the existing rooftop.
- (5) Three-dimensional props and extensions projecting over property lines must obtain written permission from adjacent property owners.

g. Moving or changing visuals shall be timed to not cause driver distraction or interfere with the flow of traffic, or otherwise adversely impact public health, safety, or welfare. Moving or changing visuals shall be designed to minimize the impact on neighboring residential uses.

h. The creative tall wall shall not result in removal or alteration of trees or landscaping in nearby public parks or in the public right-of-way.

i. Lighting of the creative tall wall shall be designed to minimize glare onto other properties and uses. Creative tall walls that incorporate thematic lighting or projections shall also meet all of the following criteria:

- (1) The creative tall wall shall be located and designed not to cause light and glare impacts on neighboring residential uses. The light emitted from the subject property at any adjacent residential property line shall not exceed three footcandles above existing light levels. Glare shall not exceed a 30:1 contrast ratio, or latest IESNA standards.
- (2) Light shall not have stroboscopic or flash effects.
- (3) Lighting shall not transition suddenly and/or repetitively between light and dark.

- (4) Moving light shall flow smoothly across the surface(s) of the tall wall and not oscillate, rapidly pulse, or suddenly change direction.
- (5) Projected light shall not spill beyond the surface(s) of the tall wall and onto adjacent parcels or surfaces.
- (6) Light shall not be projected onto surfaces which are highly reflective or composed primarily of reflective surfaces.
- (7) Animated or moving light shall not be in operation from 2:00 AM through 45 minutes before sunrise.
- (8) Digital images are not permitted.

Section 4. The definitions for "Sign" in Section 19.90.020, Chapter 19.90 of Title 19 of the West Hollywood Municipal Code is amended to read as follows:

Sign. An object, device, display, or structure, or any part thereof, situated outdoors or indoors, which is used to identify, display, or direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words, letters, figures, design symbols, fixtures, colors, illumination, or projected image. The following are definitions related to signs.

1. Abandoned Sign. Any sign which advertises a business, lessor, owner, product, service or activity no longer on the premises where the sign is placed.
2. Alteration. Any change of copy, sign face, color, size, shape, illumination, position, location, construction, or supporting structure of any sign.
3. Animated or Moving Sign. A sign that uses movement, lighting, or special materials to depict action or create a special effect to imitate movement.
4. Area of a Sign. See "Sign area."
5. Awnings and Canopies. Awnings and canopies are roof-like covers that project from the wall of a building for the purpose of shielding a doorway or window from the elements.
6. Awning Sign. Any sign copy or logo attached to or painted to the valance or flap of an awning.
7. Banner, Flag, or Pennant. Any cloth, bunting, plastic, paper, or similar nonrigid material used for advertising purposes attached to any structure, staff, pole, line, framing, or vehicle, not including official flags of the United States, the State of California, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations.
8. Bench Sign. Copy painted on any portion of a bench.
9. Billboard. An off-site sign with minimum dimensions of twelve feet by twenty feet, a typical dimension of fourteen by forty-eight feet, and maximum dimensions of twenty feet by sixty feet.
10. Blade or Bracket Sign. A wall-mounted sign that projects perpendicular to the wall face.

11. Building Frontage. The building elevation which fronts on a public street, or pedestrian walk where customer access to a structure is available.

12. Business Frontage. That portion of a building frontage occupied by a single business tenant having a public entrance within the building frontage. A primary business frontage is that which fronts on a public street; a secondary frontage provides access to the building from a facing courtyard, pedestrian corridor or other walkway, parking lot, or alley.

13. Business Identification Sign. A sign that serves to identify only the name, address, and lawful use of the premises upon which it is located and provides no other advertisements or product identification.

14. Cabinet Sign (Can Sign). A sign that contains all the text and/or logo symbols within a single enclosed cabinet and may or may not be illuminated.

15. Canopies. See "Awnings and canopies."

16. Changeable Copy Sign. A sign designed to allow the changing of copy through manual, or mechanical means. Includes reader boards where letters are changed manually. See also "Electronic display sign."

17. Channel Letters. Three-dimensional individually cut letters or figures, illuminated or unilluminated, affixed to a structure.

18. Civic Event Sign. A temporary sign, other than a commercial sign, posted to advertise a civic event sponsored by a public agency, school, church, civic-fraternal organization, or similar noncommercial organization.

19. Contractor or Construction Sign. A sign which states the name of the developer and contractor(s) working on the site and any related engineering, architectural or financial firms involved with the project.

20. Convenience Sign. A sign that conveys information (e.g., restrooms, no parking, entrance) or minor business identification for directional purposes, and is designed to be viewed on-site by pedestrians and/or motorists.

21. Copy. Words, letters, numbers, figures, designs, or other symbolic representations incorporated into a sign.

22. Creative Billboard. A billboard which may incorporate elements including enlarged size, irregular shape, ~~flashing lights~~ thematic lighting, moving parts, ~~inflated additions, electronic media,~~ passive participatory attributes, three dimensional or structural projections, alternative or unique materials, and/or other unusual characteristics that would substantially differ from a traditional flat surface billboard of standard size or aspect ratio.

23. Creative Signs. A sign with a higher quality of design that meets the creative sign requirements of Section 19.34.060 (Creative Signs) and has a creative sign permit.

24. Creative Tall Wall. A tall wall which may incorporate elements including enlarged size, irregular shape, thematic lighting, moving parts, inflated additions, passive participatory attributes, three dimensional or structural projections or extensions, alternative or unique materials, and/or other unusual characteristics that would substantially differ from a traditional flat surface tall wall of standard size.

2425. Directional Sign. An on-site sign which is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic within a project.

2526. Directory Sign. A sign for listing the tenants of a multiple tenant structure or center, which may include suite numbers.

2627. Double-Faced Sign. A sign constructed to display its message on the outer surfaces of two identical and opposite parallel planes.

2728. Electronic Display Sign. A sign with a fixed or changing display/message formed by the selective illumination of an array of individual light bulbs or light emitting diodes (LEDs). These signs may display text and/or graphic images, and may be programmable.

29. Extensions. A three-dimensional or structural projection beyond the standard existing face of a billboard or tall wall, either projecting outwardly from the primary plane or projecting laterally from the primary plane of the billboard or tall wall.

2830. Flashing Sign. A sign that contains an intermittent or sequential flashing light source.

2931. Future Tenant Identification Sign. A temporary sign that identifies the names of future businesses that will occupy a site or structure.

3032. Grand Opening. A promotional activity not exceeding thirty calendar days used by newly established businesses, within two months after initial occupancy, to inform the public of their location and services available to the community. "Grand Opening" does not mean an annual or occasional promotion of retail sales or services by a business.

3133. Height of Sign. The vertical distance from the uppermost point used in measuring the area of a sign to the average grade immediately below and adjoining the sign or the top of the nearest curb of the public street on which the sign fronts, whichever measurement is the greatest.

3234. Holiday Decoration Sign. Temporary signs, in the nature of decorations, clearly incidental to and customarily associated with recognized holidays and which contain no advertising message.

3335. Illegal Sign. Any of the following:

- a. A sign erected without first complying with all regulations in effect at the time of its construction or use;
- b. A sign that was legally erected, but because of changes in the occupancy of the structure or site, no longer identifies a business or activity on the site;
- c. A sign that was subject to an amortization period for the correction of nonconformities or removal, where the amortization period has expired;
- d. A sign that was legally erected which later became nonconforming and then was damaged to the extent of 50 percent or more of its current replacement value;
- e. A sign that is a danger to the public or is unsafe;
- f. A sign that pertains to a specific event, which was not removed after the event.

3436. Internally Illuminated Sign. A sign whose light source is located in the interior of the sign so that the rays go through the face of the sign, or light source which is attached to the face of the sign and is perceived as a design element of the sign.

3537. Large Screen Video Sign. A sign comprised of a large video screen displaying advertising content in animated or motion picture form.

3638. Marquee (Canopy) Sign. A sign which is attached to or otherwise made a part of a permanent roof-like structure which projects beyond the building wall in the form of a large canopy to provide protection from the weather.

3739. Mobile Billboard. Mobile billboard advertising includes any vehicle, or wheeled conveyance which carries, conveys, pulls, or transports any sign or billboard for the primary purpose of advertising.

3840. Monument Sign. Permanent signs where the bottom edge of the sign face is no more than twelve inches above the ground, which are not attached to a building.

3941. Multiple Tenant Structure. A development consisting of two or more separate uses or tenancies that share either the same parcel or structure and use common access and parking facilities.

4042. Neon Sign. Glass tube lighting in which a gas and phosphors are used in combination to create a colored light.

4443. Nonconforming Sign. An advertising structure or sign which was lawfully erected and maintained prior to the adoption of this Zoning Ordinance, and which has subsequently come under the requirements of this Zoning Ordinance, but does not now completely comply.

4244. Off-site Directional Sign. A sign identifying a publicly owned facility, emergency facility, or a temporary subdivision sign, but excluding real estate signs.

4345. Off-site Sign. A sign identifying a use, facility, service, or product that is not located, sold, or manufactured on the same premises as the sign or which identifies a use, service, or product by a brand name which, although sold or manufactured on the premises, does not constitute the principal item for sale or manufactured on the premises.

4446. Off-site Subdivision Sign. A temporary off-site, free-standing sign designed, erected, and maintained to serve the public by providing directions and information as to new residential project developments and/or community facilities.

4547. Pedestrian-oriented Sign. A sign that is intended to attract the attention of pedestrians only, located at the ground floor, and is easily legible from the sidewalk in front of the business.

4648. Permanent Sign. A sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.

4749. Pole Sign. A sign mounted on a freestanding pole or other support so that the bottom edge of the sign is six or more feet above finished grade.

4850. Political Sign. A sign designed for the purpose of advertising support of or opposition to a candidate or proposition for a public election, or conveying another political, religious, or ideological message, not advertising any product or service.

4951. Portable Sign. A sign that is not permanently affixed to a structure or the ground.

5052. Projecting Sign. A sign other than a wall sign suspending from, or supported by, a structure and projecting outward.

5153. Promotional Sign. A sign erected on a temporary basis to promote the sale of new products, new management, new hours of operation, a new service, or to promote a special sale.

5254. Property Frontage. The side of a parcel or development site abutting on a public street.

5355. Real Estate Sign. A sign indicating that a property or any portion thereof is available for inspection, sale, lease, rent, or directing people to a property, but not including temporary subdivision signs.

5456. Roof Sign. A sign that is mounted on the roof of a building, or which is dependent upon a building for support, and which projects above the highest point of a building with a flat roof, the eave line of a building with a gambrel, gable, or hip roof, or the deck line of a building with a mansard roof.

5557. Sign Area. The entire area within a perimeter defined by a continuous line composed of right angles which enclose the extreme limits of lettering, logo, trademark, or other graphic representation, together with any frame or structural trim forming an integral part of the display used to differentiate the sign from the background against which it is placed, not including any approved projections or extensions.

5658. Special Event Sign/Banner. A temporary sign or banner that is intended to inform the public of a unique happening, action, purpose, or occasion (i.e., grand opening or community event).

59. Tall Wall Sign. An off-site sign with minimum area of 5,000 square feet, attached to an existing building wall visible from, but not facing, Sunset Boulevard.

~~**57. Temporary Creative Billboard Display.** A display temporarily installed on an existing billboard which may incorporate elements (e.g., enlarged size, irregular shape, flashing lights, moving parts, inflated additions, electronic media, participatory attributes, three-dimensional or structural projections or other similar elements) that would substantially differ from a traditional flat surface billboard of standardized size.~~

5860. Temporary Sign. Any sign intended to be displayed for a limited period of time and capable of being viewed from any public right-of-way, parking area or neighboring property.

5961. Vehicle-oriented Sign. A sign that is primarily intended to attract the attention of motorists, and is easily legible by motorists but can only be seen with difficulty by pedestrians on the sidewalk.

6062. Vehicle Sign. A sign that is attached to or painted on a vehicle that is parked on or adjacent to any property, the principal purpose of which is to attract attention to a product sold or business located on the property.

6163. Wall Sign. A sign that is attached to or painted on the exterior wall of a structure with the display surface of the sign approximately parallel to the building wall.

6264. Window Area. Window area shall be computed by calculating each window pane or panel. The area shall be separate for each building face, and for each window. A group of window panes or panels may be considered one window if they are adjoining on the building face and are less than six inches apart.

6365. Window Sign. A sign posted, painted, placed, or affixed in or on a window exposed to public view. An interior sign that faces a window exposed to public view and is located within three feet of the window is also a window sign.

DRAFT

Attachment B

AMENDMENT SPA15-0001 TO SUNSET SPECIFIC PLAN, PART 8, BILLBOARDS AND ART ADVERTISING

Section (I)(3)(b) (Requirements, Creative Billboards) of Part 8 (Billboards and Art Advertising) of Section 1 (Requirements and Guidelines for Development), Part 2 of the Sunset Specific Plan (Page 135 of the original document) to be revised as follows:

- b. [A creative billboard or tall wall shall not be included in the total permitted sign area.] The Director of Community Development may approve or renew a Creative Off-Site Sign Permit for a period of ~~six months~~ twelve months with one six-month extension if all of the following findings of fact can be made in a positive manner:
- i. The creative ~~billboard~~off-site sign is located on Sunset Boulevard;
 - ii. The creative ~~billboard~~off-site sign either:
 - enlarges an existing billboard in the same location and in such a way that does not exceed the height limitations set forth in the Sunset Specific Plan; or
 - is on the wall of a building on Sunset Boulevard.
 - iii. The ~~billboard~~off-site sign is properly sited and well-integrated into the context.
 - iv. The billboard or tall wall exhibits one of the following elements:
 - Architectural – The proposed ~~billboard~~off-site sign structure is compatible with and enhances the architectural elements of the building(s) or site.
 - Media – The proposed billboard or tall wall incorporates neon, unusual lighting techniques, electronics, graphics, moving parts, or other creative concepts deemed appropriate by the Director of Community Development.
 - v. The creative ~~billboard~~off-site sign application includes a scale drawing of the intended design with specific measurements and statistics for any non-standard parts, extensions or protrusions and lighting.
 - vi. Moving or changing visuals are timed in a way that does not cause confusion or interfere with the flow of traffic.

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Exhibit B

Table 1
Summary of Changes to Zoning Code Section 19.34.080

Section	Proposed Language	Purpose of Changes
Section D – Approval Authority	D. <i>Approval Authority.</i> The Commission shall have the authority to approve district identification signs, large-screen video signs, conditional use permits for tall wall signs, creative billboards requested for periods longer than six months, second sides for existing billboards, and new billboards integrated into new construction. The Director may approve all other off-site signs.	Eliminates time limit provision consistent with Subsection E.2. below.
Section E.2. – Approval Authority	A creative billboard is subject to approval by the Director or the Commission based on the proposed length of display of the creative billboard per subsection (3), below. A Director-approved creative billboard shall not be subsequently considered for approval or extension by the Commission.	Allows the Director to approve temporary creative off-site signage.
Section E.3. – Time Limit	The Director may approve the placement of a creative billboard for a maximum period of <u>six twelve</u> months. No extensions of the approved time limit are permitted <u>One six-month time extension may be approved or denied by the Director</u> and the creative billboard shall be removed immediately upon expiration. <u>Certain types of physical extensions may be installed for a longer period, as allowed by state law.</u> Delete Subsection 3.b.	Allows the Director to approve temporary creative off-site signage for a limited duration, and eliminates the provision for Planning Commission approval.

Section 4.a. - Standards	<p>a. The creative billboard shall alter an existing billboard without changing its location, or exceeding the height limitations identified in the Sunset Specific Plan. Any enlargement of the billboard shall be designed as an integral part of the billboard <u>image</u> and contribute to the overall creativity of its design.</p>	Eliminates limitations for signs that exceed the SSP height limit (new height limits specified in Section 4.e.2 below.
Section 4.c. - Standards	<p><u>c. Creative billboards shall be an inventive and original representation of the product or business being advertised.</u> The creative billboard shall exhibit one <u>or more</u> of the following elements:</p> <ol style="list-style-type: none"> 1. <u>Three-dimensional props and extensions</u> 2. <u>Extensions with cut-out shapes or voids</u> 3. <u>Integrated thematic lighting such as neon, LED, images which change from day to night through lighting effects, projected light, video projections, or other emerging technologies.</u> 4. <u>Moving or animated mechanical elements.</u> 5. <u>Different day-time and night-time images.</u> 6. <u>Hand-painted graphics or graphics crafted on-site</u> 7. <u>Alternative textures and materials, such as plants and vegetation.</u> 8. <u>Live action.</u> 9. <u>Innovative technologies such as passive participatory attributes or three-dimensional anamorphic illusions over multiple surfaces.</u> 	Provides more specific creative design criteria for temporary creative signs.
Section 4.d. - Standards	<p><u>d. The following elements do not qualify as creative for the purposes of a creative billboard: use of color,</u></p>	Limits what qualifies as creative materials beyond simply color, and

	<u>and/or use of stretched vinyl material.</u>	prohibits stretched vinyl.
Section 4.e. - Standards	<p><u>e. Creative billboards that incorporate three-dimensional elements and extensions shall also meet the following criteria:</u></p> <ol style="list-style-type: none"> 1. <u>The area of any prop or extension shall not be more than 25% of the overall area of the existing billboard sign face, or the maximum area allowed by state law for customary maintenance, whichever is greater.</u> 2. <u>No extension shall exceed 100' above the adjacent sidewalk on Sunset Boulevard as taken from the curb at the nearest point to the sign support.</u> 3. <u>Extensions shall not project more than 25' from any billboard edge.</u> <p><u>Extensions shall have a distinct shape and shall not be used to uniformly expand the area of the billboard.</u></p>	Adds new criteria for 3D elements and extensions.
Section 4.f. - Standards	<p>Moving or changing visuals shall be timed to not cause confusion <u>driver distraction</u> or interfere with the flow of traffic, or otherwise adversely impact public health, safety, or welfare. Moving or changing visuals shall be designed to minimize the impact on neighboring residential uses.</p>	Clarifies language prohibiting driver distraction.
Section 4.g. - Standards	<p>The creative billboard shall not result in removal or substantial alteration of trees or landscaping in nearby public parks or in the public right-of-way. Any trimming deemed by the city to be reasonable to accommodate a sign shall be undertaken only by the city's Landscape and Maintenance Division.</p>	Prohibits trimming/removal of trees for creative billboards.

<p>Section 4.h. - Standards</p>	<p>gh. Lighting of the creative billboard shall be designed to minimize glare onto other properties and uses. <u>Creative billboards that incorporate thematic lighting shall also meet the following criteria:</u></p> <ol style="list-style-type: none"> 1. <u>The creative billboard shall be located and designed not to cause light and glare impacts on neighboring residential uses. The light emitted from the subject property at any adjacent residential property line shall not exceed three footcandles above existing light levels. Glare shall not exceed a 30:1 contrast ratio, or latest IESNA standards.</u> 2. <u>Light shall not have stroboscopic or flashing effects.</u> 3. <u>Lighting shall not transition suddenly and/or repetitively between light and dark.</u> 4. <u>Moving light shall flow smoothly across the surface(s) of the billboard and not oscillate, rapidly pulse, or suddenly change direction.</u> 5. <u>Projected light shall not spill beyond the surface(s) of the billboard and onto adjacent parcels and/or surfaces.</u> 6. <u>Animated or moving light shall not be in operation from 2:00 AM through 45 minutes before sunrise.</u> <p><u>Digital images are not permitted.</u></p>	<p>Provides new language regarding the intensity and operation of lighting of off-site signs, and prohibits digital signs.</p>
<p>Section K. – Tall Wall Signs – Creative</p>	<p>Not reiterated in summary table due to length. Please refer to Resolution.</p>	<p>Adds extensive new subsection for creative tall walls.</p>

Table 2
 Summary of Changes to Zoning Code Section 19.90.020, "Signs" (Definitions)

Definition	Proposed Language	Purpose of Changes
9. Billboard.	An off-site sign with minimum dimensions of twelve feet by twenty feet, <u>a typical dimension of fourteen by forty-eight feet</u> , and maximum dimensions of twenty feet by sixty feet.	Includes dimension of typical billboard
22. Creative Billboard.	A billboard which may incorporate elements including enlarged size, irregular shape, flashing lights <u>thematic lighting</u> , moving parts, inflated additions, electronic media, <u>passive participatory attributes</u> , three dimensional or structural projections, <u>alternative or unique materials</u> , and/or other unusual characteristics that would substantially differ from a traditional flat surface billboard of standard size or aspect ratio.	Revises language consistent with the amendments to creative billboards in Section 4.e. above.
24. Creative Tall Wall.	<u>A tall wall which may incorporate elements including enlarged size, irregular shape, thematic lighting, moving parts, inflated additions, passive participatory attributes, three dimensional or structural projections or extensions, alternative or unique materials, and/or other unusual characteristics that would substantially differ from a traditional flat surface tall wall of standard size.</u>	Adds new definition for creative tall walls.
29. Extensions.	<u>A three-dimensional or structural projection beyond the standard existing face of a billboard or tall wall, either projecting outwardly from the primary plane or projecting laterally from the primary plane of the billboard or tall wall.</u>	Adds new definition for extensions.
59. Tall Wall Sign.	<u>An off-site sign with minimum area of 5,000 square feet, attached to an existing building wall visible from, but</u>	Adds new definition for tall wall sign.

	<u>not facing, Sunset Boulevard.</u>	
57. Sign Area	The entire area within a perimeter defined by a continuous line composed of right angles which enclose the extreme limits of lettering, logo, trademark, or other graphic representation, together with any frame or structural trim forming an integral part of the display used to differentiate the sign from the background against which it is placed, <u>not including any approved projections or extensions.</u>	Excludes any projections or extensions approved as part of a creative off-site sign for the sign area calculation.
57. Temporary Creative Sign	Billboard Display. A display temporarily installed on an existing billboard which may incorporate elements (e.g., enlarged size, irregular shape, flashing lights, moving parts, inflated additions, electronic media, participatory attributes, three-dimensional or structural projections or other similar elements) that would substantially differ from a traditional flat surface billboard of standardized size.	Deletes definition of temporary creative sign as no longer applicable due to revised approval language.

FINAL

Initial Study / Negative Declaration
Creative Billboard and Creative Tall Wall
Zoning Text and Sunset Specific Plan Amendments

Prepared for:

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

Prepared by:

Dudek
38 North Marengo Avenue
Pasadena, California 91101

OCTOBER 2015

ITEM 10.B. EXHIBIT C

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ACRONYMS AND ABBREVIATIONS

Acronym/Abbreviation	Definition
AQMP	Air Quality Management Plan
CAAQS	California Ambient Air Quality Standards
CARB	California Air Resources Board
CalEEMod	California Emissions Estimator Model
CEQA	California Environmental Quality Act
CNRA	California Natural Resource Agency
CH ₄	methane
City	City of West Hollywood
CMP	congestion management program
CO	carbon monoxide
CO ₂	carbon dioxide
CO ₂ E	carbon dioxide equivalent
CUP	Conditional Use Permit
EPA	U.S. Environmental Protection Agency
GHG	greenhouse gas
LED	light-emitting diode
NAAQS	National Ambient Air Quality Standards
N ₂ O	nitrous oxide
NO ₂	nitrogen dioxide
NO _x	oxides of nitrogen
O ₃	ozone
PM ₁₀	particulate matter with a diameter less than or equal to 10 microns (coarse particulate matter)
PM _{2.5}	particulate matter with a diameter less than or equal to 2.5 microns (fine 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
VOC	volatile organic compound

Creative Billboard and Creative Tall Wall Zoning Text and SSP Amendments
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PREFACE TO THE FINAL INITIAL STUDY / NEGATIVE DECLARATION

The Final Initial Study / Negative Declaration (IS/ND) is an informational document intended to disclose to the City of West Hollywood (City) and to the public the environmental consequences of approving and implementing the Creative Billboard and Creative Tall Wall Zoning Text and Sunset Specific Plan Amendments Project (proposed project).

Public Review Period

The Draft IS/ND for the proposed project was released for public review and comment on August 20, 2015. Pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15073(a), a public review period of not less than 20 days was provided. Pursuant to Section 15072(a) of the CEQA Guidelines, a Notice of Intent to Adopt a Negative Declaration (NOI) was prepared and provided to the public, agencies, and the county clerk. The City also mailed an NOI to the last known name and address of all organizations and individuals who have previously requested such notice and also gave notice by publishing the NOI in two newspapers of general circulation in the area affected by the proposed project, thereby fulfilling the noticing requirements identified in CEQA Guidelines Section 15072(b). The distribution list for the NOI is provided in Appendix E of this Final IS/ND, as well as the newspaper posting and a stamped copy of the county clerk posting. One comment letter was received on the Draft IS/ND. Responses to this comment letter are addressed in this Final IS/ND in Section 4.0. Because no mitigation measures were required for this project, no mitigation monitoring and reporting program is necessary.

CEQA Guidelines Regarding Recirculation

Pursuant to CEQA Guidelines, Section 15073.5, the City is required to recirculate a Draft IS/ND when the document is substantially revised after public notice of its availability but prior to its adoption. A substantial revision is identified as follows: (1) a new avoidable significant effect is identified and mitigation measures or project revisions must be added in order to reduce the effect to insignificance or (2) the lead agency determines that the proposed mitigation measures or project revisions will not reduce potential effects to less than significant and new measures or revisions must be required.

The City has determined that based on CEQA Guidelines Section 15073.5, recirculation of the Draft IS/ND prior to adoption is not required. This conclusion is based on the fact that no new, avoidable significant effects have been identified, no new mitigation measures were added, and the text of the document has not been substantially revised in a manner requiring recirculation.

Creative Billboard and Creative Tall Wall Zoning Text and SSP Amendments
Initial Study / Negative Declaration

Record of Proceedings

The documents and other materials that constitute the record of proceedings upon which the City's project approval is based are located at the address below:

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

In compliance with CEQA Guidelines Section 15074(c), the City's Community Development Department is the custodian of such documents and other materials that constitute the record of proceedings.

1 INTRODUCTION

1.1 Overview of the Project

The Creative Billboard and Creative Tall Wall Zoning Text and Sunset Specific Plan Amendments (proposed project) would amend the City of West Hollywood's Zoning Ordinance and the Sunset Specific Plan to allow for creative tall wall signs and to revise existing regulations for creative billboards. The revised regulations would apply to existing and entitled billboards and tall wall signs along a 1.6-mile corridor of Sunset Boulevard known as the Sunset Strip.¹ The proposed project would not entitle new billboards or tall wall signs; rather, it would provide regulations for temporary, creative modifications to existing and entitled billboards and tall wall signs. These modifications would be required to meet the definition of "creative elements" set forth in the proposed zoning text amendments and would be required to conform to the proposed regulations, which include specifications for size, lighting, time limits, and approval processes. The temporary addition of creative elements to existing off-site signs (i.e., tall wall signs and billboards) would be approved through a ministerial process. As such, this document analyzes the potential environmental effects of installing, operating, and deconstructing creative billboards and creative tall wall signs within the project area in accordance with the standards set forth in the proposed zoning text amendments. The proposed zoning text amendments incorporate a number of regulations to avoid or minimize the effects of creative off-site signs on visual character or quality.

Implementation of the proposed project would require approval by the City of West Hollywood's City Council. If the proposed project is approved, creative billboards and creative tall wall signs would be allowed within the project area without discretionary approval only if they comply with the regulations set forth in the proposed zoning text amendments.

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."

¹ The Sunset Specific Plan, a planning document adopted in 1996 that sets forth development policies for the Sunset Strip, states that the Sunset Strip is 1.2 miles long. More recent studies cite a length of 1.6 miles, which will be used for the purposes of this document.

Creative Billboard and Creative Tall Wall Zoning Text and SSP Amendments
Initial Study / Negative Declaration

Therefore, the City of West Hollywood (City) is the lead agency responsible for compliance with CEQA for the proposed project.

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

1.3 Definitions

The types of billboards and signs within the City are defined in Chapter 19.90, Definitions/Glossary, of the City’s Zoning Ordinance, with further descriptions and specifications contained in Chapter 19.34, Sign Standards. The Sunset Specific Plan (SSP) also contains definitions and guidelines for off-site signs along Sunset Boulevard within the City. Several definitions in Chapter 19.90 of the Zoning Ordinance are being revised as part of this proposed project. See Section 2.4 for details on the proposed revisions.

Signage terms relevant to the proposed project are defined below using information from the existing Zoning Ordinance, the proposed zoning text amendments, and the SSP. The existing and proposed approval processes for each sign type is identified.

Off-Site Sign. An off-site sign is a sign that identifies a use, facility, service, or product that is not located, sold, or manufactured on the same premises as the sign or which identifies a use, service, or product by a brand name which, although sold or manufactured on the premises, does not constitute the principal item for sale or manufactured on the premises (Zoning Ordinance Section 19.90.020). As listed in the existing Zoning Ordinance Section 19.34.080, Off-Site

Creative Billboard and Creative Tall Wall Zoning Text and SSP Amendments Initial Study / Negative Declaration

Signs, the different types of off-site signs are creative billboards, standard billboards, district identification signs, large screen video signs, and tall wall signs. The proposed zoning ordinance amendments that are discussed in this document would amend the existing requirements for creative billboards and would add the category “Creative Tall Wall Sign” (along with regulations) to the existing list of off-site sign types.

On-Site Sign. A sign that advertises something that is sold or produced on the premises. The proposed zoning text amendments would not change or otherwise affect existing regulations for on-site signs.

Billboard. An off-site sign with minimum dimensions of 12 feet by 20 feet and maximum dimensions of 20 feet by 60 feet (Zoning Ordinance Section 19.90.020; SSP p.134). Billboards along Sunset Boulevard are mounted using a variety of configurations, including roof mountings, one pole, and multiple poles. Billboards are permitted at the locations expressly identified in the City’s Sunset Boulevard Billboard Inventory if they comply with the regulations set forth in Section 19.34.080(F) of the Zoning Ordinance.

Creative Billboard. A billboard that temporarily incorporates creative elements such as moving parts, innovative media, three-dimensional or structural projections and/or other unusual characteristics that would substantially differ from a traditional flat surface billboard (Zoning Ordinance Section 19.90.020; SSP p.135). Under the existing Zoning Ordinance, creative billboards are permitted along the majority of Sunset Boulevard with either ministerial or discretionary approval (depending on the amount of time that the creative elements would remain in place) if they comply with the regulations set forth in Section 19.34.080(E) of the Zoning Ordinance. Under the proposed zoning text amendments, creative billboards would be permitted with ministerial approval (see Section 2.4 for details).

Tall Wall Sign. A tall wall sign operates in a manner similar to a billboard; however, the advertisement is applied directly to the exterior wall of an existing structure, rather than being affixed to a freestanding pole like a traditional billboard. Tall wall signs are permitted with discretionary approval along the majority of Sunset Boulevard if they comply with the regulations set forth in Section 19.34.080(I) of the Zoning Ordinance.

Creative Tall Wall. A tall wall which may incorporate elements including enlarged size, irregular shape, thematic lighting, moving parts, participatory attributes, three dimensional or structural projections or extensions, alternative or unique materials, and/or other unusual characteristics that would substantially differ from a traditional flat surface tall wall of standard size. The existing Zoning Ordinance does not contain regulations for creative tall walls.

Creative Billboard and Creative Tall Wall Zoning Text and SSP Amendments
Initial Study / Negative Declaration

Creative Element(s). Refers to the items that can be temporarily affixed to a billboard or a tall wall sign to turn that sign into a creative billboard or creative tall wall sign. Under the existing Zoning Ordinance, these elements are allowed on billboards upon either ministerial or discretionary review (the level of review depends on how long the creative elements would be in place).

Creative Off-Site Sign Conversions. For the purposes of this document, this term refers to the act of converting an existing off-site sign to a creative off-site sign by adding one or more creative elements to the existing sign. The existing off-site sign remains in place; however, it is modified to temporarily display one or more creative elements.

2 PROJECT DESCRIPTION

2.1 Location and Setting

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

Sunset Boulevard extends along the northern portion of the City, with regional access provided via U.S. Route 101 (the Hollywood Freeway), which is located approximately 3 miles east of the project area. Figure 1 shows the regional location of the project area, and Figure 2 shows the boundaries of the project area. The project area extends approximately 1.6 miles between Sunset Hills Road on the west and just west of Havenhurst Drive on the east (SSP, p.9). The City of Beverly Hills is to the west and the City of Los Angeles is to the east and north of the project area.

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

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

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

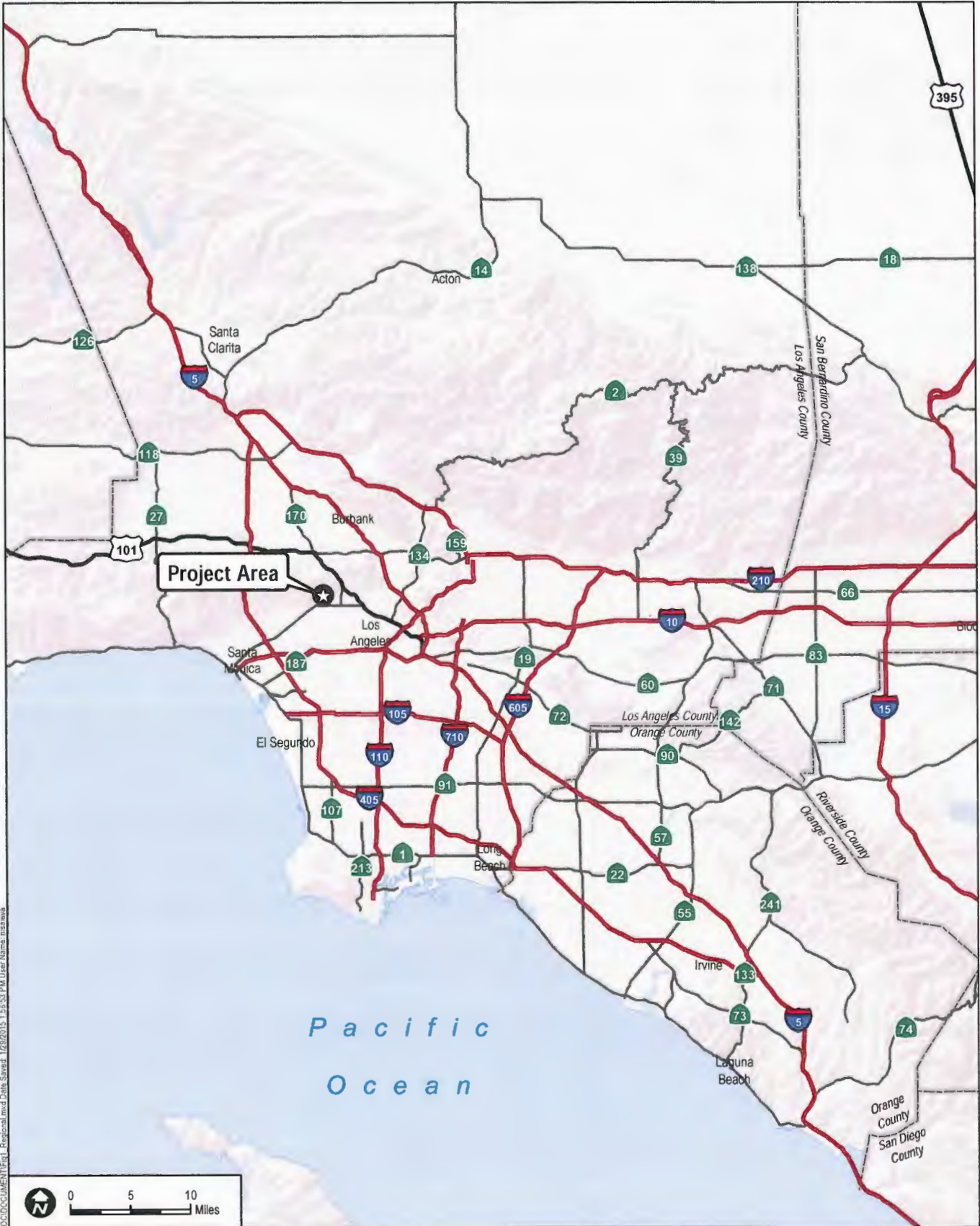
The project area encompasses the same area as the SSP area, since the proposed zoning text amendments would apply to the SSP area only. Accordingly, the majority of the project area is designated and zoned as SSP (Sunset Specific Plan) in the City of West Hollywood General Plan and Zoning Ordinance. Two parcels on the south side of Sunset Boulevard toward the eastern terminus of the project area are zoned PF (Public Facilities). These parcels are occupied by the William S. Hart Park and Off-Leash Dog Park (City of West Hollywood 2011a, 2011b). The SSP was adopted by the City in 1996 to guide development along the portion of Sunset Boulevard that extends through the City (City of West Hollywood 1996).

2.2 Background

The Sunset Strip has a rich history of innovative and creative signs, most notably its custom-painted billboards from the 1960s and 1970s that were driven by the music industry and advertised its artists and their album releases and concert performances. The hotels, restaurants, bars, and fashion-based retail along the Sunset Strip have established it as a major driver for the City's local economy. However, the billboards along the Sunset Strip are no longer seen as creative or innovative compared to many of the sign designs, advertisers, and products that can be seen on off-site signs along major streets throughout the Los Angeles area.

The proposed zoning text amendments were developed to improve and revitalize the off-site signs along the Sunset Strip by encouraging distinctive and innovative content. The proposed zoning text amendments would apply to the existing 81 sign faces within the project area and are intended to encourage advertisers to add temporary creative elements to these existing sign faces. Examples of existing billboards and tall wall signs in the project area are shown in Figure 3 and Figure 4, and examples of a creative billboard and a creative tall wall sign are shown in Figure 5. Of the existing sign faces in the project area, 71 are billboard faces (constituting a total of 55 billboards²) and 10 are tall wall signs. A complete inventory and map of the existing off-site signs and a list of the approved but unbuilt off-site signs (including one additional digital sign that is not a part of this analysis) are included in Appendix A.

² Of the 55 existing billboards, 2 are substandard billboards, meaning that creative elements or other improvements are not permitted to occur on those 2 signs.



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SOURCE: Shaded Relief ESRI 2014

FIGURE 1
Regional Map


CREATIVE BILLBOARD AND CREATIVE TALL WALL ZONING TEXT AND SSP AMENDMENTS PROJECT


Creative Billboard and Creative Tall Wall Zoning Text and SSP Amendments
Initial Study / Negative Declaration

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 Project Area

 0 375 750 Feet

SOURCE: Bing Maps

FIGURE 2
Project Area



CREATIVE BILLBOARD AND CREATIVE TALL WALL ZONING TEXT AND SSP AMENDMENTS PROJECT

Creative Billboard and Creative Tall Wall Zoning Text and SSP Amendments
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Photo 1: 8351 Sunset Boulevard
Multi Pole



Photo 2: 8400 Sunset Boulevard
Roof Mounted

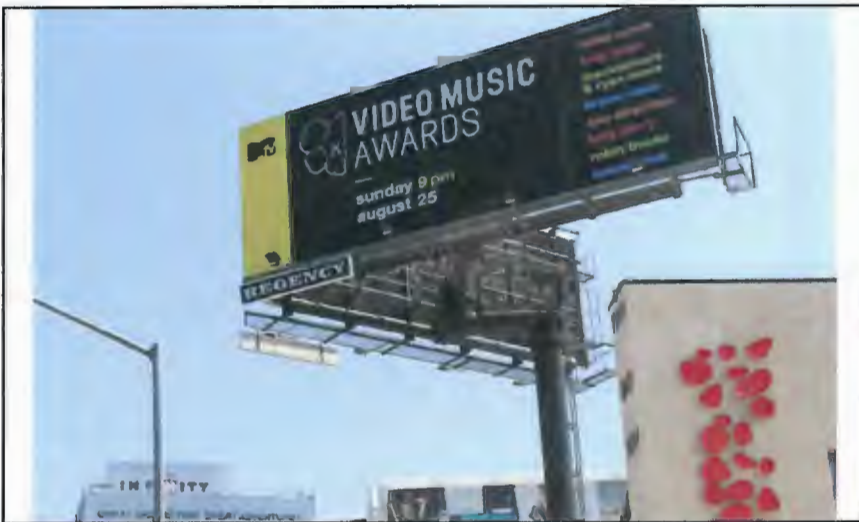


Photo 3: 8600 Sunset Boulevard
V-Shaped, Single Pole



Photo 4: 8755 Sunset Boulevard
Single Pole

Creative Billboard and Creative Tall Wall Zoning Text and SSP Amendments
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Photo 1: 8560 Sunset Boulevard



Photo 2: 8401 Sunset Boulevard



Photo 3: 9229 Sunset Boulevard



Photo 4: 9201 Sunset Boulevard

Creative Billboard and Creative Tall Wall Zoning Text and SSP Amendments
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Photo 1: Creative Billboard



Photo 2: Creative Tall Wall Sign

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SOURCE: SOURCE: Selbert Perkins Design 2015

FIGURE 5

Creative Billboard and Creative Tall Wall Sign Examples

CREATIVE BILLBOARD AND CREATIVE TALL WALL ZONING TEXT AND SSP AMENDMENTS PROJECT

Creative Billboard and Creative Tall Wall Zoning Text and SSP Amendments
Initial Study / Negative Declaration

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2.3 Objectives

The primary objectives of the proposed project are as follows:

- Allow for creative tall wall signs in the project area.
- Increase the number of creative billboards that are implemented on billboards in the project area.
- Balance innovation to encourage creative off-site signs that are consistent with the vibrant character of the Sunset Strip while minimizing or avoiding potential aesthetic nuisances.
- Streamline the process of approving creative off-site signs.
- Improve the quality of off-site signs through creativity and innovation.
- Increase the vitality and energy of the Sunset Strip through creativity and innovation in its off-site signs.

2.4 Project Details

The regulatory topics addressed in the proposed zoning text amendments consist of the following:

- Permitting processes
- Time limits
- Creative elements that may be added to an existing billboard/tall wall sign
- Size restrictions for creative billboards/tall wall signs that incorporate three-dimensional (3D) elements and 3D extensions
- Safety standards
- Landscaping standards
- Aesthetic standards, including lighting standards

The proposed zoning text amendments are shown below. All text involving creative tall wall signs would be new and portions of the existing text for creative billboards would be modified. Changes are presented in strikethrough text (i.e., ~~strikethrough~~) signifying deletions and underlined text (i.e., underline) signifying additions. The proposed amendments to the SSP are shown below the zoning text amendments.

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19.34.080 Off-Site Signs.

A. *Purpose.* This section provides standards for off-site signs, including standard and creative billboards, district identification signs, large screen video signs, and tall wall signs.

B. *Applicability.* With the exception of large screen video signs allowed in the CR zone in compliance with subsection (H), below, off-site signs may be allowed in compliance with this section only within the SSP (Sunset Specific Plan) zoning district in compliance with the Sunset Specific Plan, and within the Eastside Redevelopment Project Area in compliance with subsection (K), below. (For other districts, see Section 19.34.090 - Prohibited and Restricted Signs.)

C. *Permit Requirement.* A sign permit issued in compliance with Section 19.34.100 (Sign Permits) shall be required for any off-site signs allowed under the provisions of this section, except where a different permit requirement is established by this section for a specific type of sign.

D. *Approval Authority.* The Commission shall have the authority to approve district identification signs, large-screen video signs, conditional use permits for tall wall signs, ~~creative billboards requested for periods longer than six months,~~ second sides for existing billboards, and new billboards integrated into new construction. The Director may approve all other off-site signs.

E. *Billboards - Creative.* A creative billboard may be approved as a temporary modification to an existing billboard, in compliance with this section. The following regulations are intended to encourage creatively designed billboards that make a positive visual contribution to Sunset Boulevard and to the overall image of the city.

1. *Limitation on Location.* Creative billboards may be approved only within the SSP (Sunset Specific Plan) zoning district and only in conjunction with an existing billboard.

2. *Approval Authority.* A creative billboard is subject to approval by the Director ~~or the Commission based on the proposed length of display of the creative billboard per subsection (3), below. A Director approved creative billboard shall not be subsequently considered for approval or extension by the Commission.~~

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3. Time Limit.

a. ~~The Director may approve the placement of a creative billboard for a maximum period of six twelve months. No extensions of the approved time limit are One six-month time extension may be approved or denied permitted by the Director and the creative billboard shall be removed immediately upon expiration. Certain types of physical extensions may be installed for a longer period, as allowed by state law.~~

b. ~~The Commission may approve the placement of a creative billboard for a maximum of two years, and may grant extensions of time to the two-year limit at its discretion, provided that the sign continues to meet the intentions and requirements of this section.~~

4. Standards. A creative billboard shall be designed and located in compliance with all of the following standards.

a. The creative billboard shall alter an existing billboard without changing its location, ~~or exceeding the height limitations identified in the Sunset Specific Plan.~~ Any enlargement of the billboard shall be designed as an integral part of the billboard image and contribute to the overall creativity of its design.

b. The creative billboard shall be properly sited and well integrated within the context of its surroundings.

c. ~~The creative billboard shall not have more impact on public or private views than the building envelope allowed by the Sunset Specific Plan.~~

c. Creative billboards shall be an inventive and original representation of the product or business being advertised. The creative billboard shall exhibit one or more of the following elements:

- (1) Three-dimensional props and extensions
- (2) Extensions with cut-out shapes or voids
- (3) Integrated thematic lighting such as neon, LED, images which change from day to night through lighting effects, projected light, video projections, or other emerging technologies.
- (4) Moving or animated mechanical elements.

Creative Billboard and Creative Tall Wall Zoning Text and SSP Amendments
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- (5) Different daytime and nighttime images.
- (6) Hand-painted graphics or graphics crafted on-site
- (7) Alternative textures and materials, such as plants and vegetation.
- (8) Live action.
- (9) Innovative technologies such as passive participatory attributes or three-dimensional anamorphic illusions over multiple surfaces.

~~(1) Architectural: The proposed creative billboard is compatible with the architectural elements of the structures or site; or~~

~~(2) Media: The proposed creative billboard incorporates neon, unique lighting techniques, electronic graphics, moving or animated mechanical elements, three dimensional elements, City of West Hollywood logo, or other creative concepts deemed appropriate by the review authority. Use of LCD or LED technology as part of a creative sign may only be approved by the Planning Commission.~~

d. The following elements do not qualify as creative for the purposes of a creative billboard: use of color, and/or use of stretched vinyl material.

e. Creative billboards that incorporate three-dimensional elements and extensions shall also meet the following criteria:

- (1) The area of any extension shall not be more than 25% of the overall area of the existing billboard sign face, or the maximum area allowed by state law for customary maintenance, whichever is greater.
- (2) No extension shall exceed 100' above the adjacent sidewalk on Sunset Boulevard as taken from the curb at the nearest point to the sign support.
- (3) Extensions shall not project more than 25' from any billboard edge.
- (4) Extensions shall have a distinct shape and shall not be used to uniformly expand the area of the billboard.

ef. Moving or changing visuals shall be timed to not cause ~~confusion~~ driver distraction or interfere with the flow of traffic, or otherwise adversely impact public

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health, safety, or welfare. Moving or changing visuals shall be designed to minimize the impact on neighboring residential uses.

fg. The creative billboard shall not result in removal or ~~substantial~~ alteration of trees or landscaping in nearby public parks or in the public right-of-way. ~~Any trimming deemed by the city to be reasonable to accommodate a sign shall be undertaken only by the city's Landscape and Maintenance Division.~~

gh. Lighting of the creative billboard shall be designed to minimize glare onto other properties and uses. Creative billboards that incorporate thematic lighting shall also meet the following criteria:

- (1) The creative billboard shall be located and designed not to cause light and glare impacts on neighboring residential uses. The light emitted from the subject property at any adjacent residential property line shall not exceed three footcandles above existing light levels. Glare shall not exceed a 30:1 contrast ratio, or latest IESNA standards.
- (2) Light shall not have stroboscopic or flashing effects.
- (3) Lighting shall not transition suddenly and/or repetitively between light and dark.
- (4) Moving light shall flow smoothly across the surface(s) of the billboard and not oscillate, rapidly pulse, or suddenly change direction.
- (5) Projected light shall not spill beyond the surface(s) of the billboard and onto adjacent parcels and/or surfaces.
- (6) Animated or moving light shall not be in operation from 2:00 AM through 45 minutes before sunrise.
- (7) Digital images are not permitted.

[No changes to existing Sections F-I are proposed—text not included]

J. Tall Wall Signs - Creative. A creative tall wall sign may be approved as a temporary modification to an existing tall wall, in compliance with this section. The following regulations are intended to encourage creatively designed tall walls that make a positive visual contribution to Sunset Boulevard and to the overall image of the city.

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1. Limitation on Location. Creative tall walls may be approved only within the SSP (Sunset Specific Plan) zoning district and only in conjunction with an existing tall wall.

2. Approval Authority. A creative tall wall is subject to approval by the Director.

3. Time Limit. The Director may approve the placement of a creative tall wall for a maximum period of twelve months. One six-month extension may be permitted by the Director and the creative tall wall shall be removed immediately upon expiration.

4. Standards. A creative tall wall shall be designed and located in compliance with all of the following standards.

a. The creative tall wall shall alter an existing tall wall without changing its location. Any enlargement of the tall wall shall be designed as an integral part of the tall wall image and contribute to the overall creativity of its design.

b. The creative tall wall shall be properly sited and well integrated within the context of its surroundings.

c. The creative tall wall shall exhibit one or more of the following elements:

- (1) Three-dimensional props and extensions
- (2) Extensions with cut-out shapes or voids
- (3) Integrated thematic lighting such as neon, LED, images which change from day to night through lighting effects, projected light, video projections, or other emerging technologies.
- (4) Moving or animated mechanical elements.
- (5) Different day-time and night-time images.
- (6) Hand-painted graphics or graphics crafted on-site
- (7) Alternative textures and materials, such as plants and vegetation.
- (8) Live action.

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(9) Innovative technologies such as passive participatory attributes or three-dimensional anamorphic illusions over multiple surfaces.

(10) Text covering the tall wall surface, when such text is an artistic component of the sign.

d. The following elements do not qualify as creative for the purposes of a creative tall wall: color and/or use of stretched vinyl material.

e. The area of an approved creative tall wall containing text shall not exceed 15 percent of the total sign area as measured in compliance with Section 19.34.040(C) (Measurement of Sign Area), except as described in 19.34.080(J)(4)(c)(10), above.

f. Creative tall walls that incorporate three-dimensional elements and extensions shall also meet the following criteria:

(1) The area of any prop or extension shall not be more than 10% of the overall area of the existing tall wall or 1,000 square feet, whichever is smaller, measured as the total area of material.

(2) No extension shall extend more than 25' from any edge of the existing tall wall.

(3) Extensions may wrap or project beyond a building corner, with the following limitations

a. The area of the extension wrapping a corner may not exceed 500 square feet, and must be an integrated and continuous part of the main advertising image on the existing tall wall sign.

b. The area of the extension may not contain text.

c. The extension shall have a distinct shape and shall not be used to uniformly expand the area of the tall wall sign.

(4) Three-dimensional props and extensions projecting over property lines must obtain written permission from adjacent property owners.

h. Moving or changing visuals shall be timed to not cause driver distraction or interfere with the flow of traffic, or otherwise adversely impact

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public health, safety, or welfare. Moving or changing visuals shall be designed to minimize the impact on neighboring residential uses.

i. The creative tall wall shall not result in removal or alteration of trees or landscaping in nearby public parks or in the public right-of-way.

j. Lighting of the creative tall wall shall be designed to minimize glare onto other properties and uses. Creative tall walls that incorporate thematic lighting or projections shall also meet all of the following criteria:

- (1) The creative tall wall shall be located and designed not to cause light and glare impacts on neighboring residential uses. The light emitted from the subject property at any adjacent residential property line shall not exceed three footcandles above existing light levels. Glare shall not exceed a 30:1 contrast ratio, or latest IESNA standards.
- (2) Light shall not have stroboscopic or flash effects.
- (3) Lighting shall not transition suddenly and/or repetitively between light and dark.
- (4) Moving light shall flow smoothly across the surface(s) of the tall wall and not oscillate, rapidly pulse, or suddenly change direction.
- (5) Projected light shall not spill beyond the surface(s) of the tall wall and onto adjacent parcels or surfaces.
- (6) Light shall not be projected onto surfaces which are highly reflective or composed primarily of reflective surfaces.
- (7) Animated or moving light shall not be in operation from 2:00 AM through 45 minutes before sunrise.
- (8) Digital images are not permitted.

[existing Section J to become Section K – no text changes are proposed—text not included]

19.90.020 Definitions of Specialized Terms and Phrases

Sign. An object, device, display, or structure, or any part thereof, situated outdoors or indoors, which is used to identify, display, or direct or attract attention to an object, person, institution,

Creative Billboard and Creative Tall Wall Zoning Text and SSP Amendments Initial Study / Negative Declaration

organization, business, product, service, event or location by any means, including words, letters, figures, design symbols, fixtures, colors, illumination, or projected image. The following are definitions related to signs.

1. *Abandoned Sign.* Any sign which advertises a business, lessor, owner, product, service or activity no longer on the premises where the sign is placed.
2. *Alteration.* Any change of copy, sign face, color, size, shape, illumination, position, location, construction, or supporting structure of any sign.
3. *Animated or Moving Sign.* A sign that uses movement, lighting, or special materials to depict action or create a special effect to imitate movement.
4. *Area of a Sign.* See “Sign area.”
5. *Awnings and Canopies.* Awnings and canopies are roof-like covers that project from the wall of a building for the purpose of shielding a doorway or window from the elements.
6. *Awning Sign.* Any sign copy or logo attached to or painted to the valance or flap of an awning.
7. *Banner, Flag, or Pennant.* Any cloth, bunting, plastic, paper, or similar nonrigid material used for advertising purposes attached to any structure, staff, pole, line, framing, or vehicle, not including official flags of the United States, the State of California, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations.
8. *Bench Sign.* Copy painted on any portion of a bench.
9. *Billboard.* An off-site sign with minimum dimensions of twelve feet by twenty feet, a typical dimension of fourteen by forty-eight feet, and maximum dimensions of twenty feet by sixty feet.
10. *Blade or Bracket Sign.* A wall-mounted sign that projects perpendicular to the wall face.
11. *Building Frontage.* The building elevation which fronts on a public street or pedestrian walk where customer access to a structure is available.
12. *Business Frontage.* That portion of a building frontage occupied by a single business tenant having a public entrance within the building frontage. A primary business frontage is that which fronts on a public street; a secondary frontage provides access to the building from a facing courtyard, pedestrian corridor or other walkway, parking lot, or alley.

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13. *Business Identification Sign*. A sign that serves to identify only the name, address, and lawful use of the premises upon which it is located and provides no other advertisements or product identification.

14. *Cabinet Sign (Can Sign)*. A sign that contains all the text and/or logo symbols within a single enclosed cabinet and may or may not be illuminated.

15. *Canopies*. See “Awnings and canopies.”

16. *Changeable Copy Sign*. A sign designed to allow the changing of copy through manual, or mechanical means. Includes reader boards where letters are changed manually. See also “Electronic display sign.”

17. *Channel Letters*. Three-dimensional individually cut letters or figures, illuminated or unilluminated, affixed to a structure.

18. *Civic Event Sign*. A temporary sign, other than a commercial sign, posted to advertise a civic event sponsored by a public agency, school, church, civic-fraternal organization, or similar noncommercial organization.

19. *Contractor or Construction Sign*. A sign which states the name of the developer and contractor(s) working on the site and any related engineering, architectural or financial firms involved with the project.

20. *Convenience Sign*. A sign that conveys information (e.g., restrooms, no parking, entrance) or minor business identification for directional purposes, and is designed to be viewed on-site by pedestrians and/or motorists.

21. *Copy*. Words, letters, numbers, figures, designs, or other symbolic representations incorporated into a sign.

22. *Creative Billboard*. A billboard which may incorporate elements including enlarged size, irregular shape, ~~flashing lights~~ thematic lighting, moving parts, ~~inflated additions~~, ~~electronic media~~, passive participatory attributes, three dimensional or structural projections, alternative or unique materials, and/or other unusual characteristics that would substantially differ from a traditional flat surface billboard of standard size.

23. *Creative Signs*. A sign with a higher quality of design that meets the creative sign requirements of Section 19.34.060 (Creative Signs) and has a creative sign permit.

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24. Creative Tall Wall. A tall wall which may incorporate elements including enlarged size, irregular shape, thematic lighting, moving parts, participatory attributes, three dimensional or structural projections or extensions, alternative or unique materials, and/or other unusual characteristics that would substantially differ from a traditional flat surface tall wall of standard size.

2425. Directional Sign. An on-site sign which is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic within a project.

2526. Directory Sign. A sign for listing the tenants of a multiple tenant structure or center, which may include suite numbers.

2627. Double-Faced Sign. A sign constructed to display its message on the outer surfaces of two identical and opposite parallel planes.

2728. Electronic Display Sign. A sign with a fixed or changing display/message formed by the selective illumination of an array of individual light bulbs or light emitting diodes (LEDs). These signs may display text and/or graphic images, and may be programmable.

29. Extensions. A three-dimensional or structural projection beyond the standard existing face of the billboard, either projecting from the plane of the billboard or projecting laterally from the primary plane of the billboard.

2829. Flashing Sign. A sign that contains an intermittent or sequential flashing light source.

2930. Future Tenant Identification Sign. A temporary sign that identifies the names of future businesses that will occupy a site or structure.

3031. Grand Opening. A promotional activity not exceeding thirty calendar days used by newly established businesses, within two months after initial occupancy, to inform the public of their location and services available to the community. "Grand Opening" does not mean an annual or occasional promotion of retail sales or services by a business.

3132. Height of Sign. The vertical distance from the uppermost point used in measuring the area of a sign to the average grade immediately below and adjoining the sign or the top of the nearest curb of the public street on which the sign fronts, whichever measurement is the greatest.

3233. Holiday Decoration Sign. Temporary signs, in the nature of decorations, clearly incidental to and customarily associated with recognized holidays and which contain no advertising message.

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3334. *Illegal Sign*. Any of the following:

- a. A sign erected without first complying with all regulations in effect at the time of its construction or use;
- b. A sign that was legally erected, but because of changes in the occupancy of the structure or site, no longer identifies a business or activity on the site;
- c. A sign that was subject to an amortization period for the correction of nonconformities or removal, where the amortization period has expired;
- d. A sign that was legally erected which later became nonconforming and then was damaged to the extent of 50 percent or more of its current replacement value;
- e. A sign that is a danger to the public or is unsafe;
- f. A sign that pertains to a specific event, which was not removed after the event.

3435. *Internally Illuminated Sign*. A sign whose light source is located in the interior of the sign so that the rays go through the face of the sign, or light source which is attached to the face of the sign and is perceived as a design element of the sign.

3536. *Large Screen Video Sign*. A sign comprised of a large video screen displaying advertising content in animated or motion picture form.

3637. *Marquee (Canopy) Sign*. A sign which is attached to or otherwise made a part of a permanent roof-like structure which projects beyond the building wall in the form of a large canopy to provide protection from the weather.

3738. *Mobile Billboard*. Mobile billboard advertising includes any vehicle, or wheeled conveyance which carries, conveys, pulls, or transports any sign or billboard for the primary purpose of advertising.

3839. *Monument Sign*. Permanent signs where the bottom edge of the sign face is no more than twelve inches above the ground, which are not attached to a building.

3940. *Multiple Tenant Structure*. A development consisting of two or more separate uses or tenancies that share either the same parcel or structure and use common access and parking facilities.

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4041. *Neon Sign*. Glass tube lighting in which a gas and phosphors are used in combination to create a colored light.

4142. *Nonconforming Sign*. An advertising structure or sign which was lawfully erected and maintained prior to the adoption of this Zoning Ordinance, and which has subsequently come under the requirements of this Zoning Ordinance, but does not now completely comply.

4243. *Off-site Directional Sign*. A sign identifying a publicly owned facility, emergency facility, or a temporary subdivision sign, but excluding real estate signs.

4344. *Off-site Sign*. A sign identifying a use, facility, service, or product that is not located, sold, or manufactured on the same premises as the sign or which identifies a use, service, or product by a brand name which, although sold or manufactured on the premises, does not constitute the principal item for sale or manufactured on the premises.

4445. *Off-site Subdivision Sign*. A temporary off-site, free-standing sign designed, erected, and maintained to serve the public by providing directions and information as to new residential project developments and/or community facilities.

4546. *Pedestrian-oriented Sign*. A sign that is intended to attract the attention of pedestrians only, located at the ground floor, and is easily legible from the sidewalk in front of the business.

4647. *Permanent Sign*. A sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.

4748. *Pole Sign*. A sign mounted on a freestanding pole or other support so that the bottom edge of the sign is six or more feet above finished grade.

4849. *Political Sign*. A sign designed for the purpose of advertising support of or opposition to a candidate or proposition for a public election, or conveying another political, religious, or ideological message, not advertising any product or service.

4950. *Portable Sign*. A sign that is not permanently affixed to a structure or the ground.

5051. *Projecting Sign*. A sign other than a wall sign suspending from, or supported by, a structure and projecting outward.

5152. *Promotional Sign*. A sign erected on a temporary basis to promote the sale of new products, new management, new hours of operation, a new service, or to promote a special sale.

5253. *Property Frontage*. The side of a parcel or development site abutting on a public street.

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~~5354.~~ *Real Estate Sign.* A sign indicating that a property or any portion thereof is available for inspection, sale, lease, rent, or directing people to a property, but not including temporary subdivision signs.

~~5455.~~ *Roof Sign.* A sign that is mounted on the roof of a building, or which is dependent upon a building for support, and which projects above the highest point of a building with a flat roof, the eave line of a building with a gambrel, gable, or hip roof, or the deck line of a building with a mansard roof.

~~5556.~~ *Sign Area.* The entire area within a perimeter defined by a continuous line composed of right angles which enclose the extreme limits of lettering, logo, trademark, or other graphic representation, together with any frame or structural trim forming an integral part of the display used to differentiate the sign from the background against which it is placed, not including any approved projections or extensions.

~~5657.~~ *Special Event Sign/Banner.* A temporary sign or banner that is intended to inform the public of a unique happening, action, purpose, or occasion (i.e., grand opening or community event).

~~58.~~ *Tall Wall Sign.* An off-site sign with minimum area of 5,000 square feet, attached to an existing building wall visible from, but not facing, Sunset Boulevard. Certain temporary extensions to the primary area of a tall wall sign may face Sunset Boulevard, if approved pursuant to section 19.34.080.J(4)f.

~~57.~~ *Temporary Creative Billboard Display.* ~~A display temporarily installed on an existing billboard which may incorporate elements (e.g., enlarged size, irregular shape, flashing lights, moving parts, inflated additions, electronic media, participatory attributes, three dimensional or structural projections or other similar elements) that would substantially differ from a traditional flat surface billboard of standardized size.~~

~~5859.~~ *Temporary Sign.* Any sign intended to be displayed for a limited period of time and capable of being viewed from any public right-of-way, parking area or neighboring property.

~~5960.~~ *Vehicle-oriented Sign.* A sign that is primarily intended to attract the attention of motorists, and is easily legible by motorists but can only be seen with difficulty by pedestrians on the sidewalk.

~~6061.~~ *Vehicle Sign.* A sign that is attached to or painted on a vehicle that is parked on or adjacent to any property, the principal purpose of which is to attract attention to a product sold or business located on the property.

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~~6162.~~ *Wall Sign.* A sign that is attached to or painted on the exterior wall of a structure with the display surface of the sign approximately parallel to the building wall.

~~6263.~~ *Window Area.* Window area shall be computed by calculating each window pane or panel. The area shall be separate for each building face, and for each window. A group of window panes or panels may be considered one window if they are adjoining on the building face and are less than six inches apart.

~~6364.~~ *Window Sign.* A sign posted, painted, placed, or affixed in or on a window exposed to public view. An interior sign that faces a window exposed to public view and is located within three feet of the window is also a window sign.

Sunset Specific Plan Amendments

Billboards and Art Advertising, Section 3 – Creative Billboards, Part B (page 135 and 136) would be revised as follows:

- b. [A creative billboard or tall wall shall not be included in the total permitted sign area.] The Director of Community Development may approve or renew a Creative ~~Billboard~~ Off-Site Sign Permit for a period of ~~six months~~ twelve months with one six month extension if all of the following findings of fact can be made in a positive manner:
- i. The creative ~~billboard~~ off-site sign is located on Sunset Boulevard;
 - ii. The creative billboard either:
 - enlarges an existing billboard in the same location and in such a way that does not exceed the height limitations set forth in the Sunset Specific Plan; or
 - is on the wall of a building on Sunset Boulevard
 - iii. The billboard is properly sited and well integrated into the context.
 - iv. The billboard or tall wall exhibits one of the following elements:
 - Architectural – The proposed billboard structure is compatible with and enhance the architectural elements of the building(s) or site.
 - Media – The proposed billboard or tall wall incorporates neon, unusual lighting techniques, electronic, graphics, moving parts, or other creative concepts deemed appropriate by the Director of Community Development.

- v. The creative billboard off-site sign application includes a scale drawing of the intended design with specific measurements and statistics for any non-standard parts, extensions or protrusions and lighting.
- vi. Moving or changing visuals are timed in a way that does not cause confusion or interfere with the flow of traffic.

2.5 Methodology for Environmental Analysis

If the proposed project is approved, creative billboards and creative tall wall signs would be allowed within the project area without discretionary approval if they comply with the regulations set forth in the proposed zoning text amendments. Because no discretionary approval would be required, future projects implemented under the proposed zoning text amendments would not undergo project-specific review under CEQA. As such, this document analyzes the potential environmental effects of installing, operating, and deconstructing creative billboards and creative tall wall signs within the project area in accordance with the standards set forth in the proposed zoning text amendments. Development standards have been incorporated into the proposed zoning text amendments to minimize or avoid the potential for creative elements to create visual nuisances.

It is currently unknown which of the existing billboards and tall wall signs would undergo the revised permitting process to temporarily incorporate one or more creative elements. The number of creative billboards and creative tall wall signs, as well as the specific creative elements that would be incorporated, is also currently unknown. As such, the precise construction and operational scenarios for future projects occurring under the proposed zoning text amendments cannot be provided or analyzed in this document. To analyze the environmental effects of approving the proposed zoning text amendments and the SSP amendments, future project details and the number of creative off-site signs that would be installed per year have been extrapolated based on historical permitting data. The methodology for formulating the assumptions is described below.

Number of Creative Billboards and Creative Tall Wall Signs

As shown in Appendix A, 65 existing off-site signs are located along the Sunset Strip within the SSP boundaries. This includes 55 billboards and 10 tall wall signs with a total of 81 sign faces. In addition, 12 billboards and tall wall signs have been approved but remain unbuilt at the time of this analysis. The entitled, unbuilt signs consist of 6 tall wall signs and 6 billboards with a total of 14 sign faces. The environmental analysis contained in this Negative Declaration is limited to creative billboard and creative tall wall sign installations on these 77 existing and entitled off-site signs (95 sign faces). Any new off-site signs within the SSP area would undergo

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separate CEQA analysis, including an analysis of the potential impacts associated with the addition of creative elements.

Unlike creative tall wall signs, which are not currently allowed under the existing zoning text, creative billboards have been allowed within the project area since 2000, as long as the creative elements conform to the requirements set forth in the existing Zoning Ordinance text. The number of creative billboards that have been permitted in City since 2003 is shown in Table 1. On average, two creative billboards have been approved per year.

**Table 1
Creative Billboard Permits Issued (2003–2014)**

Year	Number of Permits
2003	2
2004	1
2005	4
2006	1
2007	4
2008	1
2009	1
2010	0
2011	3
2012	2
2013	1
2014	2

The changes to the Zoning Ordinance identified in Section 2.4 are intended to streamline the process of approving creative off-site signs and, as a result, would increase the number of creative billboards installed along Sunset Boulevard each year. The exact number of creative billboards that would be approved each year is uncertain; however, for the purposes of the environmental analysis, a conservative increase of 400% per year has been assumed. Accordingly, the changes in the Zoning Ordinance would be attributable to 10 new creative billboards per year, which represents approximately 20% of the total existing billboards along the Sunset Strip. This number does not include billboard extensions that are considered customary maintenance under state law (see Section 2.6 for details).

Because creative tall wall signs are not currently allowed in the existing Zoning Ordinance, any future creative tall wall sign conversions would be attributable to the proposed project. Of the 10 existing tall wall signs, it is assumed that three would be converted to a creative tall wall sign each month, or 36 conversions per year. Because such signs are not currently allowed, there is no

baseline data against which to compare the number of creative tall wall sign conversions that would be attributable to the proposed project. As such, all creative tall wall sign conversions would be attributable to the proposed project. In the absence of relevant baseline information, it is conservatively assumed that the number of creative tall wall sign conversions would be approximately three times more than the total number of creative billboard conversions per year. The number of creative tall wall conversions is assumed to be higher than the number of creative billboard conversions because certain changes to existing billboards fall within the definition of customary maintenance under state law (namely, billboard extensions) are allowable under existing state law. As such, certain modifications to existing billboards cannot be regulated by the City and are therefore not considered in this document (see Section 2.6 for more details regarding the billboard changes that are allowed by state law).

Off-Site Sign Conversion Process

Based on the above assumptions, the proposed project would result in 10 additional creative signs and 36 creative tall wall signs per year. It is assumed that each sign would be installed for up to 30 days, resulting in 46 installations and 46 deconstructions per year.³ As such, operational conditions are anticipated to involve approximately one creative billboard and three creative tall wall signs per month along the Sunset Strip.

Although the type of installation and deconstruction activities would vary somewhat for each creative sign, a typical off-site sign conversion process has been assumed for all signs for the purpose of the environmental analysis. The typical process would require 1 day to install and 1 day to deconstruct, as described below.

Delivery of Equipment and Materials

The materials required for a creative sign would vary, depending on the creative elements to be installed (e.g., 3D props and extensions, animated mechanical elements, lighting). It is assumed that equipment and materials would be delivered to the billboard or tall wall sign location in no more than four truck trips. In addition, up to four vendor truck trips are assumed. Material deliveries would occur in the morning on the day of the installation.

³ Based on the City of West Hollywood's understanding and institutional knowledge of the billboard industry, City staff estimate that creative billboards are typically installed for 30 to 45 days before being removed; therefore, 30 days was conservatively assumed as the average duration that a creative billboard or creative tall wall would be installed.

Installation of Creative Elements

It is estimated that up to five construction personnel would be required to install a typical creative billboard or creative tall wall sign. Construction workers would arrive at the sign location in the morning on the day of installation to receive and unload material deliveries. Installation activities would occur over the course of the day and may involve use of a crane to attach or assemble the creative sign elements. It is assumed that the crane would be used for up to 8 hours on the day of the installation. In the event that construction activities require temporary sidewalk closure, an encroachment permit would be required for temporary use of the public right of way. The permit includes conditions to ensure the safety of pedestrians and drivers during any closure.

Operation of the Creative Off-Site Sign

With the exception of the live action category, none of the allowable creative billboard elements would result in daily operational vehicle trips to the billboard or tall wall sign locations. Creative off-site signs that incorporate live action would involve the presence of people performing on and/or adjacent to the off-site sign. For the purposes of the environmental analysis and given that this is a labor intensive activity that is not typical for the more passive billboard industry, it is assumed that one creative off-site sign involving live action would be implemented per year, resulting in an additional five vehicle trips per day to the site for up to 30 days. All live action elements would be subject to the requirements of the Occupational Safety and Health Administration and applicable building/safety codes.

It is assumed that any creative elements requiring electricity would use electrical power provided at the existing sign location and that no generators or other sources of electricity would be required.

Removal of Creative Elements

Removal of creative billboard or creative tall wall sign elements is anticipated to involve the same number of trips, construction personnel, and days as the installation process. In the event that removal activities require temporary sidewalk closure, an encroachment permit would be required for temporary use of the public right of way. The permit includes conditions to ensure the safety of pedestrians and drivers during any closure.

2.6 Required Permits and Approvals

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

City of West Hollywood Planning Commission

- Approval of the proposed zoning text amendments and the proposed SSP amendments

City of West Hollywood City Council

- Approval of the proposed zoning text amendments and the proposed SSP amendments

Existing billboards can be expanded under California law as part of “customary maintenance.” Customary maintenance includes “adding an extension to an outside dimension of a display as incident to the copy for a temporary period up to three years” (California Code of Regulations, Section 2270). Extensions up to 33% of the total advertising area are permitted for a period of up to three years as customary maintenance, provided that with the extension the total area does not exceed 1,200 square feet in area with a maximum height of 25 feet and a maximum length of 60 feet. The City takes no discretionary action on customary maintenance extensions and has no authority over customary maintenance extensions. Thus, billboard extensions that are considered customary extensions under state law are not subject to the City’s CEQA review. To the extent that extensions are not considered customary maintenance, they are analyzed in this document.

References

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

City of West Hollywood. 2011a. *City of West Hollywood General Plan 2035*. Accessed January 13, 2015. <http://www.weho.org/city-hall/download-documents/-folder-155>.

City of West Hollywood. 2011b. *City of West Hollywood Zoning Districts Map*. Accessed January 13, 2015. <http://www.weho.org/home/showdocument?id=5138>.

3 INITIAL STUDY CHECKLIST

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

1. Project title:

Creative Billboard and Creative Tall Wall Zoning Text and Sunset Specific Plan Amendments

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:

Steve Gerhardt, AICP, Contract Senior Planner
City of West Hollywood
Community Development Department
8300 Santa Monica Boulevard
West Hollywood, California 90069
323.848.6506
sgerhardt@weho.org

4. Project location:

Sunset Specific Plan area
West Hollywood, California 90046

5. Project sponsor's name and address:

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

6. General plan designation:

Sunset Specific Plan

7. Zoning:

Sunset Specific Plan (SSP); one property designated as Public Facilities (PF)

8. Description of project:

The proposed project consists of zoning text amendments and specific plan amendments that would revise the City's Zoning Ordinance and the SSP to allow for creative tall wall signs and to modify the regulations currently in place for creative billboards. The zoning text amendments and SSP amendments would apply to the SSP area only. The proposed project would not entitle new billboards or tall wall signs; rather, it would provide regulations for temporary, creative modifications to existing and entitled billboards and tall wall signs.

The anticipated construction scenario that would result from implementation of the proposed project would involve installation of approximately 10 more creative billboards per year over existing conditions and installation of approximately 36 creative tall wall signs per year (for a total of 46 creative off-site signs per year). As such, creative elements would be installed and deconstructed on existing off-site signs 46 times per year. Each installation is anticipated to involve a total of four truck trips and five construction personnel and would take approximately 1 day to complete. Each deconstruction is anticipated to involve the same number of trips, personnel, and days.

The anticipated operational scenario that would result from implementation of the proposed project would involve one or more creative elements being displayed on one or more billboards or tall wall signs in the project area. It is anticipated that a total of 46 off-site signs would be temporarily converted to creative off-site signs each year and that the creative element(s) would remain on the sign for an average of 30 days. As such, operational conditions are anticipated to involve approximately one creative billboard and three creative tall wall signs in the project area per month.

Implementation of the proposed project would require City of West Hollywood City Council approval of the zoning text amendments and the SSP amendments. If the proposed project is approved, creative billboards and creative tall wall signs would be allowed within the project area without discretionary approval if they comply with the regulations set forth in the proposed zoning text amendments.

9. Surrounding land uses and setting:

The boundaries of the project area are equivalent to those of the SSP area. As such, the project area consists of the portion of Sunset Boulevard that extends through the City and the street-fronting parcels to the north and south of Sunset Boulevard, with the exception of several parcels near the western boundary of the City, which are not within the SSP area zoning district. Surrounding areas are primarily developed with commercial uses and single- and multi-family residential uses.

Responsible/Trustee Agencies:

None.

Reviewing Agencies:

None.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED

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

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

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EVALUATION OF ENVIRONMENTAL IMPACTS

3.1 Aesthetics

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

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

Less Than Significant Impact. There are no officially designated scenic vistas in the City (City of West Hollywood 2010). However, views of the Hollywood Hills and the Los Angeles Basin are available from Sunset Boulevard.

The proposed project would involve the temporary conversion of existing and entitled off-site signs within the project area to creative off-site signs. It is anticipated that there would be approximately 46 conversions per year attributable to the proposed project, with each conversion lasting for approximately 30 days. Creative elements temporarily installed on off-site signs would be allowed to extend beyond the sign area of the existing billboard or tall wall sign. Creative elements could include 3D elements, cut-out shapes, and moving mechanical parts. Additionally, for creative tall wall signs, extensions would be allowed to wrap around or project beyond a building corner.

Views of the Hollywood Hills and the Los Angeles Basin from Sunset Boulevard are currently compromised by existing urban development along Sunset Boulevard and in the surrounding urban areas. However, creative elements protruding from billboards and tall wall signs would have the potential to temporarily obstruct portions of existing views or to further compromise views for a limited period of time.

The standards included in the proposed zoning text amendments would limit the size, height, and horizontal protrusion of creative elements that would extend beyond existing or entitled sign envelopes. For creative billboards, extensions would not be allowed to

protrude more than 25 feet from any billboard edge. For creative tall wall signs, extensions would not be allowed to extend more than 25 feet above the existing building height. Extensions that would wrap around or project beyond a building corner would not be allowed to exceed 500 square feet and would be required to be an integrated and continuous part of the main advertising image on the tall wall sign. Extensions would be required to have a distinct shape and would not be used to uniformly expand the area of billboards and tall wall signs. As such, creative extensions would be limited in height and size, and would not consist of flat extensions to the existing rectangular envelopes of billboards, which would have greater potential to obstruct scenic vistas.

For some billboards, the proposed zoning text amendments would result in an increase in the potential height of creative elements over what is currently allowed in the existing Zoning Ordinance. However, no creative off-site sign would involve an extension greater than 25 feet above the existing sign area. Additionally, each creative off-site sign conversion is anticipated to last for approximately 30 days. As such, any obstructions to existing views occurring as a result of the proposed project would be temporary. Due to the regulations that would be put in place for the allowable height and size of creative elements, and due to the temporary nature of these elements, impacts resulting from the proposed project would be less than significant.

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

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

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

Installation/Deconstruction of Creative Elements

Less Than Significant Impact. The installation and deconstruction process for creative off-site signs is anticipated to involve a 1-day installation period and a 1-day deconstruction period. It is anticipated that each installation or deconstruction event would involve five construction personnel, several truck trips, and operation of a crane.

As such, while creative elements are being installed or taken down from a sign, additional activities and materials would be present that would potentially degrade the visual character and quality of the signs and their immediate surroundings. Under the assumptions described in Section 2.5, the installation and deconstruction activities attributable to the proposed project would occur approximately 92 days per year.⁴ Because the creative sign conversions would likely occur throughout the year and not simultaneously, these 92 days of installation and deconstruction activities would be distributed throughout the year. Additionally, each installation/deconstruction event would be localized to the site of the specific sign that is being converted and would be distributed across the 1.6-mile stretch of roadway. The project area (Sunset Boulevard) is a highly altered, urbanized area; therefore, additional personnel and materials temporarily situated at localized sites along this urbanized roadway would not substantially alter the existing visual quality of the area due to the temporary, minor, and distributed nature of these activities. For these reasons, impacts resulting from the proposed project would be less than significant.

Operation of Creative Elements

Less Than Significant Impact. Operational conditions of the proposed project would involve the presence of creative elements on off-site signs. Under the assumptions described in Section 2.5, approximately three tall wall signs and one creative billboard would be converted to a creative off-site sign per month. Thus, it can be assumed that a total of four off-site signs along the 1.6-mile stretch of Sunset Boulevard within the City would be displaying creative elements each month. As listed in the proposed zoning text amendments in Section 2.4, creative elements would consist of innovative additions to off-signs such as 3D props and extensions, extensions with cut-out shapes or voids, thematic lighting, moving or animated mechanical elements, live action, or video projections. Additionally, for creative tall wall signs, extensions would be allowed to wrap or project beyond building corners. The proposed zoning text amendments incorporate a number of regulations to avoid or minimize the effects of creative off-site signs on visual character or quality. These include limitations in the amount of time that a creative element can remain on an off-site sign; a requirement that a creative off-site sign must be properly sited and well integrated within the context of its surroundings; limitations in the size, height, and allowable protrusion of 3D props and extensions; a

⁴ It is assumed that there would be 46 conversions per year, and that each conversion would require a 1-day installation period and a 1-day deconstruction period, for a total of 2 days of activity (2 days × 46 conversions = 92 days).

prohibition in the removal or alteration of trees or landscaping within public parks or the public right of way; and, requirements to limit light and glare (see Section 2.4 for details).

Although creative elements would temporarily change the visual character of off-site signs, they would not degrade the visual quality of the project area. The visual changes attributable to the proposed project would occur on billboards and tall wall signs; as such, the properties and wall surfaces on which these visual changes occur would have already been substantially altered by the presence of advertising images. The temporary addition of moving elements, 3D props, live action, or other elements would not represent a substantial change over the existing advertising to the extent that the visual character or quality of Sunset Boulevard and its surroundings would be substantially degraded. Creative off-site sign conversions are expected to occur on approximately one billboard and approximately three tall wall signs per month, with each creative element in place for approximately 30 days. For this reason, the changes in visual character that would occur on off-site signs would be spread out along a 1.6-mile stretch of Sunset Boulevard, and would not create a noticeable change to the appearance of Sunset Boulevard. Furthermore, part of the historical and expected visual environment within the project area are the prominent billboards and tall wall signs. As such, baseline visual conditions in the project area are characterized by an abundance of signs, pedestrian and automobile traffic, entertainment venues, and other visual elements contributing to a vibrant and visually rich urban scape. Accordingly, the addition of temporary creative elements to existing off-site signs would not represent a change over these unique baseline conditions to the extent that the existing visual character or quality of the project area would become compromised. Additionally, one of the objectives of the proposed project is to “improve the quality of off-site signs through creativity and innovation.” Therefore, although the appearance of various off-site signs along Sunset Boulevard would be temporary changed, these changes would generally improve the visual quality of the signs and would be consistent with the vibrant, urban character of the project area. For these reasons, impacts resulting from the proposed project would be less than significant.

Shade and Shadow

Less Than Significant Impact. The City of West Hollywood does not define a specific threshold for significant shade/ shadow impacts; therefore, this analysis uses the City of Los Angeles shade and shadow threshold is used to determine significance for the purposes of this analysis, which is commonly accepted as a reasonable threshold for the region. Specifically, the L.A. CEQA Thresholds Guide states that “A project impact would normally be considered significant if shadow-sensitive uses would be shaded by project-related structures for more than three hours between the hours of 9:00 a.m. and

3:00 p.m. Pacific Standard Time (between late October and early April), or for more than four hours between the hours of 9:00 a.m. and 5:00 p.m. Pacific Daylight Time (between early April and late October)” (City of Los Angeles 2006).

Shade-sensitive uses generally include routinely useable outdoor spaces associated with residential, recreational, or institutional land uses; commercial uses, such as pedestrian-oriented outdoor spaces or restaurants with outdoor eating areas; nurseries; and existing solar collectors/panels. There is the potential that an off-site sign adjacent to a shade-sensitive use would be converted to a creative off-site sign as a result of the proposed project. Many creative elements would be affixed flush to the sign and would not change the extent or duration of the shade/shadow that is caused by the existing sign. Although some creative elements may protrude from the sign, these would only be allowed to extend 25 feet above the existing building height for tall wall signs and 25 feet beyond any billboard edge, thus limiting the extent of any shade/shadow that would be caused by protruding elements. Furthermore, extensions that would be attributable to the proposed project would not be flat, uniform extensions of the existing sign area, but, rather, a cut-out shape or 3D element. Such elements would cause less shade/shadow area than would a flat, uniform extension of an existing sign. In the unlikely event that a creative element were to cause shade/shadow for an extended period of time, this shade/shadow would only occur in that location for the time that the creative element is present on the sign, which is anticipated to be approximately 30 days. Due to the limitations on the size and shape of extensions, and the temporary nature of such extensions, impacts resulting from the proposed project would be less than significant.

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

Light

Less Than Significant Impact. Lighting is of most concern when it may potentially spill over or trespass from the project area onto other 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 footcandle for highly trafficked pedestrian areas adjacent to major roadways, with an average lighting level of 2 footcandles. The City of West Hollywood does not define a qualitative threshold for light trespass; therefore, a provision from the City of Los Angeles Municipal Code regulating light trespass is used as a threshold to determine significance under CEQA for the purposes of this analysis. Specifically, Section 14.4.4(E) of the City of Los

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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” (City of Los Angeles Municipal Code, Section 14.4.4(E)).

The proposed project would result in the temporary addition of light sources to off-site signs within the project area. These light sources would potentially include neon lighting, LED lights, images that change from day to night through lighting effects, and projected light. As such, there is the potential for lighting associated with creative off-site signs to result in light trespass to nearby properties. Although Sunset Boulevard is primarily developed with commercial land uses, other more light sensitive land uses (including residential properties) are located within or adjacent to the project area. Accordingly, there is the potential that lighting or projections added to off-site signs as a creative element would result in light trespass to nearby light sensitive land uses. However, measures to minimize and avoid light trespass have been included in the proposed zoning text amendments. As shown in Section 2.4, lighting incorporated into creative off-site signs would be subject to the following criteria:

- Creative off-site signs shall be located and designed not to cause light and glare impacts on neighboring residential uses. The light emitted from the subject property at any adjacent residential property line shall not exceed three footcandles above existing light levels. Glare shall not exceed a 30:1 contrast ratio, or latest IESNA standards.
- Light shall not have stroboscopic or flash effects.
- Lighting shall not transition suddenly and/or repetitively between light and dark.
- Moving light shall flow smoothly across the surface(s) of the creative off-site sign and not oscillate, rapidly pulse, or suddenly change direction.
- Projected light shall not spill beyond the surface(s) of the creative off-site sign and onto adjacent parcels or surfaces.
- For creative tall wall signs, light shall not be projected onto surfaces which are highly reflective or composed primarily of reflective surfaces.
- Animated or moving light shall not be in operation from 2:00 AM through 45 minutes before sunrise.
- Digital images are not permitted.

Although the proposed project would allow additional (albeit temporary) lights on off-site signs in the project area, the above standards would minimize the duration that animated, blinking, or moving lights are allowed to operate; would eliminate the use of lights that are particularly visually intrusive (i.e., lights with strobing or racing effects); and would avoid the potential for projected lights to spill onto adjacent parcels or surfaces. Such measures would reduce light trespass onto adjacent properties, whether such properties contain commercial or residential land uses. Additionally, any light trespass on nearby residential properties attributable to the proposed project would be limited to a maximum increase of three footcandles, as measured at adjacent residential property lines. This provision has been incorporated as a requirement into the proposed zoning text amendments and would ensure that lighting impacts fall below the light trespass threshold identified above. Furthermore, the ministerial permitting process for creative off-site signs would include review to ensure that no nuisances are created. The applications would provide detailed information about the proposed type of lighting, lighting intensity, direction, shielding, and color. As such, if a particular sign were to be sited in such a way that creative lighting elements would cause a nuisance, such issues would be addressed during ministerial review. For these reasons, impacts resulting from the proposed project would be less than significant.

Glare

Less Than Significant Impact. 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 factors such as the size, position, and luminance of sources; the number of sources; and the luminance to which the eyes are adapted. The Illuminating Engineering Society of North America's (IESNA) Lighting Handbook (IESNA 2011) identifies contrast ratios above 30:1 as "High Contrast." Contrast ratios above 30:1 are classified as glare by the IESNA; therefore, this ratio is used as the measurement for the threshold of significance of glare impacts.

Within the 1.6-mile stretch of Sunset Boulevard that constitutes the project area, there are currently 81 existing off-site sign faces, the majority of which are lit from the bottom and/or top. The project area is also characterized by signs associated with businesses and vehicular and pedestrian traffic along Sunset Boulevard. The project area is especially vibrant at night, and the effect of existing contrast values is generally minimized by the overall visual density of the area. Each billboard or building facade may contain high contrasts in brightness, but the average brightness of each of these areas is relatively consistent and, therefore, does not create a significant source of existing glare.

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The proposed project would result in the temporary addition of light sources to off-site signs within the project area. These light sources would potentially include neon lighting, LED lights, images that change from day to night through lighting effects, and projected light. The lighting standards set forth in the proposed zoning text amendments would limit the amount of glare produced by creative off-site signs. As described above, any light trespass on nearby residential properties attributable to the proposed project would be limited to a maximum increase of three footcandles, as measured at adjacent residential property lines. The proposed zoning text amendments also require that creative off-site signs be located and designed to not cause glare impacts on neighboring residential uses. Furthermore, the lighting standards listed above would eliminate the potential for animated, blinking, or moving lights to operate between 2:00 am and 45 minutes before sunrise; would eliminate the use of lights with strobing or racing effects; and would avoid the potential for projected lights to spill onto adjacent parcels or surfaces. Additionally, the proposed zoning text amendments would require glare to be limited to a 30:1 contrast ratio (or to the latest standard provided by IESNA). This limit on glare produced by creative off-site signs and the other lighting standards set forth in the proposed zoning text amendments would minimize any glare that would potentially be produced by creative off-site signs. Due to the standards that have been built in to the proposed zoning text amendments and due to the existing lighting environment within the project area, glare impacts resulting from the proposed project would be less than significant.

References

- Caltrans (California Department of Transportation). 2011. California Scenic Highway Mapping System. Last updated September 7, 2011. Accessed September 30, 2014. http://www.dot.ca.gov/hq/LandArch/scenic_highways/index.htm.
- City of Los Angeles. 2006. "Aesthetics and Visual Resources" in *L.A. CEQA Thresholds Guide*. 2006. Accessed January 30, 2015. <http://environmentla.com/programs/Thresholds/A-Aesthetics%20and%20Visual%20Resources.pdf>.
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- City of West Hollywood. 2010. *Public Review Final Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I*. October 2010. Accessed January 13, 2015. <http://www.weho.org/city-hall/download-documents/-folder-626>.
- IESNA (Illuminating Engineering Society of North America). 2011. *The Lighting Handbook, 10th Edition*.

3.2 Agriculture and Forestry Resources

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code Section 12220(g)), timberland (as defined by Public Resources Code Section 4526), or timberland zoned Timberland Production (as defined by Government Code Section 51104(g))?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Result in the loss of forest land or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use or conversion of forest land to non-forest use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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

No Impact. The project area and surrounding areas are characterized by features typical of an urban landscape. As shown on the Los Angeles County Important Farmland map, the project area does not include any sites mapped by the Farmland Mapping and Monitoring Program as Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland Mapping and Monitoring Program 2011). Implementation of the proposed project would not involve changes that could result in conversion of farmland to non-agricultural use, as no agricultural uses or farmland exist in the project area or in proximity to the project area. Furthermore, the sites containing existing or entitled off-site signs are already graded and highly disturbed. Therefore, because 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 would occur as a result of the proposed project.

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

No Impact. The project area is located within the boundaries of the SSP and is zoned and designated as SSP, with the exception of the William S. Hart Park and Off-Leash Dog Park, which is designated PF (Public Facilities) (City of West Hollywood 2011). The SSP zoning district contains commercial and residential uses. As shown on the Los Angeles County Williamson Act Fiscal Year 2012/2013 map, no areas that are under a Williamson Act contract exist in the project area or in the vicinity of the project area (California Department of Conservation 2013). For these reasons, implementation of the proposed project would not conflict with existing zoning for agricultural use, as none exist, nor would it conflict with a Williamson Act contract, as none exist. No impact would occur as a result of the proposed project.

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

No Impact. The project area is located within the boundaries of the SSP and is zoned and designated as SSP, with the exception of the William S. Hart Park and Off-Leash Dog Park, which is designated PF (Public Facilities). The SSP zoning district contains commercial and residential uses (City of West Hollywood 2011). The list of allowable land uses contained in the City's Zoning Ordinance for its commercial, residential, and PF zones does not include any timberland or forest land uses (City of West Hollywood Zoning Ordinance Section 19.10.030 and 19.06.030). For these reasons, no forest land, timberland, or Timberland Production areas (as defined in California Public Resources Code Sections 12220(g), 4526, and 51104(g)) are located within or adjacent to the project area. Therefore, the proposed project would not conflict with existing zoning for forest land, timberland, or Timberland Production areas, or result in the loss or conversion of forest lands to non-forest uses, as none exist. The project would be implemented on existing developed sites that are surrounded by fully developed areas. No impact to forest land or timberland would occur as a result of the proposed project.

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

No Impact. As characterized above, no forest land is located within the project area or in the vicinity of the project area, as the area is urbanized and developed with commercial,

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

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

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

References

California Department of Conservation. 2013. *Los Angeles County Williamson Act FY 2012/2013*. [map]. 1:120,000. Sacramento, CA: California Department of Conservation, Division of Land Resource Protection. 2013. Accessed January 30, 2015. <http://www.consrv.ca.gov/dlrp/lca/Pages/Index.aspx>.

City of West Hollywood. 2011. *City of West Hollywood Zoning Districts Map*. Accessed January 13, 2015. <http://www.weho.org/home/showdocument?id=5138>.

Farmland Mapping and Monitoring Program. 2011. *Los Angeles County Important Farmland 2010*. [map]. 1:120,000. Sacramento, CA: Farmland Mapping and Monitoring Program. September 2011. Accessed October 1, 2014. <ftp://ftp.consrv.ca.gov/pub/dlrp/FMMP/pdf/2010/los10.pdf>.

3.3 Air Quality

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Conflict with or obstruct implementation of the applicable air quality plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
d) Expose sensitive receptors to substantial pollutant concentrations?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Create objectionable odors affecting a substantial number of people?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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

Less Than Significant Impact. The proposed project is located in the South Coast Air Basin (SCAB), which is within the jurisdictional boundaries of the South Coast Air Quality Management District (SCAQMD). The most recent applicable air quality plan is the SCAQMD 2012 Final Air Quality Management Plan (AQMP) (SCAQMD 2013), which includes reduction and control measures to mitigate emissions based on existing and projected land use and development. The AQMP is designed to meet applicable federal and state requirements for ozone (O₃) and particulate matter with an aerodynamic diameter less than or equal to 2.5 microns (PM_{2.5}). Projects are considered consistent with, and would not conflict with or obstruct implementation of, the AQMP if the growth in socioeconomic factors is consistent with the underlying regional plans used to develop the SCAQMD AQMP.

The proposed project would generate minimal air pollutant emissions during short-term construction activities and additional operational vehicle trips associated with the potential for live action signs. Installation and deconstruction activities associated with future off-site sign conversions are anticipated to occur approximately 92 days each year. Installation activities are anticipated to require up to five round-trip worker trips per day, four round-trip vendor (delivery) truck trips, and four round-trip haul truck trips, as well as operation of a crane. Deconstruction is assumed to involve the same amount of trips, workers, and crane use. The project would require minimal operational activity as the majority of creative off-site signs would not require daily vehicle trips. To capture potential vehicle trips associated with live action signs, it is assumed that five round-trip passenger vehicle trips per day could occur over 30 days.

Due to the minor nature of these construction and operational activities, construction and operation of future creative off-site signs developed pursuant to the proposed zoning text amendments would not result in inconsistencies with the growth in socioeconomic factors projected in the regional plans used to develop the AQMP. The employment for approximately five construction workers and five employees for a live action sign 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 pollutant emissions. As such, the anticipated work resulting from future creative off-site signs would not generate substantial air pollutant 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 AQMP.

b) *Would the project 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.

SCAB Attainment Designation. 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 both federal and state O₃ standards and PM_{2.5} standards (EPA 2014, CARB 2014). The EPA has classified the SCAB as an “extreme” O₃ nonattainment area and has mandated that it achieve attainment no later than June 15, 2024. The SCAB is also designated as a nonattainment area for the state NO₂ standard and the state PM₁₀ standard. The SCAB is designated as an attainment or unclassifiable/attainment area for the federal NO₂ standard, the federal PM₁₀ standard, the federal and state CO standards, and the federal and state SO₂ standards.

SCAQMD Thresholds. 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 *CEQA Air Quality Handbook*, as revised in March 2011 (SCAQMD 2011), sets forth quantitative emission significance thresholds for criteria air pollutants, which, if exceeded, would indicate the potential to contribute to violations of the NAAQS or CAAQS. Project-

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related air quality impacts estimated in this environmental analysis would be considered significant if any of the applicable significance thresholds presented in Table 2, SCAQMD Air Quality Significance Thresholds, would be exceeded.

A project would result in a substantial contribution to an existing air quality violation of the NAAQS or CAAQS for O₃, which is a nonattainment pollutant, if the project's construction or operational emissions would exceed the SCAQMD VOC or NO_x thresholds shown in Table 2. These emission-based thresholds for O₃ precursors are intended to serve as a surrogate for an "ozone significance threshold" (i.e., the potential for adverse O₃ impacts to occur) because O₃ itself is not emitted directly, and the effects of an individual project's emissions of O₃ precursors (VOC and NO_x) on O₃ levels in ambient air cannot be determined through air quality models or other quantitative methods.

Table 2
SCAQMD Air Quality Significance Thresholds

Criteria Pollutants Mass Daily Thresholds		
<i>Pollutant</i>	<i>Construction</i>	<i>Operation</i>
VOC	75 lb/day	55 lb/day
NO _x	100 lb/day	55 lb/day
CO	550 lb/day	550 lb/day
SO _x	150 lb/day	150 lb/day
PM ₁₀	150 lb/day	150 lb/day
PM _{2.5}	55 lb/day	55 lb/day

Source: SCAQMD 1993, revised 2011.

Construction Emissions. Installation and deconstruction of future creative off-site signs developed pursuant to the proposed zoning text amendments would result in a temporary addition of pollutants to the local airshed caused by combustion pollutants from on-site construction equipment, as well as from worker vehicles, vendor trucks, and off-site trucks transporting construction materials. The application of architectural coatings, such as hand-painted graphics, application of concrete or plaster to the façade of a building to create a smooth surface, or application of other finishes during installation, would have the potential to produce VOC emissions. However, the contractor is required to procure architectural coatings and finishings from a supplier in compliance with the requirements of SCAQMD's Rule 1113 (Architectural Coatings).⁵

⁵ SCAQMD Rule 1113 requires manufacturers, distributors, and end users of architectural coatings to reduce VOC emissions from the use of these coatings, primarily by placing limits on the VOC content of various coating categories.

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Emissions from the construction phase of the project were estimated through the use of the California Emissions Estimator Model (CalEEMod) Version 2013.2.2, available online (www.caleemod.com). It is anticipated that the proposed project would result in 10 additional creative billboards and 36 creative tall wall signs per year, resulting in 46 installations and 46 deconstructions per year, for a total of 92 days per year of installation or deconstruction activity. As previously described, the type of installation and deconstruction activities would vary somewhat for each creative off-site sign; however, a typical off-site sign conversion process has been assumed for all signs for the purpose of this analysis. It is estimated that installation of a typical creative billboard or creative tall wall sign would require up to approximately five construction workers. It is assumed that no more than four round-trip haul truck trips would be required to transport equipment and potential large-sized materials to the billboard or tall wall sign location. To account for anticipated material deliveries required for a creative off-site sign, which would vary depending on the creative elements to be installed, four round-trip vendor truck trips are assumed. Many of the creative elements permitted under the sign zoning amendments would not require application of architectural coatings during installation. However, for the purposes of estimating on-site emissions associated with potential architectural coating activities, the typical creative billboard or creative tall wall sign was assumed to require application of 1,000 square feet of architectural coating.

Deconstruction of creative billboard or creative tall wall sign elements is anticipated to involve the same number of trips, construction personnel, and days as the installation process. Installation and deconstruction assumptions used to estimate air pollutant emissions associated with the proposed project are presented in Table 3.

**Table 3
Construction Assumptions**

Activity	Number of Days Per Activity	Equipment	One-Way Worker Trips Per Day	One-Way Vendor Truck Trips Per Day	One-Way Haul Truck Trips Per Day
Installation	1	1 Crane (8 hours/day)	10	8	8
Deconstruction	1	1 Crane (8 hours/day)	10	8	8

The creative off-site sign conversion activities are assumed to be distributed throughout the year and would not occur simultaneously. Each installation and deconstruction event would be localized to the site of the specific off-site sign that is being converted, and the anticipated 92 days of installation and deconstruction activities would be distributed across the 1.6-mile stretch of roadway that constitutes that project area. Accordingly, construction would not occur in one location for an extended period of time.

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Table 4 presents the estimated maximum unmitigated daily construction emissions associated with the construction of one sign project, which includes emissions from on-site sources (crane operation and architectural coatings) and off-site sources (hauling and vendor trucks and worker vehicles).

Table 4
Estimated Maximum Daily Construction Emissions
(pounds per day unmitigated)

	VOC	NO _x	CO	SO _x	PM ₁₀	PM _{2.5}
Maximum Daily Emissions (YEAR)	12.64	12.32	6.84	0.01	0.76	0.50
<i>Significance Threshold</i>	75	100	550	150	150	55
Threshold Exceeded?	No	No	No	No	No	No

Notes: See Appendix B for detailed results.

The year 2015 was assumed to conservatively estimate emissions, although 2016 would be the first full year of project construction.

As shown in Table 4, maximum daily construction emissions would not exceed the SCAQMD thresholds for VOC, NO_x, CO, SO_x, PM₁₀, or PM_{2.5}. As such, construction impacts resulting from the proposed project would be less than significant.

Operational Emissions. As explained in Section 2.5, the majority of the allowable creative elements would not result in daily operational vehicle trips to the billboard or tall wall sign locations. The live action sign category may potentially result in daily vehicle trips to the site of the sign. To estimate mobile source emissions associated with the potential daily trips, it was assumed that one creative off-site sign involving live action would be implemented per year, resulting in an additional five round-trip vehicle trips per day (10 one-way trips) to the site for 30 days.

Estimated operational emissions associated with the potential additional vehicle trips from live action signs are provided in Table 5, Estimated Maximum Daily Operational Emissions.

Table 5
Estimated Maximum Daily Operational Emissions
(pounds per day unmitigated)

	VOC	NO _x	CO	SO _x	PM ₁₀	PM _{2.5}
Maximum Daily Emissions	0.05	0.07	0.72	0.00	0.11	0.03
<i>Significance Threshold</i>	55	55	550	150	150	55
Threshold Exceeded?	No	No	No	No	No	No

Notes: See Appendix B for detailed results.

The year 2015 was assumed to conservatively estimate emissions, although 2016 would be the first full year of project operation.

As shown in Table 5, maximum daily operational emissions would not exceed the SCAQMD thresholds for VOC, NO_x, CO, SO_x, PM₁₀, or PM_{2.5}. In the event that installation or deconstruction processes associated with creative off-site signs were to occur simultaneously with operation of the live action sign, maximum daily emissions resulting from concurrent activity would not also exceed the SCAQMD operational thresholds presented in Table 2. As such, the operation of the proposed project 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 resulting from the proposed project would be less than significant.

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

Less Than Significant Impact. The SCAB is a nonattainment area for O₃, NO₂, 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 illustrated in Table 4, 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. Mobile-source emissions associated with operation of the proposed project would also not exceed the SCAQMD significance thresholds, as shown in Table 5. Furthermore, as discussed under Section 3.3(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) *Would the project expose sensitive receptors to substantial pollutant concentrations?*

Less Than Significant Impact. Some land uses are considered more sensitive to changes in air quality than others, depending on the population groups and the activities involved. The California Air Resources Board has identified the following groups who are most likely to be affected by air pollution: children less than 14 years of age, the elderly over 65 years of age, athletes, and people with cardiovascular and chronic respiratory diseases. Sensitive receptors include residences, schools,

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playgrounds, child care centers, athletic facilities, long-term health care facilities, rehabilitation centers, convalescent centers, and retirement homes.

The area surrounding the SSP area is primarily developed with commercial uses and single- and multi-family residential uses. The project area includes William S. Hart Park and Off-Leash Dog Park, and several schools are located in the vicinity of the project area. Athletic facilities, such as gyms, are located within and in the vicinity of the project area. As such, there is the potential for residential sensitive receptors, a park, and several schools and athletic facilities to be located near future creative off-site signs. However, installation and deconstruction activities would result in minimal short-term air quality emissions. Additionally, these activities would occur during the workday, when many residents would not be home.

Operation of the proposed project would result in a maximum increase of 10 one-way vehicle trips per day associated with future live action signs, resulting in a maximum increase of 300 one-way vehicle trips per year. Due to the limited nature of installation, operation, and deconstruction 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 be less than significant.

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

Less Than Significant Impact. Odors are a form of air pollution that is most obvious to the general public and can present problems for both the source and surrounding community. Although offensive odors seldom cause physical harm, they can be annoying and cause concern.

Potential sources that may emit odors during installation and deconstruction activities include diesel equipment, gasoline fumes, and the application of architectural coatings and other exterior finishes. However, due to the limited nature of installation and deconstruction activities in terms of types of equipment, number of hours of use, duration of activity, and the limited area requiring architectural coatings, the odors generated by equipment exhaust and other activities would be minimal. In addition, odors from these sources would be localized and generally confined to the site of the sign. Furthermore, future creative off-site signs developed pursuant to the proposed zoning text amendments would utilize typical construction techniques in compliance with applicable SCAQMD rules. Operation of creative off-site signs is not anticipated to generate odors, as operation would consist of the presence of creative elements such as lights, 3D elements, or

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mechanical elements on signs. However, in the event that a future off-site sign were to emit odors, the applicant would have to prove during the ministerial review process that no nuisance would be created. Potential odor impacts resulting from the proposed project would therefore be less than significant.

References

- CARB (California Air Resources Board). 2014. *2012 State Area Designations*. Area Designations Maps / State and National. Last reviewed August 22, 2014. Accessed January 29, 2015. <http://www.arb.ca.gov/desig/adm/adm.htm>.
- EPA (U.S. Environmental Protection Agency). 2014. "Region 9: Air Quality Analysis, Air Quality Maps." Last updated February 11, 2014. Accessed January 29, 2014. <http://www.epa.gov/region9/air/maps/>.
- SCAQMD (South Coast Air Quality Management District). 2011. *SCAQMD CEQA Handbook*. Originally published 1993; revised March 2011.
- SCAQMD. 2013. *Final 2012 Air Quality Management Plan*. Revised February 2013.

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3.4 Biological Resources

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special-status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Wildlife or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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

No Impact. The project area is developed with commercial buildings, residential buildings, and one park. Vegetation within the project area is generally sparse and is limited to ornamental vegetation consisting primarily of street trees and landscaping at

the William S. Hart Park and Off-Leash Dog Park. The Hollywood Hills are located adjacent to and north of Sunset Boulevard. The portion of the Hollywood Hills adjacent to the project area is primarily developed with single-family residential uses but also contains scattered undeveloped areas between the houses.

Based on an electronic database review of the Hollywood and Beverly Hills quadrangles⁶ in the California Natural Diversity Database, several sensitive species have historically been sighted in the general area of the proposed project (CNDDDB 2014). However, based on the disturbed and developed condition of the project area, and the relative lack of suitable habitat, the potential for any known sensitive species to occur in the area is very low, as the project area is fully developed and sparsely vegetated. The sensitive species identified in the electronic database review would be expected to occur in undeveloped areas within the Hollywood Hills. The portion of the Hollywood Hills closest to the project area is primarily developed with residential uses.

The activities involved with the proposed project would not be expected to affect any biological species (including sensitive species in the Hollywood Hills), as the activities would be limited to temporarily affixing creative elements (such as lighting, 3D extensions, or moving parts) to existing or entitled off-site signs. Future projects developed pursuant to the proposed zoning text amendments would occur in a highly developed and urbanized area, and would not involve ground disturbance or habitat disturbance. Due to the highly developed nature of the project area and the types of activities that the proposed project would entail, a substantial adverse effect on species identified as candidate, sensitive, or special status would not occur as a result of the proposed project.

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

No Impact. No riparian or other sensitive habitats are known to occur in the project area or in the City (City of West Hollywood 2010). The limited ornamental vegetation within the project area is sparse and is situated in an urban environment. Therefore, it does not

⁶ Quadrangles are areas established by the U.S. Geological Survey as a way of categorizing and dividing topographical maps. Quadrangles cover an area measuring 7.5 minutes of latitude and 7.5 minutes of longitude. The western portion of the project area is within the Beverly Hills quadrangle, and the eastern portion of the project area is within the Hollywood quadrangle.

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constitute a sensitive natural community. As such, no impact to sensitive natural communities from the proposed project would occur, as none exist.

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

No Impact. The City of West Hollywood does not contain any federally protected wetlands (USFWS 2015). Therefore, no impact to federally protected wetlands from the proposed project would occur.

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

No Impact. There are no wetlands or water bodies within the proposed project area. Therefore, the proposed project would have no potential to affect the movement of migratory fish. The project area is located within a developed, urbanized area and is therefore not part of a wildlife corridor. Additionally, the proposed zoning text amendments prohibit future projects from resulting in the removal or alteration of trees or landscaping in nearby public parks or in the public right-of-way. As such, any landscape alternations would be limited to trees or landscaping located on private property, which would substantially limit the amount of landscaping that would be altered in association with the proposed project. In the unlikely event that any landscaping alterations were to occur, they would be required to comply with the Migratory Birds Treaty Act of 1918, which prohibits the disturbance of protected nesting birds. The activities involved with the proposed project would not be expected to affect wildlife species, as the activities would be limited to temporarily affixing creative elements (such as lighting, 3D extensions, or moving parts) to existing or entitled off-site signs. Future projects developed pursuant to the proposed zoning text amendments would occur in a highly developed area with vibrant urban activity. These projects would not involve ground disturbance or habitat disturbance, and the addition of these elements would not be expected to substantially increase disturbances to any wildlife species in the project area. Due to the highly developed nature of the project area and the types of activities that the proposed project would entail, no impact on the movement of native or resident species or on the use of native wildlife nursery sites would occur as a result of the proposed project.

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

No Impact. The City's municipal code provides regulations governing the treatment of street trees and trees on public lands, as well as requirements under the City of West Hollywood Heritage Tree Program. No trees in the project area have been designated as Heritage Trees by the City (City of West Hollywood 2014). Additionally, the proposed zoning text amendments prohibit creative billboards or creative tall wall signs from resulting in the removal or alteration of trees or landscaping in nearby public parks or in the public right-of-way. This requirement would prevent future projects developed pursuant to the proposed zoning text amendments from conflicting with local policies established for street trees and trees on public lands. Therefore, no impact would occur as a result of the proposed project.

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

No Impact. The City's general plan does not designate any areas of the City as being within a habitat conservation plan (City of West Hollywood 2011). Furthermore, the City is not within any of the regional conservation plans designated by the state (CDFW 2014). Therefore, implementation of the proposed project would not conflict with the provisions of an adopted habitat conservation plan; natural community conservation plan; or other approved local, regional, or state habitat plan, as none apply to the project area. No impacts would occur as a result of the proposed project.

References

CDFW (California Department of Fish and Wildlife). 2014. *California Regional Conservation Plans* [map]. March 2014. Accessed January 19, 2015.

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City of West Hollywood. 2014. *Designated Heritage Trees*. Heritage Tree Program. Accessed January 29, 2015. <http://www.weho.org/city-hall/city-departments/public-works/facilities-and-field-services/heritage-tree-program>.

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3.5 Cultural Resources

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

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

Less Than Significant Impact. The proposed project would involve the temporary conversion of existing and entitled off-site signs within the project area to creative off-site signs. The project area contains buildings that are of historic age (i.e., built at least 45 years ago), including two designated historical resources. The two designated resources, the Hacienda Arms Apartments (8439 Sunset Boulevard) and the Sunset Towers (8358 Sunset Boulevard) do not have any off-site signs on their premises and would not be affected by the proposed project (City of West Hollywood 2010). Creative elements could potentially be installed on billboards adjacent to historical resources and installed on tall wall signs located on buildings older than 45 years. However, all creative elements

installed as a result of the proposed project would be temporary and would be installed on existing and entitled off-site signs for approximately 30 days. Due to the impermanence of the creative elements allowed by the proposed project, and the fact that all modifications would occur on existing and entitled off-site signs, the proposed project would not result in a substantial adverse change in the significance of a historical resource, and impacts resulting from the proposed project would be less than significant.

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

No Impact. No archaeological resources have been identified within the City (City of West Hollywood 2010). On July 23, 2015, Dudek contacted the California Native American Heritage Commission (NAHC) to request the official Senate Bill (SB) 18 consultation list and to conduct a search of the Sacred Lands File. The NAHC responded on August 6, 2015 and stated that the search “failed to indicate the presence of Native American cultural resources in the immediate project area.” The NAHC also provided a list of local Native American contacts. Both the NAHC request and response are provided in Appendix C. The City mailed SB 18 and Assembly Bill (AB) 52 notification letters to all groups identified by the NAHC on July 29, 2015. All correspondence related to SB 18 and AB 52 are on file with the City. The City reports that no groups have requested consultation to date. The proposed project would involve the temporary conversion of existing and entitled off-site signs within the project area to creative off-site signs. The installation, operation, and deconstruction of creative elements on off-site signs would not require grading or excavation activity. As such, the placement of creative off-site signs along Sunset Boulevard would not have the potential to uncover buried resources. Therefore, no impact to archaeological resources would result from the proposed project.

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

No Impact. The installation, operation, and deconstruction of creative elements on off-site signs would not require grading or excavation activity. Therefore, the proposed project would not have the potential to directly or indirectly destroy a unique paleontological resource or unique geologic feature. Therefore, no impact to paleontological resources would result from the proposed project.

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

No Impact. The installation, operation, and deconstruction of creative elements on off-site signs would not require grading or excavation activity. Therefore, the proposed project would not have the potential to disturb human remains, and no impact would result from the proposed project.

Reference

City of West Hollywood. 2010. *Public Review Final Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume 2*. October 2010. Accessed January 19, 2015. <http://www.weho.org/city-hall/download-documents/-folder-626>.

3.6 Geology and Soils

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:				
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ii) Strong seismic ground shaking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iii) Seismic-related ground failure, including liquefaction?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
iv) Landslides?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
c) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) Have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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

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

No Impact. There are numerous known earthquake faults in the vicinity of the project area (California Geological Survey 2014, City of West Hollywood 2010). Additionally, several portions of the project area are located within the City of West Hollywood Fault Precaution Zone, and the approximate trace of an active subsidiary splay of the Hollywood Fault potentially traverses several properties near the eastern boundary of the project area (City of West Hollywood 2010). As such, the proposed project would be implemented in an area where a known earthquake fault could potentially rupture. However, billboards and buildings with tall wall signs are required to be constructed and maintained in accordance with existing federal, state, and City laws and guidelines concerning seismic safety. Similarly, installation of temporary creative elements such as lighting, 3D extensions, or moving mechanical elements would be required to conform to engineering and design requirements applicable to billboards and tall wall signs. Implementation of the proposed project would not change the use of any existing buildings that would result in an increase of building occupants who may be exposed to fault rupture. As such, the proposed project would not increase the risk

of loss, injury, or death involving fault rupture within the project area. No impact would occur as a result of the proposed project.

ii) Strong seismic ground shaking?

No Impact. The project area is located within the seismically active Southern California region and, like all locations within the region, is subject to strong seismic ground shaking. However, future creative off-site sign projects would be implemented in accordance with existing federal, state, and City engineering and design standards. Furthermore, the addition of creative elements to billboards and off-site signs would not change the use of any existing buildings resulting in an increase of building occupants who may be exposed to ground shaking. Therefore, the proposed project would not increase the risk of loss, injury, or death related to seismic activity in the project area. No impact would occur.

iii) Seismic-related ground failure, including liquefaction?

No Impact. Liquefaction is the process in which saturated silty to cohesionless soils below the groundwater table temporarily lose strength during strong ground shaking as a consequence of increased pore pressure during conditions such as those caused by an earthquake. Earthquake waves cause water pressure to increase in the sediment and the sand grains to lose contact with each other, leading the sediment to lose strength and behave like a liquid. Areas identified as being susceptible to liquefaction have been identified within the project area (Division of Mines and Geology 1999, California Geological Survey 2014). The temporary addition of creative elements to billboards and tall wall signs would be conducted in accordance with existing federal, state, and City engineering and design standards. Furthermore, these creative elements, which would include items such as 3D extensions, projections, additional lighting, and cut-out shapes, would not entail structural modifications that would reduce the integrity of a building or billboard. As such, in the event that liquefaction were to occur in the project area, future creative off-site signs developed pursuant to the proposed zoning text amendments would not substantially increase the susceptibility of people or structures to risk of loss, injury, or death related to liquefaction. No impact would occur as a result of the proposed project.

iv) Landslides?

No Impact. The project area is not located within an area identified as being susceptible to earthquake-induced landslides on maps prepared by the state

(California Geological Survey 2014; Division of Mines and Geology 1999). As such, landslides are unlikely to occur in the project area. Furthermore, temporary installment of creative elements on off-site signs would not involve ground disturbance that would increase risk of landslides. Additionally, creative elements on off-site signs would not introduce additional habitable structures to the project area, nor would they change the use of any existing buildings resulting in an increase of building occupants who may be exposed to landslides. As such, future creative off-site signs developed pursuant to the proposed zoning text amendments would not substantially increase exposure of people or structures to landslides. Therefore, no impact would occur as a result of the proposed project.

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

No Impact. The installation, operation, and deconstruction of creative elements on off-site signs would not require grading or excavation activity that would expose large areas of soil resulting in erosion or topsoil loss. No impact would occur as a result of the proposed project.

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

No Impact. One of the major types of liquefaction-induced ground failure is lateral spreading of mildly sloping ground. Lateral spreading primarily involves 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 Section 3.6(a)(iii), the project area includes areas that have been identified as being at risk for liquefaction. However, installation, operation, and deconstruction of future off-site creative signs would not require ground disturbance, as creative elements would be affixed to existing billboards and tall wall signs. As such, future creative off-site signs developed pursuant to the proposed zoning text amendments would not affect the stability of the soil or the geologic units underlying the project area. Therefore, lateral spreading would not occur as a result of the proposed project.

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

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

Collapsible soils consist of loose, dry materials that collapse and compact under the addition of water or excessive loading. Collapsible soils are prevalent throughout the southwestern United States, specifically in areas of young alluvial fans. Soil collapse occurs when the land surface is saturated at depths greater than those reached by typical rain events. Portions of the project area and surrounding areas are underlain by quaternary alluvium consisting of loose to moderately dense sand, silt, and clay (Division of Mines and Geology 1998). The proposed project involves temporary placement of creative elements on billboards and tall wall signs. Installation, operation, and deconstruction of creative elements affixed to billboards and tall wall signs would not involve ground disturbance. Creative elements would consist of items such as lighting, 3D extensions, and projections that would be limited in size by the proposed zoning text amendments. Due to the types of temporary sign additions that are considered creative, and due to the size limitations established by the proposed zoning text amendments, the loads on buildings and billboards would not be increased to the extent that any underlying soils would be affected. Therefore, no structural impacts would occur as a result of the proposed project.

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

No Impact. Expansive soils are clay-based soils that tend to expand (increase in volume) as they absorb water, and shrink (lessen in volume) as water is drawn away. If soils consist of expansive clays, foundation movement and/or damage can occur if wetting and drying of the clay does not occur uniformly across the entire area. As in Section 3.6(c), portions of the project area are underlain by quaternary alluvium consisting of loose to moderately dense sand, silt, and clay. The proposed project involves temporary placement of creative elements on billboards and tall wall signs. Creative elements would consist of items such as lighting, 3D extensions, and projections that would be limited in size by the proposed zoning text amendments. The temporary addition of creative elements to existing and entitled off-site signs would not substantially increase the risk to life or property resulting from expansive soils. Therefore, no impact would occur as a result of the proposed project.

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

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

References

California Geological Survey. 2014. *Earthquake Zones of Required Investigation – Hollywood Quadrangle*. November 6, 2014. Accessed April 23, 2015. <http://www.quake.ca.gov/gmaps/WH/regulatorymaps.htm>.

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

Division of Mines and Geology. 1999. *State of California Seismic Hazard Zones – Beverly Hills Quadrangle*. March 25, 1999. Accessed January 20, 2015. <http://www.quake.ca.gov/gmaps/WH/regulatorymaps.htm>.

3.7 Greenhouse Gas Emissions

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

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

Less Than Significant Impact. Climate change refers to any significant change in measures of climate, such as temperature, precipitation, or wind, lasting for an extended period (decades or longer). Gases that trap heat in the atmosphere are often called greenhouse gases (GHGs). Principal GHGs include carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), O₃, and water vapor (H₂O). The greenhouse effect traps heat in the troposphere through a threefold process: (1) short-wave radiation emitted by the Sun is absorbed by the Earth; (2) the Earth emits a portion of this energy in the form of long-wave radiation; and (3) GHGs in the upper atmosphere absorb this long-wave radiation and emit this long-wave radiation into space and back toward the Earth. This “trapping” of the long-wave (thermal) radiation emitted back toward the Earth is the underlying process of the greenhouse effect. The greenhouse effect is a natural process that contributes to regulating the Earth’s temperature. Climate change concerns are focused on whether human activities are leading to an enhancement of the greenhouse effect, including the global warming that has been observed over the past century.

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 between 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).⁷

⁷ 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). CalEEMod assumes that the GWP for CH₄ is

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

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

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

21, which means that emissions of 1 metric ton of CH₄ are equivalent to emissions of 21 metric tons of CO₂, and the GWP for N₂O is 310, based on the Intergovernmental Panel on Climate Change (IPCC) Second Assessment Report. Although the IPCC has released subsequent Assessment Reports with updated GWPs, CARB reporting and other statewide documents utilize the GWP in the IPCC Second Assessment Report. As such, it is appropriate to use the hardwired GWP values in CalEEMod from the IPCC Second Assessment Report.

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

Status of Proposed SCAQMD Thresholds. The SCAQMD has not adopted recommended numeric CEQA significance thresholds for GHG emissions for lead agencies to use in assessing GHG impacts of residential and commercial development projects. In October 2008, SCAQMD presented to the Governing Board the *Draft Guidance Document – Interim CEQA Greenhouse Gas Significance Threshold* (SCAQMD 2008). The guidance document was not adopted or approved by the Governing Board. This document explored various approaches for establishing a significance threshold for GHG emissions. Among the concepts discussed, the document considered a “de minimis,” or screening, threshold to “identify small projects that would not likely contribute to significant cumulative GHG impacts” (SCAQMD 2008). As further explained in this guidance document, “projects with GHG emissions less than the screening level are considered to be small projects, that is, they would not likely be considered cumulatively considerable” (SCAQMD 2008). The SCAQMD formed a GHG CEQA Significance Threshold Working Group to work with SCAQMD staff on developing GHG CEQA significance thresholds until statewide significance thresholds or

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guidelines are established. The SCAQMD proposed three tiers of compliance that may lead to a determination that impacts are less than significant, including the following:

1. Projects with GHGs within budgets set out in approved regional plans to be developed under the SB 375 process.
2. Projects with GHG emissions that are below designated quantitative thresholds:
 - a. Industrial projects with an incremental GHG emissions increase that falls below (or is mitigated to be less than) 10,000 metric tons (MT) CO₂E per year.
 - b. Commercial and residential projects with an incremental GHG emissions increase that falls below (or is mitigated to be less than) 3,000 MT CO₂E per year, provided that such projects also meet energy efficiency and water conservation performance targets that have yet to be developed.
3. Projects that purchase GHG offsets that, either alone or in combination with one of the three tiers mentioned above, achieve the target significance screening level.

From December 2008 to September 2010, the SCAQMD hosted working group meetings and revised the draft threshold proposal several times, although it did not officially provide these proposals in a subsequent document. The most recent working group meeting on September 28, 2010 (SCAQMD 2010), proposed two options lead agencies can select from to screen thresholds of significance for GHG emissions in residential and commercial projects, and proposes to expand the industrial threshold to other lead agency industrial projects. Option 1 proposes a threshold of 3,000 MT CO₂E per year for all residential and commercial projects and Option 2 proposes a threshold value by land use type where the numeric threshold is 3,500 MT CO₂E per year for residential projects, 1,400 MT CO₂E per year for commercial projects, and 3,000 MT CO₂E per year for mixed-use projects (SCAQMD 2010).

Per the SCAQMD guidance, construction emissions should be amortized over the operational life of the project, which is assumed to be 30 years (SCAQMD 2009). However, because installation and deconstruction activities attributable to the proposed project would occur every year following adoption of the proposed project, annual construction emissions are addressed under the operational year analysis. Although the SCAQMD has not formally adopted the thresholds described above, 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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The proposed project would involve the temporary conversion of existing and entitled off-site signs within the project area to creative off-site signs and would not conflict with the goals, measures, and actions of the CAP. The measures for the community leadership and engagement, the land use and community design, and the green space goals are focused on community actions, balance of land use mix, and sustainable landscapes, and would not be applicable to creative off-site sign projects. The project would not use water or generate substantial amounts of waste, and would not conflict with the associated water efficiency and waste reduction and recycling goals and measures. Although 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 project would not conflict with the City's adopted CAP.

As described above, GHG emissions from future creative off-site signs developed pursuant to the proposed zoning text amendments would result from equipment operation, haul truck and vendor truck trips, and worker commute trips required during installation and deconstruction of future creative off-site signs. Future live actions signs would have the potential to generate operational emissions due to worker commute trips. Due to the minor nature of the GHG emissions that would result from the project as quantified under Section 3.7(a), the proposed 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.

References

- CAPCOA (California Air Pollution Control Officers Association). 2008. *CEQA and Climate Change: Evaluating and Addressing Greenhouse Gas Emissions from Projects Subject to the California Environmental Quality Act*. February 2008.
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- SCAQMD. 2010. *Greenhouse Gases CEQA Significance Thresholds Stakeholder Working Group Meeting No. 15*. September 28, 2010. Available at <http://www.aqmd.gov/home/regulations/ceqa/air-quality-analysis-handbook/ghg-significance-thresholds>.

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3.8 Hazards and Hazardous Materials

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) Be located on a site that is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
h) Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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

Less Than Significant Impact. Relatively small amounts of commonly used hazardous substances such as gasoline, diesel fuel, lubricating oil, adhesive materials, grease, solvents, and architectural coatings would be used during installation and deconstruction

of future creative off-site signs. These materials would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. Consequently, use of these materials for their intended purpose would not pose a significant risk to the public or environment. Once each installation and deconstruction has been completed, fuels and other petroleum products would no longer remain on site.

Operation of creative off-site signs would consist of additional elements such as lighting, 3D extensions, projections, and cut-out shapes affixed to billboards and tall wall signs. The presence of these elements on billboards and tall wall signs would not involve the transport, use, or disposal of hazardous materials. Although some hazardous materials may be involved with installation and deconstruction of creative elements, use of these materials for their intended purpose in accordance with applicable handling and disposal requirements would not pose a significant risk to the public or environment. Impacts resulting from the proposed project would be less than significant.

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

Less Than Significant Impact. As discussed under Section 3.8(a), installation and deconstruction activities attributable to the proposed project would involve relatively small amounts of commonly used hazardous substances such as gasoline, diesel fuel, lubricating oil, grease, adhesive materials, solvents, and architectural coatings. During installation and deconstruction of future creative off-site signs, 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 installation and deconstruction of future creative off-site signs, and because regulations related to the management and use of hazardous materials would be followed, future creative off-site signs are not anticipated to release the amounts of hazardous materials into the environment that would pose a threat to human health or the environment. Therefore, impacts resulting from the proposed project would be less than significant.

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

Less Than Significant Impact. The West Hollywood Elementary School (970 North Hammond Street), West Hollywood College Preparatory School (1317 Crescent Height

Boulevard), and Pacific Hills School (8628 Holloway Drive) are both located within one-quarter mile of the project area. As discussed in Section 3.8(a), installation and deconstruction activities for future creative off-site signs would involve relatively small amounts of commonly used hazardous substances such as gasoline, diesel fuel, lubricating oil, grease, adhesive materials, solvents, and architectural coatings. However, these substances would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. Consequently, use of these materials for their intended purpose would not pose a significant risk to nearby schools. Therefore, impacts resulting from the proposed project would be less than significant.

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

No Impact. Several properties within the project area are listed on hazardous waste sites lists compiled pursuant to Government Code Section 65962.5, such as the Regional Water Quality Control Board's GeoTracker site and the EPA's Enviro Mapper site. As such, However, the temporary addition of creative elements to existing or entitled billboards and tall wall signs would not disturb or affect a hazardous materials site because these elements would be affixed to billboards and tall wall signs and would not involve ground disturbance that would potentially disturb or expose on-site hazardous materials if any were to be present. As such, 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 project area is not located within a 2-mile radius of any public airport. No airport land use plan applies to the site. Therefore, the proposed project would not create an airplane safety hazard for people residing or working in the project area, and no impact would occur 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 project area is not located within the vicinity of a private airstrip. Therefore, no impact would occur as a result of the proposed project.

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

No Impact. The City has an emergency plan (the West Hollywood Emergency Plan) that is an all-hazards preparedness, emergency evacuation, response, and recovery plan. It addresses hazards such as fires, earthquakes, floods, terrorism, transportation accidents, public health emergencies, and hazardous materials accidents (City of West Hollywood 2011). The proposed project would be required to be consistent with this plan. In addition to the City's emergency plan, the Los Angeles County Department of Public Works maintains maps of the disaster routes in Los Angeles County. On the map that depicts the City of West Hollywood, the disaster routes that are nearest to the project area are Crescent Heights Boulevard and Santa Monica Boulevard (Los Angeles County Department of Public Works 2014). At its closest orientation to the project area, Crescent Heights Boulevard is a north/south roadway located approximately 0.14 mile east of the eastern project area boundary. At its closest orientation to the project area, Santa Monica Boulevard is an east/west roadway located approximately 0.30 mile south of the project area. Although some future creative off-site sign projects would involve small, localized, temporary sidewalk closures along Sunset Boulevard during installation and deconstruction activities, these closures would not impede emergency access routes or implementation of evacuation plans, as they would be site-specific and are not anticipated to last for more than 1 day at a time. Additionally, an encroachment permit would be required, which would include provisions for appropriate emergency access and detour signage as necessary. 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) Would the project expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?

No Impact. The nearest wildland areas are located at the base of the Hollywood Hills, which begin on the north side of Sunset Boulevard, adjacent to and north of the project area. Due to the project area's proximity to the Hollywood Hills, portions of the project area near its eastern boundary are located within the City's Moderate Wildland Fire Hazard zone, as designated on the City's Wildland Fire Hazards map (City of West Hollywood 2011). Although small segments of the project area are within this zone, and while the entirety of the project area is in proximity to the Hollywood Hills, the hills directly north of the project area are developed with residential uses. Furthermore, the

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project area is highly urbanized and is surrounded on all sides by development. In the unlikely event of a fire emergency in the project area due to wildland fires, the Los Angeles County Fire Department, specifically Fire Station 7 (864 North San Vicente Boulevard) and Fire Station 8 (7643 Santa Monica Boulevard), both located within the City, would provide fire protection services. Furthermore, the addition of creative elements to billboards and tall wall signs 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. Therefore, no impact would occur as a result of the proposed project.

References

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

Los Angeles County Department of Public Works. 2014. Disaster Route Maps by City. *City of West Hollywood Map*. Accessed January 20, 2015. <http://dpw.lacounty.gov/dsg/disasteroutes/map/west%20hollywood.pdf>.

3.9 Hydrology and Water Quality

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Violate any water quality standards or waste discharge requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on- or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
surface runoff in a manner which would result in flooding on- or off-site?				
e) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Otherwise substantially degrade water quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
h) Place within a 100-year flood hazard area structures which would impede or redirect flood flows?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
i) Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
j) Inundation by seiche, tsunami, or mudflow?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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

No Impact. The proposed project would involve the temporary conversion of existing and entitled off-site signs within the project area to creative off-site signs. The installation, operation, and deconstruction of creative elements on off-site signs would not require grading or excavation activity that could disturb soils and would not involve the use of water. Therefore, the proposed project would not result in the discharge or use of water or wastewater, and would not increase the potential for soil erosion or contamination. No impact would occur as a result of the proposed project.

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

No Impact. The installation, operation, and deconstruction of creative elements on off-site signs would not require grading or excavation activity that could disturb soils. As such, groundwater would not be encountered during future creative off-site sign projects.

Additionally, installation, operation, and deconstruction of creative elements would not involve any extraction of groundwater. Because creative elements would be affixed to signs and would be in place temporarily, future projects would not substantially alter the amount of impermeable surfaces along Sunset Boulevard. 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) *Would the project substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on- or off-site?*

No Impact. Temporary placement of creative elements on existing and entitled off-site signs along Sunset Boulevard would not substantially alter the existing drainage pattern of the project area or its surroundings. This is because these elements would be affixed to existing or entitled off-site signs and would be in place temporarily. As such, future creative off-site sign projects would not involve ground disturbance or other activities having the potential to change drainage patterns. The proposed project would not cause a substantial change in stormwater flows along Sunset Boulevard over existing conditions. Therefore, no erosion impact resulting from altered drainage patterns would occur as a result of the proposed project.

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

No Impact. As discussed in Section 3.9(c), the proposed project would not cause a substantial change in stormwater flows along Sunset Boulevard over existing conditions. As such, the proposed project would not result in an increase in the rate or amount of surface runoff that could result in flooding. No impact would occur.

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

No Impact. As described in Sections 3.9(b) and 3.9(c), implementation of the proposed project would not substantially alter drainage patterns along Sunset Boulevard, nor would it substantially alter the amount of impermeable surfaces along Sunset Boulevard. For

these reasons, the proposed project would not substantially change the amount of runoff water coming from the project area relative to existing conditions, and storm flows would generally be of the same volume as existing flows. Additionally, because future creative off-site sign projects would not result in any ground disturbance, additional impermeable groundcover, or other discharges to the stormwater drainage system, the proposed project would not generate an additional source of polluted runoff. Therefore, no impacts involving storm water drainage systems or polluted runoff would occur as a result of the proposed project.

f) Would the project otherwise substantially degrade water quality?

No Impact. As described in Sections 3.9(a) through 3.9(e), the proposed project would not include potential sources of contaminants that could degrade water quality. No impact would occur.

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

No Impact. No area of the City is mapped within a 100-year flood hazard zone (City of West Hollywood 2011). Furthermore, housing would not be constructed as part of the project. Accordingly, no impact would occur as a result of the proposed project.

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

No Impact. As discussed in Section 3.9(g), no area of the City is mapped within a 100-year flood hazard zone. Additionally, the proposed project involves limited and temporary exterior modifications to existing and entitled off-site signs. As such, the project would not impede or redirect flood flows. No impact would occur as a result of the proposed project.

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

No Impact. Franklin Canyon Reservoir is located approximately 1.3 miles northwest of the western project area boundary. However, as shown in the Dam Inundation Hazard Areas map in the City's general plan, the project area is not within a dam inundation hazard area (City of West Hollywood 2011). Furthermore, the addition of creative elements to billboards and off-site signs would not change the use of any existing

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buildings or otherwise subject people or structures to increased flood hazards. As such, 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 3.9(i), the Franklin Canyon Reservoir is located approximately 1.3 miles northwest of the western project area boundary. However, the distance and geographic boundaries between the project area and this body of water eliminates the risk of a seiche affecting the project area.

Tsunamis are large ocean waves caused by the sudden water displacement that results from an underwater earthquake, landslide, or volcanic eruption. Tsunamis affect low-lying areas along the coastline. The project area is located approximately 8 miles northeast of the Pacific Ocean at an elevation of approximately 400 feet above sea level. As such, the project area would not be susceptible to inundation by tsunami.

As discussed in Sections 3.6(a)(iv) and 3.9(i), the project area is not in an area identified as being susceptible to landslides or flooding. As such, the project area is not likely to be susceptible to mudslides. Furthermore, creative elements on off-site signs would not introduce additional habitable structures to the project area, nor would they change the use of any existing buildings resulting in an increase of building occupants who may be exposed to mudslides. 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.

Reference

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

3.10 Land Use and Planning

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Physically divide an established community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Conflict with any applicable land use plan, policy,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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

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

No Impact. The proposed project would involve the temporary conversion of existing and entitled off-site signs within the project area to creative off-site signs. This would involve limited and temporary exterior modifications to existing and entitled billboards and tall wall signs along Sunset Boulevard. Because these modifications would be placed on signs, they would not constitute a physical division of land uses along Sunset Boulevard. Therefore, no impact would occur as a result of the proposed project.

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

No Impact. The project area is subject to the City’s General Plan, the Zoning Ordinance, and the SSP. The SSP 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 existing Zoning Ordinance and the SSP set forth guidelines and regulations for the development of creative billboards along Sunset Boulevard. (Neither the existing Zoning Ordinance nor the SSP currently contain standards for creative tall wall signs.) The Land Use and Urban Form Element of the General Plan provides policies to guide development throughout the City as a whole. This element also sets forth a goal and associated policies specifically for Sunset Boulevard, as well as several policies pertaining to off-site signage in the City.

Sunset Specific Plan Consistency

Goals and requirements for billboards are contained in Part 2, Section 1 in the SSP, in a chapter titled “Billboards and Art Advertising.” The proposed project includes minor

updates to the SSP in Billboards and Art Advertising, Section 3 – Creative Billboards, Part B (page 135 and 136). These updates are shown in Section 2.4 of this document. Table 8 includes the goals set forth for all types of billboards and art advertising, as well as the requirements specifically applicable to creative billboards and analyzes the proposed project’s consistency with these policies. At the time of SSP adoption (1996), the type of advertisement that is now called a “tall wall sign” was considered to be a specific type of creative billboard. As such, the standards for creative billboards set forth in the SSP include a subsection with standards that are specifically applicable to tall wall signs. Because the proposed project would not involve new tall wall signs, these SSP requirements are not applicable to the proposed project and are not analyzed in Table 8. Due to the proposed project’s relationship to the visual environment of Sunset Boulevard, Table 8 also evaluates the proposed project’s consistency with the relevant goals in the “Urban Design” chapter of the SSP.

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Table 8
Sunset Specific Plan Consistency Analysis

Specific Plan Policy	Analysis
<i>Goals – Billboard and Art Advertising</i>	
I. Encourage maintenance and location of existing and proposed billboards.	Consistent. The proposed project would involve the temporary conversion of existing and entitled off-site signs within the project area to creative off-site signs. The temporary conversion of a billboard or tall wall sign to a creative billboard or tall wall sign would not discourage or conflict with maintenance of existing or entitled signs. Additionally, the activities permitted under the proposed zoning text amendments would not affect or change the locations of existing or entitled billboards.
II. Legalize existing billboards, and allow for creative billboards which will enhance the excitement of the Sunset Strip without detracting from existing visual aesthetics or interfering with views.	Consistent. As stated in Section 2.3 of this document, one of the objectives of the proposed project is to “increase the vitality and energy of the Sunset Strip through creativity and innovation in its off-site signs.” The proposed zoning text amendments allow for temporary creative tall wall signs and streamline the permitting process for creative billboards along the Sunset Strip. As such, the proposed project aims to implement the goal of enhancing the excitement of the Sunset Strip through creative billboards and creative tall wall signs. The proposed zoning text amendments include regulations that limit the size and height of creative elements to minimize any potential effects on views and to decrease the likelihood that future projects would detract from the existing visual environment of the Sunset Strip. (Refer to Section 3.1 of this document for a further discussion of aesthetics.)
III. Encourage continued use of original artwork/signage at businesses which involve the entertainment industry.	Consistent. Signs advertising a business that are located at that specific business are considered on-site signs (see Section 1.3 of this document). The proposed zoning text amendments pertain only to off-site signs. For this reason, implementation of the proposed project would not hinder the continued use of original artwork/signage at entertainment industry businesses, as these are generally on-site signs.
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 zoning text amendments would allow for creative tall wall signs along Sunset Boulevard. Because the proposed project would not involve new tall wall signs, it would neither increase nor decrease the number of blank walls along Sunset Boulevard. However, the proposed project would encourage enhanced visual quality and excitement on existing and entitled tall wall signs by allowing the temporary placement of creative elements on such signs. Generally, creative tall wall signs and creative billboards would not be considered “artwork” as defined in the Sunset Specific Plan (SSP). However, one of the elements that would be considered creative is “hand-painted graphics or graphics crafted on-site.” Although these graphics would likely be advertisements and not artwork as defined in the SSP, they would still help engender continued creativity along the Sunset Strip, and would encourage the use of advertisements that are produced and designed locally.
<i>Requirements – Creative Billboards</i>	
3. Creative Billboard shall mean a billboard which may incorporate elements such as enlarged size, irregular shape, flashing lights, moving parts, inflated additions, electronic media, participatory attributes, three dimensional or	Consistent. Although the proposed project would expand the definition of a “creative billboard,” it would not alter the intent or outcome of this original definition. All of the creative elements listed in the original SSP definition would continue to be considered allowable under the proposed zoning text amendments, with the exception that making a billboard larger would no longer be considered “creative.” Uniform expansion of billboard area that falls within the definition of customary maintenance under state law would continue to be allowed under state law (see Section 2.6 of this document).

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Table 8
Sunset Specific Plan Consistency Analysis

Specific Plan Policy	Analysis
structural projections, and/or other unusual characteristics that would substantially differ from a traditional flat surface billboard of standardized size.	
Through the Creative Billboard process, the City encourages temporary creative "non-standard" billboards which may incorporate elements such as larger-than-standard and irregular billboards, flashing lights, moving parts, inflated additions, electronic media, and/or participatory attributes, such as tuning into radio stations.	Consistent. The proposed zoning text amendments would modify the regulations and permitting processes that were originally established for creative billboards. However, this process would further encourage the placement of creative billboards along Sunset Boulevard, as the revised process would extend the time limit of the ministerial creative billboard permit and would eliminate discretionary review from the permitting process. As described above, the proposed zoning text amendments would continue to allow for all of the creative elements that are listed in the SSP, with the exception that simply expanding sign size is no longer considered "creative."
3(a). The City will also encourage the creation of temporary, long-term, nonstandard billboards which may become symbols of West Hollywood and the Sunset Strip, such as the <i>Marlboro Man</i> . All creative billboards shall be approved through the Creative Billboard Process.	Consistent. As stated in Section 2.6 of this document, the objectives of the proposed project include streamlining the process for approving creative off-site signs, increasing the number of creative off-site signs in the project area, and increasing the vitality and energy of the Sunset Strip through creativity and innovation in off-site signs. The proposed zoning text amendments are intended to further encourage creative off-site signs and to encourage these signs to enhance the iconic reputation of the Sunset Strip. Under the proposed amendments, the regulations and permitting processes that were originally established for creative billboards would be modified. Per the existing Zoning Ordinance, creative billboards are allowable for a maximum of 2 years with discretionary approval. (Extensions to this 2-year period are also allowed, with discretionary approval). This discretionary process that allows creative billboards to be in place for 2 years or more would no longer be a part of the permitting process under the proposed zoning text amendments. Although the proposed project would extend the duration of ministerial permits for creative billboards, it would limit the overall duration of placement of creative billboards to 1.5 years. Although the Marlboro Man sign was in place for approximately 17 years (from 1982 to 1999), most creative billboards in the City are in place for a much shorter period of time (typically 30 to 45 days). As such, the proposed zoning text amendments would not place time limitations on creative billboards that would conflict with the current and typical durations of such billboards.
3(b). A creative billboard shall not be included in the total permitted sign area. The Director of Community Development	Consistent. The proposed zoning text amendments would continue to treat creative billboards as temporary conversions of existing or entitled billboards. Under the proposed zoning text amendments, creative elements that involve temporary extensions or protrusions off of the existing or entitled sign area would not be considered part of the total permitted sign area. Rather, they would be considered as

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Table 8
Sunset Specific Plan Consistency Analysis

Specific Plan Policy	Analysis
may approve or renew a Creative Billboard Permit for a period of six months if all of the following findings of fact can be made in a positive manner:	temporary additions to the total permitted sign area. Under the proposed project, the Director of Community Development would continue to be allowed to approve or review a permit for a creative billboard. However, the duration for this permit would be extended from 6 months to 12 months, with an allowable 6-month extension. This provision of the SSP would be updated accordingly upon approval of the proposed project, and this permitting requirement would also be included in the proposed zoning text amendments.
3(b)(i). The creative billboard is located on Sunset Boulevard.	Consistent. Under the proposed project, creative billboards (and creative tall wall signs) would only be allowed within the SSP area, which consists of parcels fronting Sunset Boulevard. The proposed project would not involve new billboards or tall wall signs.
3(b)(ii). The creative billboard either: enlarges an existing billboard in the same location and in such a way that does not exceed the height limitations set forth in the SSP; or is on the wall of a building on Sunset Boulevard.	Consistent. This requirement is currently included in the existing Zoning Ordinance. Under the proposed project, creative billboards would continue to be disallowed from altering the location of existing billboards. However, the language related to SSP height requirements will be stricken from the existing Zoning Ordinance under the proposed project, since new height limitations are provided specifically for creative elements of billboards, and state regulations allow for temporary billboard extensions beyond those originally set forth in the SSP. Uniform enlargements of billboard areas would not be subject to the proposed zoning text amendments, as these are not considered creative elements. Any uniform enlargements that fall within the definition of customary maintenance under state law would continue to be allowed under state law (see Section 2.6 of this document). Because tall wall signs are only allowed on buildings along Sunset Boulevard, creative tall wall signs that are implemented as a result of the proposed project would be located on the walls of buildings along Sunset Boulevard.
3(b)(iii). The billboard is properly sited and well-integrated into context.	Consistent. This requirement is currently included in the existing Zoning Ordinance and would remain in the Zoning Ordinance under the proposed project. Additionally, under the proposed project, this requirement would be applied to creative tall wall signs.
3(b)(iv). The billboard exhibits one of the following elements: <ul style="list-style-type: none"> • Architectural – The proposed billboard structure is compatible with and enhances the architectural elements of the building(s) or site. • Media – The proposed billboard incorporates neon, unusual lighting techniques, electronic, graphics, moving parts, or other creative concepts deemed appropriate by the 	Consistent. The proposed project would replace these requirements with a list of specific elements that are considered “creative.” However, this list of creative elements would not conflict with or disallow any of the elements that are currently allowable in the SSP.

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Table 8
Sunset Specific Plan Consistency Analysis

Specific Plan Policy	Analysis
Director of Community Development.	
3(b)(v). The creative billboard application includes a scale drawing of the intended design, with specific measurements and statistics for any non-standard parts, extensions or protrusions, and lighting.	Consistent. The proposed project would not alter the required contents for creative off-site sign applications.
3(b)(vi). Moving or changing visuals are timed in a way that does not cause confusion or interfere with the flow of traffic.	Consistent. This requirement is currently included in the existing Zoning Ordinance and would remain in the Zoning Ordinance under the proposed project. Additionally, under the proposed project, this requirement would also be applied to creative tall wall signs.
3(c). Creative Billboard Applications must specify a time period for expiration of the Creative Billboard Permit.	Consistent. The proposed project would not alter this requirement. Applications would continue to specify expiration dates.
<i>Goals – Urban Design</i>	
VI. Protect and enhance significant public views to the Los Angeles Basin and to the hills above Sunset as well as along street corridors and within open spaces.	Consistent. The proposed project would involve the temporary conversion of existing and entitled off-site signs within the project area to creative off-site signs. The proposed project would not involve new, permanent signs or buildings having the potential to obstruct existing views. Although there is the potential that creative elements placed on signs would temporarily degrade existing views, the proposed zoning text amendments include regulations to limit the height and size of such protrusions. These proposed regulations would protect existing views by minimizing potential impacts of future creative off-site signs.

Source: City of West Hollywood 1996

Zoning Ordinance Consistency

The proposed project consists of revisions to Section 19.34.080 of the Zoning Ordinance. Because the proposed project involves new and revised Zoning Ordinance text, a consistency analysis with the current zoning ordinance text is not necessary.

General Plan Consistency

The Land Use and Urban Form Element of the General Plan sets forth the following goal for Sunset Boulevard: “Maintain Sunset Boulevard as a regional, national, and

international destination for entertainment, and the primary economic engine of the City.” The intent of this goal, as stated in the General Plan, is to “enhance Sunset Boulevard as the highest intensity area of West Hollywood, a popular and iconic international destination for entertainment, and the primary economic engine of the City...” (City of West Hollywood 2011). The proposed project would further this intent by facilitating creative off-site signs that contribute to the vibrancy and uniqueness of Sunset Boulevard, thereby helping to maintain Sunset Boulevard as an internationally renowned location for entertainment and nightlife. The Land Use and Urban Form Element also sets forth the following goal specific to signage in the City: “Maximize the iconic urban design value and visual creativity of signage in West Hollywood” (City of West Hollywood 2011). By streamlining the approval process for creative billboards and by allowing for creative tall wall signs, the proposed project would facilitate additional creativity in the off-site signs along Sunset Boulevard, thereby enhancing the ability of existing signage to enhance the visual creativity of the area. As such, the proposed project supports and is consistent with the City’s goals for Sunset Boulevard and for signage.

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

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

No Impact. As discussed in Section 3.4(f), there are no adopted habitat conservation plans or natural community conservation plans applicable to the City. Therefore, the proposed project would not conflict with any such plans, and no impact would occur as a result from the proposed project.

References

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

City of West Hollywood. 2011. *West Hollywood General Plan 2035*. Adopted September 6, 2011. Accessed January 19, 2014. <http://www.weho.org/city-hall/download-documents/-folder-155>.

3.11 Mineral Resources

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan, or other land use plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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

No Impact. According to the California Department of Conservation, Division of Oil, Gas, and Geothermal Resources, there are no oil, gas, geothermal, or other known wells located within the project area (DOGGR 2015). The Division of Mines and Geology (renamed the California Geological Survey in 2006) has mapped the City within Mineral Resource Zone 1 for aggregate resources. Mineral Resource Zone 1 is a designation given to areas where adequate information indicates that no significant mineral deposits are present, or where it is judged that little likelihood exists for their presence (Division of Mines and Geology 1994). Because the project area is not mapped as or known to contain an important mineral resource, the proposed project would not have the potential to cause a loss in availability of a known mineral resource that would be of value to the region and the residents of the state. Furthermore, the proposed project would involve temporary modifications to existing billboards and tall wall signs along Sunset Boulevard, and such activities would not require ground disturbance and would not involve any changes in land use. As such, the proposed project would not result in the loss of availability of any known mineral resources. No impact would occur as a result of the proposed project.

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

No Impact. The project area is not delineated as a locally important mineral resource recovery site in the General Plan (City of West Hollywood 2011). Furthermore, as discussed in Section 3.11(a), no active oil wells exist within the project area, and the City

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has been mapped within an area where no significant mineral deposits are present or are likely to be present. The proposed project would involve temporary modifications to existing billboards and tall wall signs along Sunset Boulevard, and such activities would not require ground disturbance nor involve any changes in land use. As such, the proposed project would not result in the loss of availability of any known mineral resources. Therefore, implementation of the proposed project would not result in the loss of availability of a locally important mineral resource recovery site. No impact would occur as a result of the proposed project.

References

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

Division of Mines and Geology. 1994. *Generalized Mineral Land Classification Map of Los Angeles County – South Half – Aggregate Resources Only*. [map]. 1:100,000. USGS 7.5 Minute Topographic Quadrangles. Prepared by Russell V. Miller. 1994. Accessed January 23, 2015. <http://www.quake.ca.gov/gmaps/WH/smaramaps.htm>.

DOGGR (California Department of Conservation, Division of Oil, Gas, and Geothermal Resources). 2015. DOGGR Well Finder. Accessed January 23, 2015. <http://maps.conservation.ca.gov/doggr/index.html#close>.

3.12 Noise

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) For a project located within an airport land use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
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?				
f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- a) *Would the project result in exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?*

Less Than Significant Impact. Short-term construction activities would create intermittent elevated noise levels at and near the project area generated by construction equipment, delivery of materials, and construction worker trips. In general, it is assumed that equipment and materials would be delivered to the creative billboard or creative tall wall sign location in no more than four truck trips. In addition, up to four vendor truck trips are assumed for each creative billboard or creative tall wall sign installation location. Material deliveries would occur in the morning on the day of the installation. It is estimated that up to five construction personnel would be required to install a typical creative billboard or creative tall wall sign; therefore, it is assumed that installation of the creative billboard or creative tall wall sign would require up to 10 one-way construction worker trips. Construction workers would arrive at the sign location in the morning on the day of the installation to receive and unload the material deliveries.

Project construction and maintenance activities would occur Monday through Friday between 8 a.m. and 7 p.m. in accordance with the City's construction Noise Code (City's Municipal Code 9.08.050.f) (City of West Hollywood 2015). Installation activities would occur over the course of the day and may involve use of a crane to attach or assemble creative sign elements. It is assumed that the crane would be used for up to 8 hours on the day of installation. Construction activities at each creative billboard or creative tall wall sign location would occur for 1 day. Removal of the creative billboard or creative tall wall sign elements is anticipated to involve the same number of trips, construction personnel, and days as the installation process.

With the exception of the live action category, none of the allowable creative billboard elements would result in daily operational vehicle trips to creative billboard or creative tall wall sign locations. For purposes of this environmental analysis, it is assumed that one creative off-site sign involving live action would be implemented per year, resulting in an additional five vehicle trips per day to the site for a period of up to 30 days. It is assumed that operation activities for each creative billboard or creative tall wall sign would occur over a maximum of 8 hours per day and up to 92 times per year (46 installations and 46 deconstructions per year).

Although construction and maintenance activities would occur near existing residential development, the activities would occur in an already highly developed and urbanized area that includes entertainment uses and restaurants along Sunset Boulevard. Because the additional vendor and worker trips described above would not be a substantial increase compared to existing traffic volumes, a significant noise increase would not result. Due to the limited nature and scope of project construction and operation activities, and with compliance with the City's Noise Code (City's Municipal Code 9.08.050.f), the temporary noise impact would be less than significant.

b) Would the project result in 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. Installation of new creative billboard or creative tall wall sign elements would not require use of heavy construction equipment (e.g., a large bulldozer) that is typically associated with groundborne vibration. Additionally, there would be no ground-disturbing activities from installation of new creative billboard or creative tall wall sign elements. Therefore, no vibration impact would occur as a result of the proposed project.

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

Less Than Significant Impact. A significant impact would occur if the proposed project would cause a substantial permanent increase in noise levels above existing ambient levels. The proposed project would result in 10 additional creative billboard conversions and 36 creative tall wall sign conversions per year. It is assumed that the creative elements would be installed for up to 30 days, resulting in 46 installations and 46

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deconstructions per year.⁸ As such, operational conditions are anticipated to involve approximately one creative billboard and three creative tall wall sign conversions per month along the Sunset Strip. Creative billboard and creative tall wall signs would require 1 day to install and 1 day to deconstruct.

For purposes of this environmental analysis, it is assumed that one creative off-site sign involving live action would be implemented per year, resulting in an additional five vehicle trips per day to the site for a period of up to 30 days. Although worker trips, delivery of materials, and installation and deconstruction of the creative sign elements 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. Impacts resulting from the proposed project would be less than significant.

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

Less Than Significant Impact. As discussed in Section 3.12(c), delivery of materials, worker trips, and installation and deconstruction of creative sign elements could generate additional noise in the project area. As previously discussed, it is assumed that each sign would be installed for up to 30 days, resulting in 46 installations and 46 deconstructions per year, with approximately one creative billboard and three creative tall wall signs installed or deconstructed per month. Due to the minor nature of the activities involved with installation and deconstruction of creative billboard and creative tall wall signs (e.g., delivery and installation of materials, noise generated from creative off-site signs involving live action), 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 resulting from the proposed project would therefore be less than significant.

⁸ The City estimates that creative billboards are typically installed for 30 to 45 days before being removed; therefore, 30 days was conservatively assumed as the average duration that a creative billboard or creative tall wall sign would be installed.

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

No Impact. As discussed in Section 3.12(e), the project area is not located within 2 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) *Would the project be within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?*

No Impact. As discussed previously in Section 3.12(f), the project area is not located within the vicinity of a private airstrip. Therefore, the proposed project would not expose people residing or working in the project area to excessive noise levels related to aircraft use. No impact would occur as a result of the proposed project.

Reference

City of West Hollywood. 2015. *Noise*. Accessed January 24, 2015. <http://www.weho.org/city-hall/city-departments/public-works/noise>.

3.13 Population and Housing

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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

No Impact. The proposed project would involve the temporary conversion of existing and entitled off-site signs within the project area to creative off-site signs. As such, the proposed project would not include construction or operation of any new residential or commercial land uses, and therefore, would not result in a direct population increase from construction of new homes or businesses. No extension of roads or other infrastructure that could potentially induce population growth would be required for future creative off-site signs developed pursuant to the proposed zoning text amendments. During installation and deconstruction of future creative off-site signs, several construction personnel (approximately five) would be required for approximately 2 days (1 day for installation and 1 day for deconstruction). Due to the minimal number of workers required and the routine, temporary nature of the installation and deconstruction 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 the region. Therefore, the proposed project would not result in indirect population growth, and no impacts involving population growth would occur.

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

No Impact. The proposed project would involve the temporary conversion of existing and entitled off-site signs within the project area to creative off-site signs. Therefore, the proposed project would not involve land use changes and would not displace any existing housing. No impact to housing would occur as a result of the proposed project.

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

No Impact. The proposed project would involve the temporary conversion of existing and entitled off-site signs within the project area to creative off-site signs. Therefore, the proposed project would not involve land use changes and would not displace any existing residents of the area. Construction of replacement housing would not be necessary. No impact would occur as a result of the proposed project.

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3.14 Public Services

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for any of the public services:				
Fire protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Police protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Schools?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Parks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other public facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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

Fire Protection

No Impact. Fire services in the City are provided by the Los Angeles County Fire Department. The City is also within the Consolidated Fire Protection District of the County of Los Angeles, which provides immediate access to the Urban Search and Rescue and Hazardous Materials teams, Air Operations, and other emergency response resources. Two Los Angeles County Fire Department stations are located within the City: Fire Station 7, located approximately 0.5 mile south of the project area at 864 North San Vicente Boulevard and Fire Station 8, located approximately 1 mile east of the project area at 7643 Santa Monica Boulevard (City of West Hollywood 2011).

The proposed project would involve the temporary conversion of existing and entitled off-site signs within the project area to creative off-site signs. The addition of creative elements to billboards and tall wall signs would not change the use of any existing buildings resulting in additional occupants and would not result in new buildings requiring fire protection services. As described in Section 3.13, the proposed project would not generate population growth resulting in an increase of people requiring fire protection services in the project area. Furthermore, the proposed project area is a highly urbanized corridor. The addition of temporary creative elements to existing and entitled signs would not cause an intensification of uses over existing conditions such that

additional fire services would be required. For these reasons, no impact would occur as a result of the proposed project.

Police Protection

No Impact. The Los Angeles County Sheriff's Department contracts with the City to provide police protection. The City is served by the West Hollywood Sheriff's Station, located at 720 North San Vicente Boulevard, approximately 0.5 mile south of the project area. As described above under "Fire Protection," the proposed project would not result in population growth, additional building occupants, or additional buildings. Placement of temporary creative elements on existing and entitled signs would not cause an intensification of uses over existing conditions such that additional police services would be required. For these reasons, no impact would occur as a result of the proposed project.

Schools

No Impact. The City is served by the Los Angeles Unified School District. The need for new school facilities is typically associated with a population increase that generates an increase in enrollment large enough to need a new school. As described in Section 3.13, 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.

Parks

No Impact. The City contains six municipal parks totaling 15.31 acres. The proposed project area includes the William S. Hart Park and Off-Leash Dog Park. This park is located at 8341 de Longpre Avenue but has a frontage on Sunset Boulevard. Residential development typically has the greatest potential to result in impacts to parks, since these types of developments generate a permanent increase in residential population. The proposed project does not include development of any residential or commercial uses, and would not generate any new permanent residents or employees who would substantially increase the demand for local and regional park facilities. Although each creative off-site sign would require construction personnel to install and deconstruct the creative elements, these activities would be temporary (approximately 1 day for installation and 1 day for deconstruction) and would involve approximately five construction personnel. Construction personnel working on Sunset Boulevard could use the William S. Hart Park and Off-Leash Dog Park, as well as other parks throughout the City. However, due to the limited nature of the installation and deconstruction activities, the short duration, and the small number of personnel required, activities associated with

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the proposed project would not introduce new workers to the City to the extent that new park facilities would be required. For these reasons, no impact to parks would occur as a result of the proposed project.

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 as a result of the proposed project.

Reference

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

3.15 Recreation

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b) Does the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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

No Impact. As described in Sections 3.13 and 3.14, future creative off-site signs developed pursuant to the proposed project would not generate new permanent residents that would increase the use of existing parks and recreational facilities. Additionally, short-term impacts to local recreational facilities would not occur due to the limited number of construction personnel and the short duration of each installation and

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deconstruction event (approximately 1 day each for installation and deconstruction per creative off-site sign, for a total of 92 days each year). For these reasons, substantial physical deterioration of park facilities would not occur or be accelerated by the installation, operation, and deconstruction of creative off-site signs. No impact would occur as a result of the proposed project.

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

No Impact. The proposed 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.

3.16 Transportation and Traffic

Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
a) Conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b) Conflict with an applicable congestion management program, including, but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e) Result in inadequate emergency access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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Would the project:	Potentially Significant Impact	Less Than Significant with 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?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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

Less Than Significant Impact. Measures of effectiveness for the performance of the circulation system in the City are established by the City for intersections and streets. The criteria used by the City for determining whether a proposed project would have a significant effect on an intersection is based on existing-plus-project level of service and on increased vehicle delay measured in seconds. The criteria for streets are based on percent increase in average daily trips.

Measures of effectiveness for several selected intersections are also established in the Los Angeles County Metropolitan Transportation Authority's 2010 Congestion Management Program (CMP). Two intersections in the City are monitored as indicators of the performance of the CMP Highway and Roadway System: the intersection of Santa Monica Boulevard and Doheny Drive (located approximately 0.5 mile south of the project area) and the intersection of Santa Monica Boulevard and La Cienega Boulevard (located approximately 0.3 mile south of the project area) (Metro 2010). The CMP criteria established for intersections is based on level of service and/or increases in traffic demand measured using a volume-to-capacity ratio.

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

Installation and Deconstruction of Creative Elements

The installation and deconstruction processes that would be required for future creative off-site signs developed pursuant to the proposed zoning text amendments would generate additional, albeit minimal, vehicle trips in the project vicinity. Although it is not possible to determine the distribution of future creative off-site signs along Sunset Boulevard, it is anticipated that the locations of such signs would be scattered along Sunset Boulevard. Similarly, it is anticipated that installation and deconstruction events would be scattered throughout the year. The installation and deconstruction activities would equate to approximately nine vehicle trips per creative off-site sign location in the morning of installation or deconstruction and the same number in the evening. These trips would likely occur outside of the AM and PM peak traffic hours and would not significantly change roadway volumes. The additional trips that would occur during installation and deconstruction activities attributable to the proposed project would not cause intersection levels of service to decline, would not lead to an increase in average daily trips, and would not substantially alter the volume-to-capacity ratios of nearby intersections.

As described in Section 3.8, Hazards and Hazardous Materials, some installation and deconstruction activities attributable to the proposed project may involve temporary, localized sidewalk closures at or adjacent to the site of the sign, potentially impeding the flow of pedestrian traffic past future project sites. One of the goals for the pedestrian environment established in the West Hollywood Bicycle and Pedestrian Mobility Plan is to enhance pedestrian safety. Although scattered 1-day closures of small portions of sidewalk along Sunset Boulevard could occur during creative off-site sign conversions, appropriate emergency access and detour signage would be provided in accordance with City requirements. Additionally, an encroachment permit would be required, which would include requirements for appropriate emergency access and detour signage as necessary. Sidewalk closures attributable to the proposed project could result in brief inconveniences, but they would not substantially affect the movement of pedestrian traffic or conflict with the City's goals of enhancing pedestrian transportation and pedestrian safety.

No designated bicycle paths are within the project area (City of West Hollywood 2015). However, the City's Bicycle Task Force included a bicycle route along Sunset Boulevard in its 2011 recommendations to the City Council (City of West Hollywood 2011b). As such, it is foreseeable that the project area could support a bicycle route in the future. However, installation and deconstruction activities would be limited to the sites of off-site signs and immediately adjacent areas. The project area is a highly urbanized, developed corridor, and the additional activities attributable to the proposed project would not cause an intensification of traffic over existing conditions such that future bicycle travel would be affected.

There are approximately five bus stops within the project area (MTA 2015). Future creative elements may be installed or deconstructed on off-site signs located near these bus stops. However, each installation and deconstruction event is anticipated to take approximately 1 day and would not involve activities that would obstruct operation of the bus system. As such, installation and deconstruction activities would not affect the use of bicycle or transit routes, and would not impede implementation of the goals, objectives, and policy actions related to these transportation modes. For these reasons, the potential installation and deconstruction impact from the proposed project would be less than significant.

Operation of Creative Elements

With the exception of the live action category, none of the allowable creative elements would result in daily operational vehicle trips to the billboard or tall wall sign locations. As described in Section 2.5, it is assumed that one creative off-site sign involving live action would be implemented per year, resulting in an additional five vehicle trips per day to the site for a period of up to 30 days. These additional vehicle trips would not significantly change roadway volumes. Likewise, these vehicle trips are not 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.

Although a bicycle route may exist along Sunset Boulevard in the future, operation of creative elements on existing and entitled billboards and tall wall signs would not impede the use of this bicycle route, as operational activities would be located on off-site signs. Similarly, operation of creative elements on off-site signs would not affect the use of the bus stops along Sunset Boulevard, as these bus stops would remain in place and would not be obstructed by creative elements affixed to off-site signs. For these reasons, operation of creative elements on off-site signs would not affect the use of bicycle or

transit transportation, and would not impede 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 operational impact resulting from the proposed project would be less than significant.

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

Less Than Significant Impact. The applicable CMP for the project area and the surrounding metropolitan area is the Los Angeles County Metropolitan Transportation Authority's 2010 CMP. This program monitors and sets performance indicators for a transportation network of numerous highway segments, freeways, and key roadway intersections throughout Los Angeles County (called the CMP Highway and Roadway System). Santa Monica Boulevard is located within the CMP Highway and Roadway System. At its closest orientation to the project area, Santa Monica Boulevard is an east/west roadway located approximately 0.3 mile south of the project area. There are also two intersections in the City that are monitored as indicators of the performance of the CMP Highway and Roadway System: the intersection of Santa Monica Boulevard and Doheny Drive (located approximately 0.5 mile south of the project area) and the intersection of Santa Monica Boulevard and La Cienega Boulevard (located approximately 0.3 mile south of the project area) (Metro 2010).

As discussed in Section 3.16(a), it is anticipated that installation and deconstruction activities attributable to the proposed project would equate to approximately nine vehicle trips per creative sign location in the morning of installation or deconstruction and the same number in the evening. Although operation of most creative off-site signs would not involve any vehicle trips, it is assumed that one creative off-site sign involving live action would be implemented per year, resulting in an additional five vehicle trips per day to the site for a period of up to 30 days. The vehicles associated with installation, operation, and deconstruction of future creative off-site signs could use Santa Monica Boulevard and/or other roadways and freeways that are part of the CMP Highway and Roadway System to access the sign sites. Due to the minimal number of trips associated with the proposed project relative to existing traffic volumes throughout Los Angeles County, the proposed project would not result in substantial increases in traffic levels over existing conditions. As such, the proposed project would not conflict with existing level-of-service standards

established in the CMP. Therefore, the impact to county congestion management agency roads and highways as a result of the proposed project would be less than significant.

- c) *Would the project result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?*

No Impact. The temporary conversion of existing and entitled off-site signs within the project area to creative off-site signs would not result in air traffic. The proposed project would not include any high-rise structures that could act as a hazard to aircraft navigation. The proposed zoning text amendments would allow creative extensions to existing billboards to protrude up to a maximum of 100 feet above the adjacent sidewalk on Sunset Boulevard. For creative tall wall signs, the proposed zoning text amendments would allow creative extensions to protrude a maximum of 25 feet above the existing building height, not including the height of any penthouse or other rooftop structure. Although the proposed project would allow for temporary protrusions from billboards and tall wall signs, these protrusions would be limited in height by the standards set forth in the proposed zoning text amendments. Protrusions of 100 feet above sidewalk level and of 25 feet above existing building heights would not extend high enough to interfere with air traffic patterns. As such, no impact would occur as a result of the proposed project.

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

Less Than Significant Impact. The temporary conversion of existing and entitled off-site signs within the project area to creative off-site signs would not involve modifications to existing land uses or public roadways resulting in new design features, curves, or intersections that could potentially be dangerous. However, some installation and deconstruction activities attributable to the proposed project may involve temporary, localized sidewalk closures at or adjacent to the site of the creative sign. In the event of any temporary sidewalk closures, an encroachment permit would be required. Appropriate emergency access and detour signage would be provided in accordance the safety requirements of the encroachment permit. Due to the temporary nature of the future sidewalk closures attributable to the proposed project and the construction requirements to facilitate safe pedestrian movement, potential impacts related to increased hazards during installation and deconstruction would be less than significant.

Given the potential for driver distraction resulting from new digital imagery on billboards and tall wall signs, the City commissioned a driver distraction study that identifies

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potential effects of digital imagery along Sunset Boulevard and standards that may be imposed on digital imagery to minimize these effects (Appendix D). The proposed zoning text amendments would specifically prohibit digital imagery as a creative element on billboards and tall wall signs; however, some of the study's findings can be applied to creative billboard and tall wall elements.

While approval of the proposed project would not result in signs with digital imagery, the addition of creative elements to existing off-site signs would add entertaining elements to signs that could potentially attract driver attention more than signs without creative elements (e.g., LED, neon, and projected lights; moving or animated mechanical elements; video projections). Although the driver distraction study addresses digital imagery only, it identifies several aspects of digital imagery that could potentially be implemented as part of a creative sign, such as animation, movement, and lights with flashing, strobing, or racing effects. The study states that areas of particular concern include lighting or motion characteristics that could be mistaken as a traffic control device or an emergency vehicle, such as red or yellow lights accompanied by flashing or strobing effects. Accordingly, the proposed zoning text amendments would prohibit creative billboards and tall wall signs that incorporate lighting from having strobing or racing effects. Furthermore, the animation and movement identified in the driver distraction study pertains to full motion video. In contrast, the animation and movement allowable under the proposed zoning text amendments would be displayed via mechanical elements, as digital imagery would be prohibited. The study also provides recommendations for placement and spacing of digital signs, text size, illuminance, message sequencing, transition method, and area of digital signs. The proposed zoning text amendments include limitations on illuminance, text size, location, and area of creative elements that are consistent with the recommendations provided in the study. All other items addressed in the study, such as message sequencing and transition method, do not apply to the types of creative elements that are allowable under the proposed project.

Collision data contained in the driver distraction study show that fewer collisions occur on Sunset Boulevard than on a comparable segment of Santa Monica Boulevard (Fehr and Peers 2014). Creative billboards are currently allowable on Sunset Boulevard but not on Santa Monica Boulevard. As such, the number of creative billboard conversions that occur along Sunset Boulevard under the existing Zoning Ordinance (approximately two per year) does not appear to correlate with an increase in collisions. Although the proposed project would result in more creative billboards along Sunset Boulevard and the introduction of creative tall wall signs, an increased number of collisions is not anticipated to result due to the findings demonstrated by the existing collision data and that standards that are included in the proposed zoning text amendments that would limit

items found to be particularly distracting. For these reasons, impacts resulting from the proposed project would be less than significant.

e) Would the project result in inadequate emergency access?

No Impact. Although temporary, localized sidewalk closures may be required during the 1-day installation and deconstruction periods that are anticipated, such closures would not result in inadequate emergency access within or to the project area. Sidewalk closures would be site-specific and are not anticipated to last for more than 1 day at a time, and during each sidewalk closure appropriate emergency access and detour signage would be provided in accordance with encroachment permit requirements. As such, the installation, operation, and deconstruction of creative off-site signs would not obstruct emergency access, and no impact would result from the proposed project.

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

Less Than Significant Impact. As previously discussed in Section 3.16(a), goals, policies, and specific strategies for public transit, bicycle, and pedestrian facilities are established in the mobility element of the City's General Plan (City of West Hollywood 2011a) and in the West Hollywood Bicycle and Pedestrian Mobility Plan (City of West Hollywood 2003). Goals set forth in the mobility element include developing a world-class mass transit system, maintaining and enhancing a pedestrian-oriented City, and creating a comprehensive bicycle network throughout the City. The West Hollywood Bicycle and Pedestrian Mobility Plan set forth goals, objectives, policy actions, and design guidelines to improve and facilitate bicycle and pedestrian transportation.

Some installation and deconstruction activities attributable to the proposed project may involve temporary, localized sidewalk closures at or adjacent to the site of the creative sign, potentially impeding the flow of pedestrian traffic past future project areas. One of the goals for the pedestrian environment established in the West Hollywood Bicycle and Pedestrian Mobility Plan is to enhance pedestrian safety. Although scattered, 1-day closures of small portions of sidewalk along Sunset Boulevard would occur, appropriate emergency access and detour signage would be provided in accordance with encroachment permit requirements. Although sidewalk closures attributable to the proposed project could result in brief inconveniences, they would not substantially affect the movement of pedestrian traffic or conflict with the City's goals of enhancing pedestrian transportation and safety.

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There are no designated bicycle paths within the project area (City of West Hollywood 2015). However, the City's Bicycle Task Force included a bicycle route along Sunset Boulevard in its 2011 recommendations to the City Council (City of West Hollywood 2011b). It is foreseeable that the project area could support a bicycle route in the future. However, installation and deconstruction activities would be limited to the sites of signs and immediately adjacent on-site areas. The project area is a highly urbanized, developed corridor, and the additional activities attributable to the proposed project would not cause an intensification of traffic over existing conditions such that bicycle travel would be affected.

There are approximately five bus stops within the project area, and future creative elements may be installed or deconstructed on signs located near these bus stops. However, each installation and deconstruction event is anticipated to take approximately 1 day and would not involve activities that would obstruct the use of the bus system. As such, construction activities would not affect the use of bicycle or transit routes and would not impede implementation of the goals, objectives, and policy actions related to these transportation modes. For these reasons, the installation and deconstruction impact from the proposed project would be less than significant.

Operation of creative elements on existing and entitled billboards and tall wall signs would not impede the use of any future bicycle routes on Sunset Boulevard, as operational activities would be located on off-site signs. Similarly, operation of creative elements on off-site signs would not affect the use of bus stops along Sunset Boulevard, as these bus stops would remain in place and would not be obstructed by the placement of creative elements located on existing and entitled signs. For these reasons, operation of creative elements on off-site signs would not affect the use of bicycle or transit transportation and would not impede 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 resulting from the proposed project would be less than significant.

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3.17 Utilities and Service Systems

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

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Would the project:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact
the project from existing entitlements and resources, or are new or expanded entitlements needed?				
e) Result in a determination by the wastewater treatment provider, which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
f) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g) Comply with federal, state, and local statutes and regulations related to solid waste?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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

No Impact. Construction and operation of future creative off-site signs developed pursuant to the proposed zoning text amendments would not discharge wastewater. Therefore, no impact would occur as a result of the proposed project.

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

No Impact. Future creative off-site signs developed pursuant to the proposed zoning text amendments would not increase the amount of water used or wastewater generated within the project area, as no changes to existing land uses would occur. Thus, no new or expanded water or wastewater treatment facilities would be required. No impact would occur as a result of the proposed project.

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

No Impact. As described in Section 3.9(e), the proposed project would not increase the amount of stormwater generated within the project area. Therefore, no new or expanded

stormwater drainage facilities would be required. No impact would occur as a result of the proposed project.

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

No Impact. Future creative off-site signs developed pursuant to the proposed zoning text amendments would not entail structures or facilities that would require the use of potable water. Therefore, no additional water supplies would be needed with implementation of the proposed project. No impact to water supply would occur as a result of the proposed project.

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

No Impact. No new structures or land uses that would generate wastewater would be constructed or operated as part of 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) *Would the project be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?*

Less Than Significant Impact. Installation of future creative elements on off-site signs is not anticipated to include activities that generate substantial amounts of waste, such as demolition or dirt removal. Although the installation process may generate relatively minor amounts of debris that would need to be disposed of, future projects would incorporate source-reduction techniques and recycling measures to divert waste away from area landfills in accordance with City and state requirements. Future installations would comply with City requirements to recycle 80% of all construction materials that need to be disposed of. Any non-recyclable construction waste generated would be disposed of at a landfill approved to accept such materials. Operation of future creative off-site signs is not anticipated to generate solid waste, as operation would consist of creative elements being displayed on existing billboards and tall wall signs. Deconstruction of creative off-site signs would have the potential to involve solid waste, as the creative elements would be disposed of, recycled, or stored. The amount of solid waste generated during deconstruction would be minimized by the size limits imposed on creative extensions by the proposed zoning text amendments. Future deconstruction processes would comply with City requirements to recycle 80% of all construction

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materials that need to be disposed of. Due to the minimal amount of solid waste that would be involved with installation, operation, and deconstruction of creative off-site signs, as well as existing City recycling requirements, impacts resulting from the proposed project would be less than significant.

g) *Would the project 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 3.17(f), installation and deconstruction waste would be recycled or disposed of in accordance with existing regulations. All materials would be handled and disposed of in accordance with existing local, state, and federal regulations. No impact would occur as a result of the proposed project.

3.18 Mandatory Findings of Significance

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

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

No Impact. As discussed in Section 3.4, Biological Resources, the project area is located in a completely developed and urbanized area, and does not support sensitive vegetation, sensitive wildlife species, or sensitive habitat. Additionally, the project area does not function as a corridor for the movement of native or migratory wildlife. The proposed project would consist of temporary, exterior modifications to existing and entitled off-site signs. These activities would be conducted in the highly urbanized environment of the project area and would not affect sensitive species or habitat. No impact to biological resources would occur as a result of the proposed project.

As discussed in Section 3.5, Cultural Resources, there are no known archaeological resources in the project area. Additionally, no grading or excavation would be required to implement future creative off-site signs. As such, the proposed project would not have the potential to disturb or uncover previously unknown resources. The proposed project would involve temporary, exterior modifications to existing and entitled billboards and tall wall signs. Due to the temporary nature of these modifications, and because they would only be located on existing or entitled off-site signs, the proposed project would not eliminate important examples of California history or prehistory. No impact to cultural resources would occur as a result of the proposed project.

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

Less Than Significant Impact. Implementation of the proposed project would incrementally increase construction activities and the variety of advertisements along Sunset Boulevard by streamlining the permitting process for creative billboards and allowing creative tall wall signs. This document evaluates the effects that would potentially result from temporary conversion of off-site signs in the project area. Because the proposed project applies only to existing and entitled off-site signs, this document considers the effects of converting existing and entitled off-site signs along Sunset Boulevard to creative off-site signs. There are 77 existing or entitled off-site signs within

the project area, totaling 95 existing or entitled off-site sign faces. Of the existing off-site signs, 10 are tall wall signs and the rest are billboards. Of the entitled but un-built off-site signs, six are tall wall signs, one is a digital sign, and the rest are billboards. As illustrated by the number of existing and entitled but un-built off-site signs along Sunset Boulevard, the existing and future setting of the project vicinity has numerous off-site signs, the majority of which are pole-mounted billboards. The existing signs are generally distributed throughout the project area, while the entitled but unbuilt signs are concentrated along the eastern half of the project area. It is currently unknown which of these existing and entitled signs would undergo temporary conversion to creative off-site signs. However, because the off-site signs are distributed throughout the project area, it is expected that future off-site sign conversions would occur in a distributed fashion along Sunset Boulevard. Due to the length of the proposed project area (approximately 1.6 miles) and due to the number and distribution of existing and entitled off-site signs, it is not anticipated that the incremental increase in construction and variety of signs attributable to the proposed project would result in a substantial change in the existing conditions along Sunset Boulevard.

As discussed in Section 3.1, Aesthetics, future creative off-site signs developed pursuant to the proposed zoning text amendments would be associated with additional, albeit temporary, visual elements along Sunset Boulevard. Allowable elements include lighting, 3D elements, moving or animated mechanical parts, and video projections. Some of these visual elements, particularly lighting, video projections, and 3D elements or cut-out shapes protruding from existing sign areas, would have the potential to contribute to cumulative effects related to light trespass onto residential properties, glare, and view obstructions. However, as described in Section 3.1, the proposed zoning text amendments include provisions to limit the light emitted by creative off-site signs, to limit glare, and to limit the size and height of creative elements that extend beyond existing off-site sign areas. Due to the regulations that would be put in place by the proposed project, the temporary nature of creative off-site signs, and the distribution of existing and entitled off-site signs in the project area, any potential light, glare, or view obstructions attributable to the proposed project would not cause a cumulatively considerable increase in these aesthetic impacts.

As discussed in Section 3.3, Air Quality, future creative off-site signs developed pursuant to the proposed zoning text amendments would generate minimal air pollutant emissions during installation, operation, and deconstruction, and these increases would not exceed the thresholds of significance established by SCAQMD. Due to the limited and infrequent number of project-related trips that would occur (i.e., no more than 13 daily

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trips during each of the 46 sign conversions per year), the impact to air quality would not be cumulatively considerable.

As discussed in Section 3.7, GHG emissions contribute to the global climate condition known as the greenhouse effect. As this is an issue that is, by its nature, cumulative, the California Air Resources Board has established a threshold of significance and climate reduction strategies. Future creative off-site signs developed pursuant to the proposed zoning text amendments would generate short-term emissions of GHGs during installation and deconstruction activities, and virtually no emissions during operation. The emissions generated would be far below the established threshold of significance. 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 3.12, Noise, future creative off-site signs developed pursuant to the proposed zoning text amendments would not result in a substantial increase in vehicle trips or other activity in the project area. 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 3.16, Transportation and Traffic, the number of vehicle trips associated with future creative off-site signs developed pursuant to the proposed zoning text amendments would not be 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.

Upon implementation of the proposed project, future billboards and tall wall signs developed within the project area would be allowed to undergo temporary conversions to creative off-site signs. Future billboards and tall wall signs would be subject to project-specific discretionary review, during which their potential conversion to creative off-site signs would be evaluated. Such future signs would also be developed in accordance with the regulations and development standards established in the Zoning Ordinance and in the SSP. Although the number and location of future off-site signs within the project area is unknown at this time, the existing development standards for such signs and the provisions set forth in the proposed zoning text amendments would minimize the effects of creative elements placed on future billboards and tall wall signs. For these reasons, and for the reasons discussed above, the effects of the proposed project would be less than cumulatively considerable.

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

Less Than Significant Impact. As discussed in Section 3.1, Aesthetics, the proposed project would have the potential to result in additional lighting and glare within the project area. However, any lighting and glare produced by creative off-site signs would be minimized by the regulations set forth in the proposed zoning text amendments. As such, the proposed project would not result in a substantial change in lighting or glare conditions above existing conditions. For this reason, any light or glare produced by the proposed project would not cause a substantial adverse effect on human beings, either directly or indirectly.

As discussed in Section 3.16, Transportation and Traffic, installation and deconstruction of future creative off-site signs would have the potential to result in temporary, localized sidewalk closures. While not all creative off-site sign conversions would involve sidewalk closures, some would require temporary closure of the Sunset Boulevard sidewalk immediately adjacent to the sign site. Although this would potentially result in inconveniences to pedestrians, appropriate emergency access and detour signage would be provided at each location in accordance with City requirements. Effects to human beings would be less than significant.

Operation of creative off-site signs would add creative elements to signs that could potentially attract driver attention more than signs without creative elements (e.g., LED, neon, and projected lights; moving or animated mechanical elements; video projections). However, as described in Section 3.16, collision data indicates that the existing creative billboards and the abundance of other advertisements along Sunset Boulevard do not correlate to increased rates of collisions (collision data from Sunset Boulevard was compared to collision data from a similar segment of Santa Monica Boulevard). Additionally, regulations in the proposed zoning text amendments set forth limitations on creative elements that are generally considered most distracting, such as lighting, text, height, and size. Furthermore, the proposed zoning text amendments specifically state that “moving or changing visuals shall be timed to not cause confusion or interfere with the flow of traffic, or otherwise adversely impact public health, safety, or welfare. Moving or changing visuals shall be designed to minimize the impact on neighborhood residential uses.” All future creative off-site signs would also be subject to review by the Director of Community Development, who would be able to prohibit implementation of any creative elements that are inconsistent with the safety provisions contained in the proposed zoning text amendments. For these reasons, although future creative off-site signs would have the potential to attract driver

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attention, impacts would be minimized by the provisions of the proposed zoning text amendments. In addition, existing creative billboards and advertisements do not appear to lead to additional collisions. As such, impacts to human beings resulting from the proposed project would be less than significant.

4 RESPONSE TO COMMENTS RECEIVED

One comment letter was received in response to the proposed project. The comment letter was received from the County of Los Angeles Fire Department, dated for September 8, 2015, and received by the City on September 14, 2015. This section of the Final IS/ND includes a copy of this comment letter and the City's responses to the letter. The comment was assigned a letter (A), and the issues within the comment letter are bracketed and numbered (e.g., A-1, A-2). The letter is followed by the City's responses that are lettered and numbered to correspond with the bracketed comments.

The City's responses to comments on the Draft IS/ND represent a good-faith, reasoned effort to address the environmental issues identified by the comments. Pursuant to CEQA Guidelines Section 15074(b), decision makers will consider the proposed IS/ND together with the comments received during the public review process.

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Comment Letter A



COUNTY OF LOS ANGELES
FIRE DEPARTMENT
1320 NORTH EASTERN AVENUE
LOS ANGELES, CALIFORNIA 90063-3294

DARYL L. OSBY
FIRE CHIEF
FORESTER & FIRE WARDEN



September 8, 2015

Steve Gerhardt, Planner
City of West Hollywood
Community Development Department
8300 Santa Monica Boulevard
West Hollywood, CA 90069

Dear Mr. Gerhardt:

NOTICE OF INTENT TO ADOPT A NEGATIVE DECLARATION, "CREATIVE BILLBOARD AND CREATIVE TALL WALL ZONING TEXT AND SUNSET SPECIFIC PLAN AMENDMENTS", AMENDS THE CITY OF WEST HOLLYWOOD'S ZONING ORDINANCE AND THE SUNSET SPECIFIC PLAN TO ALLOW FOR CREATIVE TALL WALL SIGNS AND TO REVISE EXISTING REGULATION FOR CREATIVE BILLBOARDS, WEST HOLLYWOOD (FFER 201500155)

The Notice of Intent to Adopt a Negative Declaration has been reviewed by the Planning Division, Land Development Unit, Forestry Division, and Health Hazardous Materials Division of the County of Los Angeles Fire Department. The following are their comments:

PLANNING DIVISION:

1. We have no comments at this time.

LAND DEVELOPMENT UNIT:

1. The development of this project must comply with all applicable code and ordinance requirements for construction, access, water mains, fire flows, and fire hydrants.

SERVING THE UNINCORPORATED AREAS OF LOS ANGELES COUNTY AND THE CITIES OF:

AGOURA HILLS	CALABASAS	DIAMOND BAR	HIDDEN HILLS	LA MIRADA	MALIBU	POMONA	SIGNAL HILL
ARTEBIA	CARSON	DUARTE	HUNTINGTON PARK	LA PUENTE	MAYWOOD	RANCHO PALOS VERDES	SOUTH EL MONTE
AZUSA	CERRITOS	EL MONTE	INDUSTRY	LAKEMOOD	MORNWALK	ROLLING HILLS	SOUTH GATE
BALYMN PARK	CLAREMONT	GARDENA	INGLEWOOD	LANCASTER	PALMDALE	ROLLING HILLS ESTATES	TEMPLE CITY
BELL	COMMERCE	GLENDORA	IRVINDALE	LAYNDALE	PALOS VERDES ESTATES	ROSEMEAD	WALNUT
BELL GARDENS	CONTRA COSTA	HAWAIIAN GARDENS	LA CANADA FLINTRIDGE	LOMITA	PARAMOUNT	SAN DIMAS	WEST HOLLYWOOD
BELLFLOWER	CUERNY	HAWTHORNE	LA HABRA	LYNWOOD	PICO RIVERA	SANTA CLARITA	WESTLAKE VILLAGE
BRADBURY							WHITTIER



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2. The County of Los Angeles Fire Department has reviewed the proposed Sunset Specific Plan Amendments and Zoning Code changes referenced in Notice of Intent to Adopt A Negative Declaration Creative Billboard and Creative Tall Wall Zoning Text and Sunset Specific Plan Amendments. It is the recommendation of the Fire Department Land Development Unit that all proposals for new installations shall be submitted to the appropriate office as listed below. Creative Billboard permits should be submitted to the County of Los Angeles Fire Department Fire Prevention West Hollywood Area Office, 884 North San Vicente Boulevard, West Hollywood, CA 90069, and (310) 358-2380. Creative Tall Wall Zoning permits should be submitted to the County of Los Angeles Fire Department Fire Prevention County Facilities Unit/High Rise Unit, 6031 Rickenbacker Road, Commerce CA 90040, and (323) 372-3188.

3. Proposed Creative Tall Wall Graphics and Proposed Tall Wall Graphics shall meet the following requirements. CA Building Code: 705.12 Exterior graphics on exterior walls of high-rise buildings. Where installed on the exterior walls of high-rise buildings, exterior graphics, both permanent and temporary, greater than 100 square feet in area or greater than 10 feet in either dimension shall comply with the following conditions subject to the review and approval of the fire code official and building official:
 - a) The materials used for graphics installed at a height greater than 40 feet above the grade plane shall be noncombustible materials or shall have a flame spread index not greater than 25 when tested in accordance with ASTM E 84 or UL 723.
 - b) The method of attachment and mounting of the graphics to the exterior wall shall be such that the graphics are securely attached.
 - c) The graphics shall not interfere with the active or passive ventilation required for the building and the required smoke control systems in the building.
 - d) The graphics shall not impair the functions of any fire or life safety systems in the building.

4. Should any questions arise regarding subdivision, water systems, or access, please contact the County of Los Angeles Fire Department's Land Development Unit's Inspector Nancy Rodeheffer at (323) 890-4243.



A-3
Cont.

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5. The County of Los Angeles Fire Department's Land Development Unit appreciates the opportunity to comment on this project.

FORESTRY DIVISION -- OTHER ENVIRONMENTAL CONCERNS:

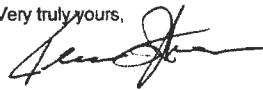
1. The statutory responsibilities of the County of Los Angeles Fire Department's Forestry Division include erosion control, watershed management, rare and endangered species, vegetation, fuel modification for Very High Fire Hazard Severity Zones or Fire Zone 4, archeological and cultural resources, and the County Oak Tree Ordinance.
2. The areas germane to the statutory responsibilities of the County of Los Angeles Fire Department's Forestry Division have been addressed.

HEALTH HAZARDOUS MATERIALS DIVISION:

1. The Health Hazardous Materials Division (HHMD) of the Los Angeles County Fire Department has no comment or objection to the project.

If you have any additional questions, please contact this office at (323) 890-4330.

Very truly yours,



KEVIN T. JOHNSON, ACTING CHIEF, FORESTRY DIVISION
PREVENTION SERVICES BUREAU

KTJ:ad

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Cont.
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A-4
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A-5

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Response to Comment Letter A

County of Los Angeles Fire Department September 8, 2015

- A-1** This comment states that the Notice of Intent to Adopt an ND for the proposed project was reviewed by the Planning Division, the Land Development Unit, Forestry Division, and Health Hazardous Materials Division of the County of Los Angeles Fire Department. No response is required.
- A-2** This comment states that the Planning Division of the County of Los Angeles Fire Department has no comments at this time. No response is required.
- A-3** This comment, provided by the Land Development Unit of the County of Los Angeles Fire Department, provides a list of recommendations and applicable building code requirements. The Land Development Units recommends that creative billboard permits be submitted to the County of Los Angeles Fire Department Fire Prevention West Hollywood Area Office at 864 North San Vicente Boulevard, West Hollywood, California, 90069. Similarly, creative tall wall permits should be submitted to the County of Los Angeles Fire Department Fire Prevention County Facilities Unit/High Rise Unit at 6031 Rickenbacker Road, Commerce, California, 90040. The City would continue to require permittees to submit their plans to the appropriate offices listed above. Pursuant to existing City requirements, permittees in the City are required to submit plans to the County of Los Angeles Fire Department as part of the City's Building and Safety review process.
- The commenter also states that creative tall walls would be required to meet the requirements for exterior graphics on the exterior walls of high-rise buildings that are set forth in the California Building Code, Section 705.12. Permittees would be required to comply with all applicable state and local code requirements for both creative tall wall signs and creative billboards. As such, no additional requirements or measures would be imposed beyond those set forth in the proposed project, beyond the existing Building and Safety review processes, and beyond the existing requirement to submit plans to the County of Los Angeles Fire Department.
- A-4** This comment lists the statutory responsibilities of the Forestry Division of the County of Los Angeles Fire Department and states that the areas germane to the statutory responsibilities of the Forestry Division have been addressed. No response is required.

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- A-5** This comment states that the Health Hazardous Materials Division of the County of Los Angeles Fire Department has no comment or objection to the proposed project. No response is required.

5 REPORT PREPARERS

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APPENDICES A – E AVAILABLE UPON REQUEST

8727
October 2015

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