



TRANSPORTATION AND MOBILITY COMMISSION

AGENDA PACKET

WEDNESDAY, MARCH 18, 2026

**WEST HOLLYWOOD CITY HALL -
COMMUNITY CONFERENCE ROOM**

6:30 PM

**AGENDA
TRANSPORTATION AND MOBILITY COMMISSION
CITY OF WEST HOLLYWOOD
MARCH 18, 2026
6:30 P.M.
WEST HOLLYWOOD CITY HALL
COMMUNITY CONFERENCE ROOM
8300 SANTA MONICA BLVD.
WEST HOLLYWOOD, CA 90069**

LAND ACKNOWLEDGEMENT:

“The West Hollywood Transportation and Mobility Commission acknowledges that the land on which we gather and that is currently known as the City of West Hollywood is the occupied, unceded, seized territory of the Gabrieleño Tongva and Gabrieleño Kizh peoples.”

STATEMENT OF SHARED RESPONSIBILITY FOR RESPECT:

During public meetings, community gatherings, interactions with the public, and with one another, the City endeavors for all participants and attendees to conduct City business and treat others with respect, a core value of the City. This includes being polite, professional, and thoughtful when interacting with others. Our collective commitment to West Hollywood requires intention, cooperation, courtesy, consideration, tolerance, forgiveness, acceptance, inclusiveness, kindness, compassion, and patience. Our respect is expressed not only in the words we choose, but also in our tone, our demeanor, and our actions toward one another.

RULES OF DECORUM:

Members of the audience shall not engage in disorderly or boisterous conduct, including the utterance of loud, threatening, or abusive language, whistling, stamping of feet or other acts which disturb, disrupt, impede, or otherwise render the orderly conduct of the Commission meeting infeasible. A member of the audience repeatedly or continuously engaging in any such conduct shall, at the discretion of the Presiding Officer or a majority of the Commission, be subject to ejection from that meeting.

Any person wishing to speak in connection with any item of business on the agenda shall first complete a speaker request slip and submit the slip to the Secretary.

No person shall address the Commission without first being recognized by the Presiding Officer.

Each person addressing the Commission shall do so in an orderly manner and shall not make repetitious, slanderous, or irrelevant remarks, or engage in any other disorderly conduct which disrupts, disturbs, or otherwise impedes the orderly conduct of the Commission meetings. Any person who so disrupts the meeting may, at the

discretion of the Presiding Officer or a majority of the Commission, be subject to ejection from that meeting.

TO PARTICIPATE BY PROVIDING WRITTEN CORRESPONDENCE:

Members of the public who wish to comment on matters before the Transportation & Mobility Commission are strongly encouraged to submit written correspondence to tmcpubliccomments@weho.org no later than 12:00 p.m. on meeting day. *Note: Written Correspondence will not be read into the record during the meeting; however, correspondence received by 12:00 p.m. will be forwarded to the Commissioners and posted on the City's website as part of the official meeting record. Your comments and information will become part of the official public record. If you do not want your personal information included in the official record, please do not include your address and/or phone number.*

TO PARTICIPATE BY LISTENING TO THE MEETING AND PROVIDING PUBLIC COMMENT BY TELEPHONE:

1. You are required to send an email to tmcpubliccomments@weho.org by 12:00 p.m. to be added to the remote public speaker list. Please include your name, phone number (to identify your caller location on Zoom), and the item you would like to speak on.
2. You may dial in ten (10) minutes prior to the start of the meeting. The meeting begins at 6:30 p.m. You will be placed ON HOLD in the Virtual Meeting Room until the meeting commences. When you enter the meeting, please mute your telephone

To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting. For people who are Deaf or hard of hearing dial 711 or 1-800-735-2929 (TTY) or 1-800-735-2922 (voice) for California Relay Service (CRS) assistance. If special assistance to participate in this meeting is required, (e.g., an American Sign Language interpreter for people who are Deaf or hard of hearing), please contact the City Clerk's Office at (323) 848-6800 at least 72 hours before the meeting date. You must call or submit your request in writing to the Commission Secretary at (323) 848-6475 or email tmcpubliccomments@weho.org at least 48 hours prior to the meeting.

Special meeting related accommodations (e.g., transportation) may be provided upon written request to the Commission Secretary at least 48 hours prior to the meeting. For information on public transportation, call 323-GO-METRO (323/466-3876) or go to www.metro.net.

If you would like additional information on any item on the agenda, please contact Senior Transportation Planner Chris Corrao at (323) 848-3170.

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. APPROVAL OF THE AGENDA: The Commission will approve the agenda for the March 18, 2026, Transportation and Mobility Commission meeting.

5. APPROVAL OF MINUTES: The Commission will approve the minutes of the February 18, 2026, Transportation and Mobility Commission meeting.

6. PUBLIC COMMENT: This time, limited to a maximum of twenty (20) minutes, has been set aside for the public to address the Transportation and Mobility Commission on any item that is not set for public hearing or any item that is not on tonight's agenda. In accordance with the Brown Act, public comment relating to business not appearing on the agenda cannot be acted upon or discussed by the Commission during the meeting but may be referred to staff for report on a future agenda, ordered received and filed, or referred to the proper department for administrative resolution. Staff requests that all persons wishing to address the Commission fill out a Speaker's Slip and give it to the Commission Secretary prior to speaking. The Commission requests that when you begin speaking you state your name and the name of the city where you reside. Individuals may address the Commission for up to three (3) minutes each unless the Commission determines a different time limit.

7. CONSENT CALENDAR: None.

8. NEW BUSINESS:

A. LEGISLATIVE UPDATE FOR YEAR 2 OF THE 2025-2026 LEGISLATIVE SESSION OF THE CALIFORNIA LEGISLATURE

SUBJECT: The Transportation and Mobility Commission (TMC) will receive a legislative update by the City's Governmental Affairs Liaison on transportation and mobility-related legislation introduced in Year 2 of the 2025-2026 legislative session of the California Legislature.

RECOMMENDATION:

1. Receive information, discuss and provide input as needed.

B. 9160-9176 SUNSET BOULEVARD RECIRCULATED DRAFT ENVIRONMENTAL IMPACT REPORT PUBLIC COMMENT PERIOD

SUBJECT: The Transportation and Mobility Commission (TMC) will receive information pertaining to the Transportation analysis of the Recirculated Draft Environmental Impact Report (RDEIR) for the proposed commercial

development project located at 9160-9176 Sunset Boulevard in West Hollywood, California, and provide comments on the adequacy of the environmental document.

RECOMMENDATION:

1. Receive public comment and provide staff with comments focused on Section 4.6: *Transportation* and related appendices, including Appendix B2: *Digital Billboard Transportation Safety Memorandum* and Appendix E; *Trip Generation Assessment* of the Recirculated Draft Environmental Impact Report.

9. UNFINISHED BUSINESS:

A. PERSONAL DELIVERY DEVICE PROGRAM UPDATE

SUBJECT: The Transportation and Mobility Commission (TMC) will receive an update on the Personal Delivery Device (PDD) Program, including an update on the terms of the final operating agreement and implementation measures that have been in effect since January 2026.

RECOMMENDATION:

1. Receive the update and provide comments.

B. FOUNTAIN AVENUE STREETScape PROJECT UPDATE

SUBJECT: The Transportation and Mobility Commission (TMC) will receive an update on the Fountain Avenue Streetscape Project Update.

RECOMMENDATION:

1. Receive and file.

10. ITEMS FROM STAFF: The Transportation and Mobility Commission liaison will review the Commission look-ahead schedule and division workplan.

11. ITEMS FROM PUBLIC: This time has been set aside for members of the public who were unable to address the Commission during the public comment period provided in Agenda Item No. 7.

12. ITEMS FROM COMMISSIONERS | SUBCOMMITTEE REPORTS:

13. ADJOURNMENT: The next regularly scheduled meeting of the Transportation and Mobility Commission will be held on April 15, 2026 at 6:30 p.m. at City Hall, Community Conference Room, 8300 Santa Monica Boulevard.

**CITY OF WEST HOLLYWOOD
TRANSPORTATION AND MOBILITY COMMISSION
WEDNESDAY, FEBRUARY 18, 2026 – 6:30 PM
CITY HALL - COMMUNITY CONFERENCE ROOM
8300 SANTA MONICA BOULEVARD**

Minutes

1. **CALL TO ORDER:** Chair Eichman called the meeting to order at 6:30 p.m.
2. **LAND ACKNOWLEDGEMENT:** Chair Eichman read the Land Acknowledgement.
3. **PLEDGE OF ALLEGIANCE:** Chair Eichman led the Pledge of Allegiance.
4. **ROLL CALL:** Transportation and Mobility Commission Secretary Brandee Thornton took roll call.

PRESENT: Commissioner Scott Korinke, Commissioner Helen Krieger, Commissioner Jody Litvak, Commissioner Jordan David, Commissioner Dan Wentzel, Vice Chair Steven Greene, Chair David Eichman

ALSO PRESENT: Transportation and Mobility Division Manager Tamar Fuhrer, Senior Transportation Planner Chris Corrao, Senior Planner David Fenn, Associate Planner Paige Portwood, Principal Traffic Engineer Richard Garland, and Transportation and Mobility Commission Secretary Brandee Thornton

5. **APPROVAL OF AGENDA**

ACTION: Approve the agenda of February 18, 2026. **Motion by Commissioner Litvak to approve the February 18, 2026 agenda, seconded by Commissioner David and approved with a vote of 7-0.**

6. **APPROVAL OF MINUTES**

ACTION: Approve the amended minutes of January 21, 2026. **Motion by Commissioner Kreiger to approve the January 21, 2026 minutes, seconded by Commissioner Korinke and approved with a vote of 7-0.**

7. **PUBLIC COMMENT:** None

8. **CONSENT CALENDAR:** None

9. **NEW BUSINESS:**

A. PROPOSED BIKE LOCKERS AT CITY FACILITIES

ACTION: Following deliberation, a motion was made by Commissioner Krieger to request that staff report back on the proposed bicycle lockers,

including information on security features, cost to the public, performance metrics used to evaluate effectiveness, and potential beautification treatments. Additionally, the Commission recommended approval of locker installation at Plummer Park and asked staff to explore opportunities to improve bicycle access and navigation near the City Hall vehicle garage. The motion was seconded by Commissioner Litvak and was approved with a vote of 7-0.

B. BUS PASS SUBSIDY PROGRAM IMPROVEMENTS

ACTION: Following deliberation, a motion was made by Commissioner Wentzel to approve bus pass subsidy program improvements and to seek outreach opportunities to expand the program, seconded by Commissioner David. The motion was approved with a vote of 7-0.

10. UNFINISHED BUSINESS:

A. WEHO TARGET VISION ZERO CRASH DATA DASHBOARD

Senior Planner David Fenn presented the results of engineering and traffic surveys on Harratt Street and Almont Drive. Mr. Fenn also demonstrated the draft Vision Zero Crash Dashboard.

KELLY PILARSKI, WEST HOLLYWOOD provided comments regarding the draft Vision Zero Crash Dashboard and coordination between the Public Safety Commission and Transportation and Mobility Commission on traffic safety issues.

ALASTAIR SHEARMAN, WEST HOLLYWOOD provided public comment in support of the Vision Zero Crash Data Dashboard and suggested adding contextual benchmarks and additional visualization clarity to help track progress toward Vision Zero goals.

ACTION: Following deliberation, a motion was made by Vice Chair Greene to approve staff's recommendation and requested staff explore options for conducting additional traffic study analysis and evaluation for potential speed limit reductions under state law. The motion was seconded by Commissioner Litvak and approved with a vote of 7-0.

11. ITEMS FROM STAFF:

Staff reviewed the Commission look-ahead schedule, workplan, and upcoming transportation related event dates.

12. PUBLIC COMMENT: None

13. ITEMS FROM COMMISSIONERS / SUBCOMMITTEE REPORTS:

Commissioner Litvak made recommendations on the division workplan, noted attending the Public Facilities, Recreation, and Infrastructure Commission, and shared materials related to transportation policy through her work with the UCLA Institute of Transportation.

Commissioner David inquired about performance metrics used to evaluate transportation programs and recommended tracking measures such as ridership, on-time performance, and real time rider information to ensure services are effective and dependable for users.

Commissioner Krieger shared updates from a recent City Council meeting, noted an increase in DUI arrests, traffic collisions, and pedestrian related incidents, highlighting discussions about potentially expanding The PickUp service, and provided an update on transportation policy discussions from Legislative Action Day including expanding the state speed camera pilot program.

Commissioner Korinke reported on a recent Planning Commission discussion related to proposed development on Santa Monica Boulevard and its potential parking and transportation impacts, as well as an update on LADOT's proposed speed camera locations.

Commissioner Wentzel invited the public to participate in the Metro Westside/Central Service Council meetings, shared an update on Metro initiatives, and requested an increase in visibility of local transit options.

Vice Chair Greene noted LADOT has opened a 30-day public comment period for its proposed speed safety camera pilot program and encouraged members of the public to review the proposal and submit comments through the program's website.

Chair Eichman thanked Commissioner Krieger for attending Legislative Action Day and inquired about pedestrian crosswalk signals.

- 14. ADJOURNMENT:** The meeting was adjourned at 8:41 p.m. The next meeting of the Transportation and Mobility Commission will be held on Wednesday, March 18, 2026, at 6:30 p.m. in the Community Conference Room - City Hall.

NEW BUSINESS

A. LEGISLATIVE UPDATE FOR YEAR 2 OF THE 2025-2026 LEGISLATIVE SESSION OF THE CALIFORNIA LEGISLATURE

TRANSPORTATION AND MOBILITY COMMISSION
NEW BUSINESS

MARCH 18, 2026

SUBJECT: LEGISLATIVE UPDATE FOR YEAR 2 OF THE 2025-2026
LEGISLATIVE SESSION OF THE CALIFORNIA LEGISLATURE.

PREPARED BY: Hernan Molina, Governmental Affairs Liaison
Community & Legislative Affairs Division

STATEMENT OF THE SUBJECT:

The Transportation and Mobility Commission will receive a legislative update by the City's Governmental Affairs Liaison on transportation and mobility-related legislation introduced in Year 2 of the 2025-2026 legislative session of the California Legislature.

RECOMMENDATION:

Receive information, discuss and provide input as needed.

BACKGROUND:

The City of West Hollywood's City Manager's Department/Legislative Affairs Team (CMD/LAT) is charged with monitoring legislative activity in the California Legislature and the United States Congress, engaging with legislators and their staff to propose amendments to bills, making recommendations to the City Council related to bills considered by the California Legislature and Congress, and communicating the City's position on different bills, among other activities.

In 2018, the Council approved the Advocacy & Lobbying plan, which prescribes a detailed pathway for CMD/LAT to assess the impact of different pieces of legislation on the City and determine the City's position on such policy proposals. Staff's determination of a City position is guided by the Council-approved legislative priorities, which were last updated and approved by the City Council in February 2025.

2025-2026 Legislative Session

Year 2 of the 2025-2026 legislative session commenced on January 5, 2026, and legislators had until February 20, 2026, to introduce regular bills. By such deadline, legislators introduced a total of 1,926 bills (1,308 Assembly bills and 618 Senate bills) in

Year 2, and a grand total of 4,759 (3,085 Assembly bills and 1,674 Senate bills) since the beginning of the current session.

The City's Sacramento lobbyist, using a set of keywords, assembles a legislative matrix that contains about 300 bills. CMD/LAT's Governmental Affairs Liaison reviews the legislative matrix and then assembles a shorter list with priority bills, which are then tracked.

A bill's relevance can be interpreted as a bill that imposes a local mandate on a community, makes changes to local rule or aligns or runs counter to the City's values and legislative priorities. At times, CMD/LAT may determine that even though a bill may not have a direct impact (positive or negative) it may be important for the City to go on record in support or opposition of a legislative initiative. In those instances, the legislative affairs team will prepare a letter indicating the City's position on a given issue may be submitted to the appropriate legislator, committee and/or partner organization such as the CalCities or the California Contract Cities Association (CCCA).

Exhibit A provides the Transportation & Mobility Commission (T&MC) with a list of bills that the CMD/LAT has deemed to be relevant. As such, the bills included in this report as Exhibit A will be tracked as they move through the legislative process, and some of them, depending on the impact on West Hollywood, will be supported or opposed.

The Governmental Affairs Liaison will provide a high-level overview of these bills and will discuss possible actions on said legislative initiatives.

EXHIBIT:

Exhibit A: List of Transportation & Mobility-related bills.

Bills' Status Report**T&MC****Sorted by: Measure****Tuesday, 03/10/2026****AB 2193 (Ta, R) Autonomous vehicles.****Introduced:** 02/19/2026**Status:** 03/09/2026 - Referred to Coms. on TRANS. and C. & C.**Location:** 03/09/2026 - Assembly Transportation

Summary: Current law authorizes the operation of an autonomous vehicle on public roads for testing purposes by a driver who possesses the proper class of license for the type of vehicle operated if specified requirements are satisfied. Existing law prohibits the operation of an autonomous vehicle on public roads until the manufacturer submits an application to the Department of Motor Vehicles, as specified, and that application is approved. Current law requires the department to adopt regulations setting forth requirements for the submission and approval of an application, including, among other things, any testing, equipment, and performance standards the department concludes are necessary to ensure the safe operation of autonomous vehicles on public roads, as specified. Current law authorizes peace officers, as defined, to issue notices of autonomous vehicle noncompliance upon observing an alleged violation of the Vehicle Code or upon observing an alleged violation of a local traffic ordinance adopted pursuant to the Vehicle Code by an autonomous vehicle while the autonomous technology is engaged. This bill would additionally require that if an autonomous vehicle commits a traffic violation pursuant to the Vehicle Code, the traffic citation be issued to the registered owner of the autonomous vehicle if the autonomous vehicle does not have a person in the driver's seat. (Based on 02/19/2026 text)

AB 2543 (Ransom, D) Emergency preparedness: electric vehicle charging infrastructure.**Introduced:** 02/20/2026 (Spot bill)**Status:** 02/21/2026 - From printer. May be heard in committee March 23.**Location:** 02/20/2026 - Assembly PRINT

Summary: Would state that it is the intent of the Legislature to enact legislation that ensures California's electric vehicle charging infrastructure will remain operational during a disaster. (Based on 02/20/2026 text)

SB 720 (Ashby, D) Automated traffic enforcement system programs.**Introduced:** 02/21/2025**Last Amended:** 09/04/2025**Status:** 10/13/2025 - Approved by the Governor. Chaptered by Secretary of State. Chapter 782, Statutes of 2025.**Location:** 10/13/2025 - Senate CHAPTERED

Summary: Current law authorizes the limit line, intersection, or other places where a driver is required to stop to be equipped with an automated traffic enforcement system if the governmental agency utilizing the system meets certain requirements, including identifying the system with signs and ensuring that the system meets specified criteria on minimum yellow light change intervals. Current law authorizes, until January 1, 2032, the Cities of Los Angeles, San Jose, Oakland, Glendale, and Long Beach, and the City and County of San Francisco to establish a speed safety system pilot program for speed enforcement that utilizes a speed safety system in specified areas, if the system meets specified requirements. Current law prescribes specified requirements for a notice of violation issued pursuant to these provisions, and requires a violation of a speed law that is recorded by a speed safety system to be subject only to a specified civil penalty. This bill would additionally authorize a city, county, or city and county to establish an automated traffic enforcement system program to use those systems to detect a violation of a traffic control signal, if the system meets specified requirements. The bill would require a violation of a traffic control signal that is recorded by an automated traffic enforcement system to be subject to escalating civil penalties, as specified. The bill would, among other things, provide for the issuance of a notice of violation, an initial review, an administrative hearing, and an appeals process, as specified, for a violation under this program. (Based on 10/13/2025 text)

Exhibit A

SB 922 (Laird, D) Vehicles: local agency charges: use of streets or highways.

Introduced: 01/28/2026

Status: 03/05/2026 - Set for hearing March 18.

Location: 02/11/2026 - Senate Local Government

Summary: Current law prohibits a local agency from imposing a tax, permit fee, or other charge for the privilege of using its streets or highways, other than a permit fee for an extralegal load unless the local agency had imposed the fee prior to June 1, 1989. This bill would expressly limit this prohibition to charges based on weight. The bill would also explicitly state that a fee, charge, or surcharge imposed by or for a local agency to recover the cost of street maintenance and repair and other costs associated with the use of its streets, roads, or highways to provide public services or public works is not a tax, permit fee, or other charge that is prohibited by the provision above. (Based on 01/28/2026 text)

SB 1246 (Cortese, D) Autonomous vehicles.

Introduced: 02/19/2026

Status: 03/04/2026 - Referred to Com. on TRANS.

Location: 03/04/2026 - Senate Transportation

Summary: Existing law authorizes the operation of an autonomous vehicle on public roads for testing purposes by a driver who possesses the proper class of license for the type of vehicle operated if specified requirements are satisfied. Existing law prohibits the operation of an autonomous vehicle on public roads until the manufacturer submits an application to the Department of Motor Vehicles, as specified, and that application is approved. Existing law requires that the application contain, at a minimum, specified certifications, including a certification by the manufacturer that the autonomous technology satisfies specified requirements, including that the autonomous vehicle has a separate mechanism to capture and store the autonomous technology sensor data for at least 30 seconds before a collision occurs between the autonomous vehicle and another vehicle, object, or person while operating in autonomous mode. Existing law requires the department to hold public hearings on the adoption of regulations applicable to the operation of an autonomous vehicle without the presence of a driver inside the vehicle. This bill would, instead, require the separate mechanism to capture and store autonomous technology sensor data for at least 45 seconds before and after, whenever feasible, a collision. This bill would allow the department to hold public hearings on the adoption of the above regulations both online and in person. (Based on 02/19/2026 text)

Total Measures: 5

Total Tracking Forms: 5

NEW BUSINESS

**B. 9160-9176 SUNSET BOULEVARD RECIRCULATED
DRAFT ENVIRONMENTAL IMPACT REPORT PUBLIC
COMMENT PERIOD**

SUBJECT: 9160-9176 SUNSET BOULEVARD RECIRCULATED DRAFT
ENVIRONMENTAL IMPACT REPORT PUBLIC COMMENT
PERIOD

PREPARED BY: COMMUNITY DEVELOPMENT DEPARTMENT
(Saima Qureshy, AICP, Planning Manager, CHPP)
(Chris Corrao, Senior Transportation Planner, LRP)
(Adrian Gallo, Senior Planner, CHPP)

STATEMENT ON THE SUBJECT

The Transportation & Mobility Commission will receive information pertaining to the Transportation analysis of the Recirculated Draft Environmental Impact Report (RDEIR) for the proposed commercial development project located at 9160-9176 Sunset Boulevard in West Hollywood, California, and provide comments on the adequacy of the environmental document.

RECOMMENDATION

Receive public comment and provide staff with comments focused on Section 4.6: *Transportation* and related appendices, including Appendix B2: *Digital Billboard Transportation Safety Memorandum* and Appendix E: *Trip Generation Assessment* of the Recirculated Draft Environmental Impact Report.

BACKGROUND AND ANALYSIS

This document comprises the Recirculated Draft Environmental Impact Report (RDEIR) for the 9160-9176 Sunset Boulevard Project (“proposed project”). The Original Draft EIR for the previous proposed project scope was circulated for a 45-day public review and comment period from October 27, 2022, to December 12, 2022. During this period, the City received comment letters from government agencies, interested parties, and private individuals. In response to comments raising potential project impacts across multiple environmental issue areas, the City prepared a RDEIR to address project changes and provide additional analysis. The RDEIR replaces ten full sections of the original Draft EIR, which are Project Description, Executive Summary, Environmental Impacts Analysis, Aesthetics, Air Quality, Energy, Greenhouse Gas Emissions, Noise, Transportation, and Alternatives, along with the associated appendices, which are now being recirculated for public review and comment. The Traffic Study from the Original Draft EIR (Appendix O) was not replaced, however, it was supplemented with an updated Trip Generation Assessment, and a new Digital Billboard Transportation Safety Memorandum was prepared to analyze any potential impacts associated with driver distraction from the digital billboards.

The initial project proposed consisted of the development of a new five-story commercial building totaling 52,999 square feet, retail/high-turnover restaurant and office uses on the first floor, office uses on the upper floors, and a 14,000-square-foot digital billboard integrated into the west, north, and east facades of the building. Approximately 86 car parking spaces and 2 loading spaces would be provided within a three-level underground parking structure. Since the Original Draft EIR was circulated, the project applicant has made revisions to the project scope, as described below and fully analyzed in the RDEIR.

This RDEIR has been prepared by the City’s environmental consulting firm, Rincon to evaluate potential environmental effects that would result from development of the proposed project. This RDEIR has been prepared in conformance with the California Environmental Quality Act (CEQA) statutes and implementing guidelines. The City is the lead agency under CEQA.



Proposed Rendering at Sunset Boulevard and Cory Avenue

Project Location

The project site is relatively flat, is surrounded by urban development on all sides and comprises three contiguous lots approximately 18,608 square-feet in total and is bound by Sunset Boulevard to the north, Cory Avenue to the west, a Southern California Edison (SCE) utility yard, single-family and multi-family residential developments to the south, and a surface parking lot to the east. The addresses associated with the project site include 9160-9176 Sunset Boulevard that is comprised of three Assessor's Parcel Numbers: 4340-028-001, 4340-028-002, and 4340-028-010. The project site is currently developed with a two-story, 11,052 square-foot automotive dealership and surface parking lot.

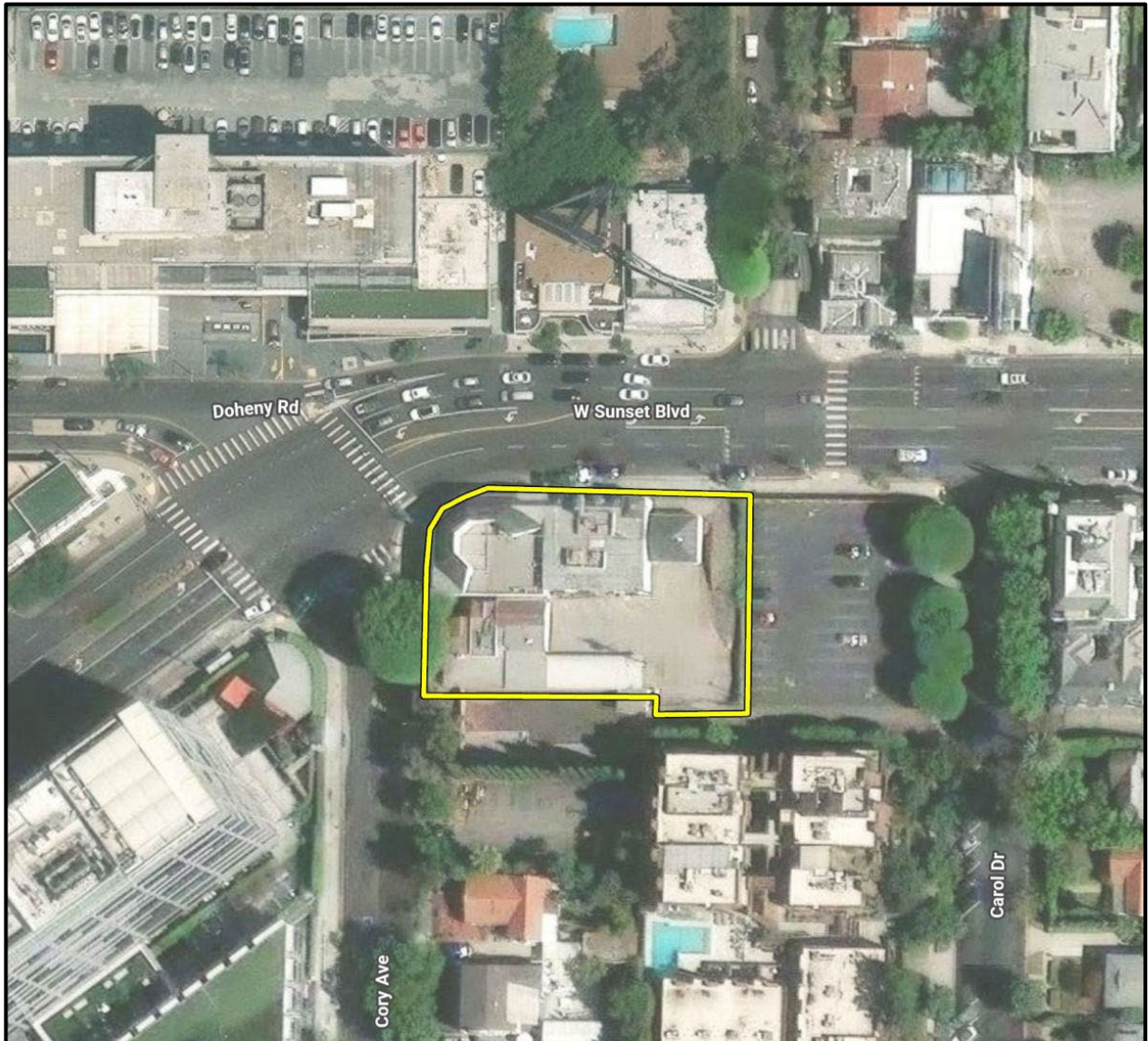


Figure 1: Project Vicinity Map

Project Description

The proposed project includes the construction of a five-story commercial office building of approximately 52,999 square feet in gross floor area, up to approximately 90 feet in maximum building height, with three subterranean levels of parking. The development

would consist of high-turnover restaurant/ retail uses on the ground floor, office uses on levels two through five, 86 vehicle parking spaces and 16 bicycle parking spaces in a three-level underground parking structure, and two full-motion animated billboards (comprised of a total of 2,807 square feet in area) integrated into the building exterior. The ground floor would provide high-turnover restaurant/retail uses in the west half of the building and northeast corner, including outdoor dining space, a lobby in the north-central portion, and back-of-house uses and bike showers in the south-central portion. Upper levels two through five would consist entirely of office space, with levels three through five and the roof level stepped back to maintain compatibility with the residential scale of buildings to the south. The Project proposes two full-motion animated billboards that would display off-site advertising and public art consistent with the City's Sunset Boulevard Off-Site Signage Policy. Each full-motion animated billboard includes a primary advertising area for off-site advertising display and a smaller integration area with feathered lighting designed to visually integrate the billboards with the building facade. Advertising Area 1 is located along the northwest corner of the building exterior, spanning levels three through five, and consists of 2,307 square feet of total advertising area, including 1,803 square feet of primary advertising area and 504 square feet of integration area. Advertising Area 2 is located along the northeast corner of the building exterior at level four, and consists of 500 square feet of total advertising area, including 371 square feet of primary advertising area and 129 square feet of integration area. Together, the two advertising areas comprise 2,807 square feet of total advertising area, including 2,174 square feet of primary advertising area and 633 square feet of integration area. The full-motion animated billboards would be located at least 16 feet above the adjacent sidewalk level, and would be fully integrated with the building with no vertical space between the billboard face and the building.

Construction of the proposed project would involve demolition of the existing automotive dealership building and related surface parking on the three contiguous lots prior to site preparation and construction.

Pedestrian access to the project site would be available from Sunset Boulevard. Vehicular access would be provided via Cory Avenue, with the parking structure ramp located at the southwest corner of the site. Loading and solid waste access would be accommodated through the alleyway at the southeast corner of the site, which connects to Sunset Boulevard. Bicycle parking would be provided both along Sunset Boulevard, with six spaces at the ground level, and within the subterranean parking structure, with ten additional spaces.

For the purposes of the Transportation & Mobility Commission's review of the RDEIR, comments should be focused on the relevant sections of the report, which generally include Section 4.6 (Transportation) and related appendices. The Commission will not be deliberating the merits of the proposal or deciding whether to support the project. In the

coming weeks, staff will gather all comments on the RDEIR, and work with the City's environmental consultant to respond to each of the comments made during the comment period. The Final Environmental Impact Report (FEIR) will include responses to written comments received during the public comment period, as well as verbal comments expressed by the Commissioners and the public at this meeting and the upcoming Planning Commission meeting. Subsequently, the Planning Commission will hold a public hearing, receive public comment, deliberate, and take an action to recommend that the City Council approve or deny the project and certify the FEIR.

Summary of Impacts

This RDEIR has been prepared to assess the potentially significant effects on the environment that could result from implementation of the proposed project. For a detailed discussion regarding potential significant impacts, please refer to Chapter 4, Environmental Impact Analysis, of this RDEIR.

As required by CEQA, a summary of the proposed project's impacts is provided in Table 2-1, Summary of Impacts. Also provided in Table 2-1 is a list of the proposed mitigation measures that are recommended in response to the potentially significant impacts identified in the RDEIR, as well as a determination of the level of significance of the impacts after implementation of the recommended mitigation measures.

Transportation – This section describes the existing transportation setting of the project, identifies associated regulatory requirements, evaluates potential impacts, and identifies mitigation measures related to implementation of the proposed project.

Pursuant to Senate Bill (SB) 743, the City of West Hollywood adopted Guidelines for the Implementation of Vehicle Miles Traveled (VMT), including VMT Thresholds of Significance, in November 2020. These guidelines are applicable to all land use and transportation projects within the City that are subject to the California Environmental Quality Act (CEQA). Accordingly, the Transportation section of this RDEIR utilizes vehicle miles traveled as the metric for evaluating transportation-related impacts under CEQA. The analysis presented in this section is informed by two technical studies: the Traffic Study included as Appendix O of the Original Draft EIR, and the Trip Generation Assessment prepared for the Project by Linscott, Law and Greenspan Engineers (LLG), included as Appendix E of this RDEIR. Although provided in context of the Aesthetic section, this RDEIR also provides a new Transportation Safety Memorandum that analyzed any potential impacts associated with driver distraction from the digital billboards.

Public Comment

A Notice of Preparation (NOP) of an Environmental Impact Report was distributed for a 50-day agency and public review period, along with the Initial Study, on June 17, 2021, and a Scoping Meeting was held on July 21, 2021. The NOP and letters received in response to the NOP from both public agencies and members of the public are included in Appendix A2 of the Original DEIR.

The RDEIR was published on February 12, 2026, and was noticed by mailing to all owners and occupants within a 500-foot radius, neighborhood groups, and interested parties. A public notice was published in the Beverly Press and the West Hollywood Independent on February 12, 2026. A revised notice was subsequently issued and mailed on March 12, 2026, to correct an error in the Executive Summary section misidentifying the proposed signage, and to address other minor typographical errors. The revised notice extended the public comment period accordingly. Copies of the RDEIR are available on the City's website and in hard copy at City Hall and at the West Hollywood Library. The comment period for the RDEIR will remain open for a total of 74 days. Comments must be postmarked by 5:00 p.m. on Monday, April 27, 2026.

Upcoming Meetings/Hearings

In addition to this meeting before the Transportation & Mobility Commission, the item will be considered by the Planning Commission on March 19, 2026, for general comment on the RDEIR. Following preparation of the FEIR, the Planning Commission will hold a noticed public hearing to receive public comment, deliberate, and take an action to recommend that the City Council approve or deny the project and certify the Final Environmental Impact Report. The City Council will then hold another noticed public hearing to receive further public comment, deliberate, and take an action to approve or deny the project and certify the FEIR.

EXHIBIT

- A. [Recirculated Draft Environmental Impact Report](#)
- B. Public Comments specifically referencing the RDEIR

Hard copies of the RDEIR are available for review at West Hollywood City Hall, West Hollywood Library, and www.weho.org

Subject:

FW: WeHo Resident David Desmond OPPOSES 9160 Sunset Blvd

Dear West Hollywood Planning Commission and Transportation Commission,

I am writing to submit public comments on the Recirculated Draft Environmental Impact Report (RDEIR) for the proposed 9160–9176 Sunset Boulevard project, and to urge the City to require significant changes before this project moves forward.

This project would replace the existing Hornburg Jaguar site with a five-story commercial building and 2,800 square feet of animated LED billboards — the largest on the Sunset Strip — aimed directly at neighboring residential properties. The Recirculated Draft Environmental Impact Report acknowledges that construction noise impacts would be significant and unavoidable. At a moment when our community is already strained by congestion and unsafe intersections, residents are being asked to absorb increased light directed into their homes, more traffic, and years of construction disruption.

I am calling on the City to require three clear changes to this project:

1. Remove or reorient all billboard faces away from residential properties
2. Reduce the size of the project to reduce traffic impacts
3. Require the developer to fix the broken Sunset and Horn intersection before any building permits are issued

Sunset should shine bright — but not like this. I urge you to require a safer, smarter project.

Sincerely,
David Desmond
9246 Sierra Mar Drive
Los Angeles, CA 90069
desmonddavid@mac.com
(323) 493-6786

West Hollywood Neighbor — Residents Against Dangerous Development

Subject:

FW: WeHo Resident John Murphy OPPOSES 9160 Sunset Blvd

Dear West Hollywood Planning Commission and Transportation Commission,

I am writing to submit public comments on the Recirculated Draft Environmental Impact Report (RDEIR) for the proposed 9160–9176 Sunset Boulevard project, and to urge the City to require significant changes before this project moves forward.

This project would replace the existing Hornburg Jaguar site with a five-story commercial building and 2,800 square feet of animated LED billboards — the largest on the Sunset Strip — aimed directly at neighboring residential properties. The Recirculated Draft Environmental Impact Report acknowledges that construction noise impacts would be significant and unavoidable. At a moment when our community is already strained by congestion and unsafe intersections, residents are being asked to absorb increased light directed into their homes, more traffic, and years of construction disruption.

I am calling on the City to require three clear changes to this project:

1. Remove or reorient all billboard faces away from residential properties
2. Reduce the size of the project to reduce traffic impacts
3. Require the developer to fix the broken Sunset and Horn intersection before any building permits are issued

Sunset should shine bright — but not like this. I urge you to require a safer, smarter project.

Sincerely,
John Murphy
john@johnmurphy.net
561) 818-7600

West Hollywood Neighbor — Residents Against Dangerous Development

Subject:

FW: WeHo Resident Robert Sallin OPPOSES 9160 Sunset Blvd

Dear West Hollywood Planning Commission and Transportation Commission,

I am writing to submit public comments on the Recirculated Draft Environmental Impact Report (RDEIR) for the proposed 9160–9176 Sunset Boulevard project, and to urge the City to require significant changes before this project moves forward.

This project would replace the existing Hornburg Jaguar site with a five-story commercial building and 2,800 square feet of animated LED billboards — the largest on the Sunset Strip — aimed directly at neighboring residential properties. The Recirculated Draft Environmental Impact Report acknowledges that construction noise impacts would be significant and unavoidable. At a moment when our community is already strained by congestion and unsafe intersections, residents are being asked to absorb increased light directed into their homes, more traffic, and years of construction disruption.

I am calling on the City to require three clear changes to this project:

1. Remove or reorient all billboard faces away from residential properties
2. Reduce the size of the project to reduce traffic impacts
3. Require the developer to fix the broken Sunset and Horn intersection before any building permits are issued

Sunset should shine bright — but not like this. I urge you to require a safer, smarter project.

Sincerely,
Robert Sallin
northwetherly@gmail.com
3102787120

West Hollywood Neighbor — Residents Against Dangerous Development

Subject:

FW: WeHo Resident Georgina Graper Moore OPPOSES 9160 Sunset Blvd

Dear West Hollywood Planning Commission and Transportation Commission,

I am writing to submit public comments on the Recirculated Draft Environmental Impact Report (RDEIR) for the proposed 9160–9176 Sunset Boulevard project, and to urge the City to require significant changes before this project moves forward.

This project would replace the existing Hornburg Jaguar site with a five-story commercial building and 2,800 square feet of animated LED billboards — the largest on the Sunset Strip — aimed directly at neighboring residential properties. The Recirculated Draft Environmental Impact Report acknowledges that construction noise impacts would be significant and unavoidable. At a moment when our community is already strained by congestion and unsafe intersections, residents are being asked to absorb increased light directed into their homes, more traffic, and years of construction disruption.

I am calling on the City to require three clear changes to this project:

1. Remove or reorient all billboard faces away from residential properties
2. Reduce the size of the project to reduce traffic impacts
3. Require the developer to fix the broken Sunset and Horn intersection before any building permits are issued

Sunset should shine bright — but not like this. I urge you to require a safer, smarter project.

Sincerely,
Georgina Graper Moore
mojoworking@aol.com
504-940-0434

West Hollywood Neighbor — Residents Against Dangerous Development

Subject:

FW: WeHo Resident Lynda Barens OPPOSES 9160 Sunset Blvd

Dear West Hollywood Planning Commission and Transportation Commission,

I am writing to submit public comments on the Recirculated Draft Environmental Impact Report (RDEIR) for the proposed 9160–9176 Sunset Boulevard project, and to urge the City to require significant changes before this project moves forward.

This project would replace the existing Hornburg Jaguar site with a five-story commercial building and 2,800 square feet of animated LED billboards — the largest on the Sunset Strip — aimed directly at neighboring residential properties. The Recirculated Draft Environmental Impact Report acknowledges that construction noise impacts would be significant and unavoidable. At a moment when our community is already strained by congestion and unsafe intersections, residents are being asked to absorb increased light directed into their homes, more traffic, and years of construction disruption.

I am calling on the City to require three clear changes to this project:

1. Remove or reorient all billboard faces away from residential properties
2. Reduce the size of the project to reduce traffic impacts
3. Require the developer to fix the broken Sunset and Horn intersection before any building permits are issued

Sunset should shine bright — but not like this. I urge you to require a safer, smarter project.

Sincerely,
Lynda Barens
Lyndabarens@gmail.com
3104137275

West Hollywood Neighbor — Residents Against Dangerous Development

Date: March 11, 2026

To: Planning Division
Transportation Commission
West Hollywood City Counsel & Staff

City of West Hollywood

Re: Recirculated Draft EIR – 9160–9176 Sunset Boulevard Project
Support Alternative 2 – No Digital Signage

Dear Planning Commissioners, Transportation Commissioners, City Counsel and Staff,

I am a homeowner at Sierra Towers located at **9255 DOHENY ROAD # 1902 WEST HOLLYWOOD, CA 90069**, directly across from the proposed 9160–9176 Sunset Boulevard project.

I am writing to formally express my strong concerns regarding the Recirculated Draft Environmental Impact Report (RDEIR), specifically the continued inclusion of two full-motion digital billboards totaling approximately 2,807 square feet, including the 2,307 square foot billboard directly facing Sierra Towers HOA.

1. Light Trespass & Residential Intrusion

The RDEIR does not adequately evaluate direct line-of-sight exposure into any residential units at Sierra Towers. As a high-rise residential building, our homes are uniquely exposed to vertical light impacts that ground-level photometric studies fail to capture.

Animated digital signage operating day and night would:

- Create ongoing light intrusion into residential units
- Disrupt sleep and quiet enjoyment
- Health concerns both physical and mental
- Impact privacy and interior living conditions
- Alter the character of this residential environment
- Affect / reduce residential property values significantly

This is not a theoretical concern — the billboard would be directly visible from our homes.

2. Visual & Neighborhood Character Impacts

The Sunset/Doheny corridor is a prominent gateway area. Introducing large-scale animated digital billboards as defining architectural elements fundamentally changes the visual character of the neighborhood.

The RDEIR does not meaningfully evaluate:

- Viewshed impacts from Sierra Towers
- Cumulative visual impacts at this intersection
- The effect of animated content on nearby residences

Residential property owners should not bear disproportionate visual and environmental burdens from commercial digital advertising.

3. Traffic & Safety Concerns

The revised traffic analysis appears to show increases in peak hour trips. The RDEIR does not sufficiently reassess:

- Intersection operations at Sunset and Doheny, Sunset and Cory and other nearby streets
- Driveway queuing
- Potential distraction from full-motion digital displays

Given the already complex traffic conditions in this area of **West Hollywood**, additional visual distraction raises legitimate safety concerns.

Support for Alternative 2 – No Digital Signage

I strongly urge the City to approve **Alternative 2: No Digital Signage**, which would eliminate the exterior digital billboards entirely.

This alternative would:

- Reduce light and glare impacts
- Protect nearby residential properties
- Maintain neighborhood character
- Avoid unnecessary environmental and quality-of-life impacts

The project can proceed without animated digital advertising.

Conclusion

As a homeowner whose residence would be directly affected, I respectfully request that the City fully evaluate the direct impacts to Sierra Towers and adopt Alternative 2.

Please ensure that residential protections are prioritized over commercial digital advertising interests.

Thank you for your consideration.

Sincerely,

Name: **Robert Silton**
9255 Doheny Road Apt 1902
West Hollywood, CA 90069

Unit Number: **1902** Length of Residency: **36 years**

Email Address: robsmessage@aol.com

Subject:

FW: ecirculated Draft EIR - 9160-9176 Sunset Boulevard Project

Date: 3/11/2026

To: Planning Division
Transportation Commission
West Hollywood City Counsel & Staff
City of West Hollywood
Re: Recirculated Draft EIR – 9160–9176 Sunset Boulevard Project
Support Alternative 2 – No Digital Signage

Dear Planning Commissioners, Transportation Commissioners, City Counsel and Staff,
I am a homeowner at Sierra Towers located at 9255 DOHENY ROAD # WEST HOLLYWOOD, CA 90069, directly across from the proposed 9160–9176 Sunset Boulevard project. I am writing to formally express my strong concerns regarding the Recirculated Draft Environmental Impact Report (RDEIR), specifically the continued inclusion of two full-motion digital billboards totaling approximately 2,807 square feet, including the 2,307 square foot billboard directly facing Sierra Towers HOA.

1. Light Trespass & Residential Intrusion

The RDEIR does not adequately evaluate direct line-of-sight exposure into any residential units at Sierra Towers. As a high-rise residential building, our homes are uniquely exposed to vertical light impacts that ground-level photometric studies fail to capture.

Animated digital signage operating day and night would:

- Create ongoing light intrusion into residential units
- Disrupt sleep and quiet enjoyment
- Health concerns both physical and mental
- Impact privacy and interior living conditions
- Alter the character of this residential environment
- Affect / reduce residential property values significantly

This is not a theoretical concern — the billboard would be directly visible from our homes. Currently a very much smaller electronic billboard adjacent to 9201 Sunset Blvd. blinks every night diminishing the quality of my evenings and likely creating risk for persons with photosensitive epilepsy, a condition where seizures are triggered by flashing, flickering, or high-contrast patterns,

2. Visual & Neighborhood Character Impacts

The Sunset/Doheny corridor is a prominent gateway area. Introducing large-scale animated digital billboards as defining architectural elements fundamentally changes the visual character of the neighborhood.

The RDEIR does not meaningfully evaluate:

- Viewshed impacts from Sierra Towers
- Cumulative visual impacts at this intersection
- The effect of animated content on nearby residences

Residential property owners should not bear disproportionate visual and environmental burdens from commercial digital advertising.

3. Traffic & Safety Concerns

The revised traffic analysis appears to show increases in peak hour trips. The RDEIR does not

sufficiently reassess:

- Intersection operations at Sunset and Doheny, Sunset and Cory and other nearby streets
- Driveway queuing
- Potential distraction from full-motion digital displays

Given the already complex traffic conditions in this area of West Hollywood, additional visual distraction raises legitimate safety concerns.

Support for Alternative 2 – No Digital Signage

I strongly urge the City to approve Alternative 2: No Digital Signage, which would eliminate the exterior digital billboards entirely.

This alternative would:

- Reduce light and glare impacts
- Protect nearby residential properties
- Maintain neighborhood character
- Avoid unnecessary environmental and quality-of-life impacts

Conclusion the project can proceed without animated digital advertising.

As a 32 year resident/homeowner whose residence would be directly affected, I respectfully request that the City

fully evaluate the direct impacts to Sierra Towers and adopt Alternative 2. Please ensure that residential protections are prioritized over commercial digital advertising interests.

Thank you for your consideration.

Sincerely,

Martin B Ross
9255 Doheny Road #2306
West Hollywood, CA 90069
310-274-0732
mbr.drph@gmail.com

Subject:

FW: WeHo Resident Jonathan Chinn OPPOSES 9160 Sunset Blvd

Dear West Hollywood Planning Commission and Transportation Commission,

I am writing to submit public comments on the Recirculated Draft Environmental Impact Report (RDEIR) for the proposed 9160–9176 Sunset Boulevard project, and to urge the City to require significant changes before this project moves forward.

This project would replace the existing Hornburg Jaguar site with a five-story commercial building and 2,800 square feet of animated LED billboards — the largest on the Sunset Strip — aimed directly at neighboring residential properties. The Recirculated Draft Environmental Impact Report acknowledges that construction noise impacts would be significant and unavoidable. At a moment when our community is already strained by congestion and unsafe intersections, residents are being asked to absorb increased light directed into their homes, more traffic, and years of construction disruption.

I am calling on the City to require three clear changes to this project:

1. Remove or reorient all billboard faces away from residential properties
2. Reduce the size of the project to reduce traffic impacts
3. Require the developer to fix the broken Sunset and Horn intersection before any building permits are issued

Sunset should shine bright — but not like this. I urge you to require a safer, smarter project.

Sincerely,
Jonathan Chinn
jchinn@gmail.com
2139994485

West Hollywood Neighbor — Residents Against Dangerous Development

Subject:

FW: WeHo Resident Gary lam OPPOSES 9160 Sunset Blvd

Dear West Hollywood Planning Commission and Transportation Commission,

I am writing to submit public comments on the Recirculated Draft Environmental Impact Report (RDEIR) for the proposed 9160–9176 Sunset Boulevard project, and to urge the City to require significant changes before this project moves forward.

This project would replace the existing Hornburg Jaguar site with a five-story commercial building and 2,800 square feet of animated LED billboards — the largest on the Sunset Strip — aimed directly at neighboring residential properties. The Recirculated Draft Environmental Impact Report acknowledges that construction noise impacts would be significant and unavoidable. At a moment when our community is already strained by congestion and unsafe intersections, residents are being asked to absorb increased light directed into their homes, more traffic, and years of construction disruption.

I am calling on the City to require three clear changes to this project:

1. Remove or reorient all billboard faces away from residential properties
2. Reduce the size of the project to reduce traffic impacts
3. Require the developer to fix the broken Sunset and Horn intersection before any building permits are issued

Sunset should shine bright — but not like this. I urge you to require a safer, smarter project.

Sincerely,
Gary lam
info@artingstall.com
6267826660

West Hollywood Neighbor — Residents Against Dangerous Development

Subject:

FW: EIR for 9160–9176 Sunset Blvd Project (Digital Billboard Facing Sierra Towers)

Dear Sirs and Madams,

As a decades-long property owner at Sierra Towers of a unit that faces east towards the Sunset Strip, we have always appreciated the art and excitement of the Sunset Strip.

However, even just a short number of years ago no one could have reasonably imagined a scene where LED light panels would replace huge static tall walls and shine moving images into residential areas with little or no limitations. The idea that proposals such as C.1 and F.1 on this evening's agenda would be approved by the City Council is not what the community of taxpaying residents want, nor is it reasonably permitted under CEQA. To approve the proposals the council would need to make findings under CEQA that are patent incorrect. The LED light panels would have a negative impact on the residential community of West Hollywood that simply cannot be mitigated and would cause irreputable harm. However, if in fact the council believes that it can make such findings, I would refer the councilmembers to the second part of my argument, the fact that the community of taxpaying residents simply do not want these LED light panels flashing into their windows 24/7. I encourage you to vote against the proposals and not permit additional LED tall walls facing any residential uses.

Lastly, the size and scope of the project is out of scale will so significantly impact an intersection that is already rated as extremely poor to traverse. An estimated 19 months of construction, and the ever-increasing number of vehicle trips will crush the neighborhoods as commuters jockey for alternative routes through the residential areas. A smaller project would be more amenable to the address the impacts.

Thank you for your consideration,

Matthew Rodman

Rodman Properties, Ltd.

8955 National Boulevard, Suite 100

Los Angeles, California 90034-3307

Voice (310) 202-0414

MRodman@FurstEnterprises.com

Subject:

FW: 9160 Sunset Blvd Project

Dear West Hollywood City Council:

I am a resident and owner at Sierra Towers with my unit directly facing the proposed 2800 sq ft video billboards, why does the developer state a 1000 sq ft billboard in their proposal and yet the plans note two total of 2800 sq ft. Too many inconsistencies. I drive back and forth every day to and from work and sometimes at lunch doubling up on that trip. The congestion relating to the billboard over the Rainbow Room has been beyond exhausting causing this 8 minute trip to sometimes take over 30 minutes. This also happens when cranes close the Blvd for maintenance and change-outs to the wrapped non video and other LED billboards. It is not a one time event or occurrence it is almost always once a week.

I am writing to submit public comments on the Recirculated Draft Environmental Impact Report (RDEIR) for the proposed 9160–9176 Sunset Boulevard project, and to urge the City to require significant changes before this project moves forward.

This project would replace the existing Hornburg Jaguar site with a five-story commercial building and 2,800 square feet of animated LED billboards — the largest on the Sunset Strip — aimed directly at neighboring residential properties. The Recirculated Draft Environmental Impact Report acknowledges that construction noise impacts would be significant and unavoidable. At a moment when our community is already strained by congestion and unsafe intersections, residents are being asked to absorb increased light directed into their homes, more traffic, and years of construction disruption.

I am calling on the City to require three clear changes to this project:

1. Remove or reorient all billboard faces away from residential properties
2. Reduce the size of the project to reduce traffic impacts
3. Require the developer to fix the broken Sunset and Horn intersection before any building permits are issued

Sunset should shine bright — but not like this. I urge you to require a safer, smarter project.

Sincerely,

James Goodrich

jgoodrich@cachecollection.com

3107797397

West Hollywood Neighbor — Residents Against Dangerous Development

Subject:

FW: WeHo Resident Nikole Larson OPPOSES 9160 Sunset Blvd

Dear West Hollywood Planning Commission and Transportation Commission,

I am writing to submit public comments on the Recirculated Draft Environmental Impact Report (RDEIR) for the proposed 9160–9176 Sunset Boulevard project, and to urge the City to require significant changes before this project moves forward.

This project would replace the existing Hornburg Jaguar site with a five-story commercial building and 2,800 square feet of animated LED billboards — the largest on the Sunset Strip — aimed directly at neighboring residential properties. The Recirculated Draft Environmental Impact Report acknowledges that construction noise impacts would be significant and unavoidable. At a moment when our community is already strained by congestion and unsafe intersections, residents are being asked to absorb increased light directed into their homes, more traffic, and years of construction disruption.

I am calling on the City to require three clear changes to this project:

1. Remove or reorient all billboard faces away from residential properties
2. Reduce the size of the project to reduce traffic impacts
3. Require the developer to fix the broken Sunset and Horn intersection before any building permits are issued

Sunset should shine bright — but not like this. I urge you to require a safer, smarter project.

Sincerely,
Nikole Larson
nikolelarson@yahoo.com
3103517880

West Hollywood Neighbor — Residents Against Dangerous Development

Subject:

FW: Nick Grouf OPPOSES 9160 Sunset Blvd

Dear West Hollywood Planning Commission and Transportation Commission,

I am writing to submit public comments on the Recirculated Draft Environmental Impact Report (RDEIR) for the proposed 9160–9176 Sunset Boulevard project, and to urge the City to require significant changes before this project moves forward.

This project would replace the existing Hornburg Jaguar site with a five-story commercial building and 2,800 square feet of animated LED billboards — the largest on the Sunset Strip — aimed directly at neighboring residential properties. The Recirculated Draft Environmental Impact Report acknowledges that construction noise impacts would be significant and unavoidable. At a moment when our community is already strained by congestion and unsafe intersections, residents are being asked to absorb increased light directed into their homes, more traffic, and years of construction disruption.

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2. Reduce the size of the project to reduce traffic impacts
3. Require the developer to fix the broken Sunset and Horn intersection before any building permits are issued

Sunset should shine bright — but not like this. I urge you to require a safer, smarter project.

Sincerely,
Nick Grouf
ngrouf@gmail.com
3109987382

West Hollywood Neighbor — Residents Against Dangerous Development

To: [REDACTED]

CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear West Hollywood Planning Commission,

I am writing to express my strong opposition to the proposed 9160 Sunset Boulevard project, particularly the massive digital billboard component.

The proposed billboard at over 2,300 square feet would be the biggest single-screen billboard ever on the Strip. This billboard would shine directly into West Hollywood homes, creating ongoing visual intrusion for neighbors who never asked to have a commercial floodlight pointed into their bedrooms.

The surrounding sidewalks, intersections, and crosswalks are already constrained and unsafe. This project will only increase traffic and ride-share pickups. The developer must commit to improving the public right-of-way before any entitlements are issued.

City Officials must require significant changes to this project before it is seriously considered:

1. Front-loaded public improvements and study of alternative project designs
2. If any digital sign is permitted, it must be moved to the east side away from residential buildings
3. The developer must demonstrate they are willing to be a partner with the City and neighbors because they have currently been missing from any community discussion

I urge the City of West Hollywood to reject this project as currently proposed and require a design that better aligns with the needs and character of our community.

Sincerely,
Nick Grouf
ngrouf@gmail.com
3109987382

Local Neighbor who is a Resident Against Dangerous Development

Submitted: 2026-03-11 22:34:09 PST



CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear West Hollywood Planning Commission and Transportation Commission,

I am writing to submit public comments on the Recirculated Draft Environmental Impact Report (RDEIR) for the proposed 9160–9176 Sunset Boulevard project, and to urge the City to require significant changes before this project moves forward.

This project would replace the existing Hornburg Jaguar site with a five-story commercial building and 2,800 square feet of animated LED billboards — the largest on the Sunset Strip — aimed directly at neighboring residential properties. The Recirculated Draft Environmental Impact Report acknowledges that construction noise impacts would be significant and unavoidable. At a moment when our community is already strained by congestion and unsafe intersections, residents are being asked to absorb increased light directed into their homes, more traffic, and years of construction disruption.

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1. Remove or reorient all billboard faces away from residential properties
2. Reduce the size of the project to reduce traffic impacts
3. Require the developer to fix the broken Sunset and Horn intersection before any building permits are issued

Sunset should shine bright — but not like this. I urge you to require a safer, smarter project.

Sincerely,
Roxann Holloway
malibuwaves@live.com
3104259388

West Hollywood Neighbor — Residents Against Dangerous Development

Submitted: 2026-03-12 08:52:19 PST

...we ate, slept and dreamed our pictures.
- Buster Keaton



CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear West Hollywood Planning Commission and Transportation Commission,

I am writing to submit public comments on the Recirculated Draft Environmental Impact Report (RDEIR) for the proposed 9160–9176 Sunset Boulevard project, and to urge the City to require significant changes before this project moves forward.

This project would replace the existing Hornburg Jaguar site with a five-story commercial building and 2,800 square feet of animated LED billboards — the largest on the Sunset Strip — aimed directly at neighboring residential properties. The Recirculated Draft Environmental Impact Report acknowledges that construction noise impacts would be significant and unavoidable. At a moment when our community is already strained by congestion and unsafe intersections, residents are being asked to absorb increased light directed into their homes, more traffic, and years of construction disruption.

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1. Remove or reorient all billboard faces away from residential properties
2. Reduce the size of the project to reduce traffic impacts
3. Require the developer to fix the broken Sunset and Horn intersection before any building permits are issued

Sunset should shine bright — but not like this. I urge you to require a safer, smarter project.

Sincerely,
Alex Shab
adshabtai@gmail.com

West Hollywood Neighbor — Residents Against Dangerous Development

Submitted: 2026-03-12 11:23:31 PST



CAUTION - EXTERNAL SENDER. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear West Hollywood Planning Commission,

I am writing to express my strong opposition to the proposed 9160 Sunset Boulevard project, particularly the massive digital billboard component.

The proposed billboard at over 2,300 square feet would be the biggest single-screen billboard ever on the Strip. This billboard would shine directly into West Hollywood homes, creating ongoing visual intrusion for neighbors who never asked to have a commercial floodlight pointed into their bedrooms.

The surrounding sidewalks, intersections, and crosswalks are already constrained and unsafe. This project will only increase traffic and ride-share pickups. The developer must commit to improving the public right-of-way before any entitlements are issued.

City Officials must require significant changes to this project before it is seriously considered:

1. Front-loaded public improvements and study of alternative project designs
2. If any digital sign is permitted, it must be moved to the east side away from residential buildings
3. The developer must demonstrate they are willing to be a partner with the City and neighbors because they have currently been missing from any community discussion

I urge the City of West Hollywood to reject this project as currently proposed and require a design that better aligns with the needs and character of our community.

Sincerely,
Joel Don Mathews
joelmathews@hotmail.com
2133092839

Local Neighbor who is a Resident Against Dangerous Development

Submitted: 2026-03-12 11:41:20 PST

UNFINISHED BUSINESS

A. PERSONAL DELIVERY DEVICE PROGRAM UPDATE

SUBJECT: PERSONAL DELIVERY DEVICE PROGRAM UPDATE

PREPARED BY: DEPARTMENT OF PUBLIC WORKS
Helen Collins, Director of Public Works
Tamar Fuhrer, AICP, Transportation & Mobility Division Manager
Chris Corrao, Senior Transportation Planner
Paige Portwood, Associate Planner

STATEMENT ON THE SUBJECT

The Transportation and Mobility Commission (TMC) will receive an update on the Personal Delivery Devices (PDD) Program, including an update on the terms of the final operating agreements and implementation measures that have been in effect since January 2026.

RECOMMENDATIONS

1. Receive the update and provide comments.

BACKGROUND/ANALYSIS

On December 1, 2020, the City of West Hollywood officially launched the Personal Delivery Device Pilot Program which allowed two operators, Serve and Coco, to operate on a yearly basis since 2023.

On February 21, 2024, staff presented an update on the Pilot Program to the TMC in preparation for returning to the City Council to recommend a permanent program. The Commission had the following comments:

- Interest in whether the devices had camera detection and sidewalk reporting capabilities. Additionally, whether revenue from the program could be applied to improving sidewalks.
- Concerns regarding sidewalk accessibility and sharing the sidewalk with the devices. Additionally, possibly needing to widen sidewalks as a solution. The Commission also inquired about the size parameters for the devices.
- Interest in an opt-out option for online customers.
- Process and protocol for complaints and permitting.
- The Commission also suggested that the item be presented to the Disabilities Advisory Board for awareness and feedback.

The Commission approved a motion to recommend that the City Council make the program permanent.

On December 1, 2025, the City Council received an update on the Pilot Program and introduced on its first reading Ordinance No. 25-29, adding *Chapter 11.50 Autonomous and Semi-Autonomous Personal Delivery Devices* to the West Hollywood Municipal Code. Additionally, the City Council authorized Staff to execute operating agreements with Serve and Coco, with a few amendments, including maintaining the maximum fleet size of 40 devices per operator, rather than Staff's recommendation of 30 devices, and a \$4 per device per day advertising revenue share model, rather than the recommended \$6 per device.

PERMANENT PROGRAM (PDD PROGRAM) IMPLEMENTATION & UPDATES

A few key terms and conditions have been executed in the PDD operating agreements and have been in effect since January 2026, establishing the PDD Permanent Program (PDD Program). The following section breaks down the revised permanent program regulations and requirements by category.

General Contract Terms and Operation Requirements

- An annual operating permit fee of \$2,500.00 per every ten devices.
- A Thirty-six (36) month initial term with an option to extend.
- Devices may operate between 8:00 a.m. and 10:00 p.m.
- A maximum of 40 active devices daily, with a buffer of 10 devices to account for ingress from the City of LA.
- A maximum speed limit of 6 mph on sidewalks.

Compliance

- Geofencing capabilities are required (e.g. no operating zones).
- Response times to malfunctions, complaints, or service requests within 30 minutes for matters regarding ADA violations and 1 hour for right-of-way malfunctions.
- Requires operators to allow merchants to opt out of the PDD service.
- Prohibits operators from deploying more than 4 devices per block.

Advertising

- Applies an advertising fee of \$4.00 per device per day for a minimum term of thirty (30) days, with reporting requirements.

Implementation & Updates

Staff have also started implementing the following new components of the PDD Program outlined in the new contract:

Service Requests

Staff launched a module via the WeHo Service Request mobile app under "*Food Delivery Robots*" for the public to submit concerns with PDDs in the public right-of-way. Service

requests are sent directly to the responsible operator via email. The public will be required to fill out information such as the location, the concern, the operator, and their contact information. As mentioned, the operators have 30 minutes to 1 hour to respond to the request, depending on the request type. Since formally launching the module, from February 23 through March 9, 2026, the City has received one (1) service request, which was handled within the timeframe.

Advertising

Staff developed an internal online form for operators to complete prior to launching advertising campaigns to record and monitor the advertising fees that will be invoiced on a quarterly basis. In Q1 2026, Coco was the only operator to report conducting an advertising campaign, generating approximately \$1,200.00 (January to March 2026).

Next Steps

Staff continues to solidify geofencing policies, such as no operating zones, and will return to the Transportation and Mobility Commission annually to present on the program statistics and general updates on the PDD Program.

ITEMS FROM STAFF

LOOK AHEAD SCHEDULE & WORKPLAN REVIEW

Transportation & Mobility Commission

March Look Ahead Calendar



Discussion Items/Presentations

2026

- March 18**
- Legislative Update for Year 2 of the 2025-2026 Legislative Session of the California Legislature – *Hernan Molina, Governmental Affairs Liaison*
 - 9160-9170 Sunset Boulevard Recirculated Draft Environmental Impact Report Public Comment Period – *Adrian Gallo, Senior Planner*
 - Personal Delivery Device Program Update – *Paige Portwood, Associate Planner*
 - Fountain Avenue Streetscape Project Update – *Chris Corrao, Senior Transportation Planner*
-

April 15

- May 20**
- Beverly Boulevard Class IV Protected Bike Lanes Analysis – *Chris Corrao, Senior Transportation Planner & Paige Portwood, Associate Planner*
-

June 17

- July 15**
- Election of Chair and Vice Chair - *City Clerk's Office Representative*
-

Standing Agenda Items:

- Fountain Avenue Streetscape Project Update - Chris Corrao, Senior Transportation Planner
- Beverly Boulevard Protected Bike Lane Project – Chris Corrao, Senior Transportation Planner

**Transportation Mobility Commission
March 2026 Project and Program Updates**

Project/Program	Directive/ Strategic Plan Goal	Project Health	Last Update	Status	Accomplishments Since Last Update	Next Steps	Additional Notes
Beverly Blvd Bikeway Feasibility Study	- Council Directive CD 2023 - WeHo 40 Strategic Plan 1.4.1, 3.6.7	On Track	Feb-26	Conceptual Design	- Met with Cedars in January 2026 Developed outreach plan	- Outreach events in Spring 2026 -Present outreach plan to Council, April 6 Cedars meeting scheduled 3/20	- Preferred alternative to be presented to City Council in Summer 2026, following outreach
Fountain Avenue Streetscape Project	- Council Directive CD 1747 - WeHo 40 Strategic Plan 1.4.1, 3.6.7	On Track	Feb-26	Phase I - Engineering Design Phase II - RFP	- 60% Design received mid-February and under internal review	- Complete design review & move toward 100% for Phase I - RFP closed 3/12, staff review underway and due 3/19	
Transit Services	- WeHo 40 Strategic Plan 1.3.5, 3.6.2, 3.6.9	On Track		RFP for Operations Contract	Responded to Q & A on proposals and released amended RFP.	- Review submittals in late March	- Comprehensive services analysis to begin in Summer 2026
Prop A Fund Exchanges		On Track	26-Feb	Ongoing		March 16 Council item for \$500k fund exchange with City of Walnut	Exploring prop A opportunities with Palo Verdes Peninsula transit and identify other sources.
Vision Zero Action Plan Implementation		On Track	Feb-26	Draft Dashboard	- Draft Dashboard design updated by IT to reflect TMC input.	- Refine dashboard and launch - Bring additional speed survey results to Council in March 2026 for approval	
K Line Extension	- WeHo 40 Strategic Plan 3.6.3, 3.6.4	On Track	26-Feb	Pending Metro Board Decision	- Ongoing advocacy efforts Met w/Mayor Bass and various Metro Board Directors and stakeholder groups.	- EIFD resolution to Council if San Vicente-Fairfax alignment is selected as local preferred alternative	
Metro Bikeshare	- WeHo 40 Strategic Plan	On Hold		Pending Metro Vendor Selection		- Once Metro selects vendor for new contract, WeHo can move forward with program	- Metro procurement has been delayed due to protests of selected vendor