

## CITY OF WEST HOLLYWOOD

### NEGATIVE DECLARATION AND ENVIRONMENTAL IMPACT REPORT REQUEST FOR PROPOSAL September 23, 2014

#### **Project Description**

The City of West Hollywood is seeking a qualified individual or firm to prepare a CEQA documents for two policy projects related to off-site advertising signage (billboards and tall walls). The City anticipates the need for both a Negative Declaration and an Environmental Impact Report (EIR) for two separate projects to amend the Sunset Specific Plan and Zoning Ordinance regarding off-site signage.

Sunset Boulevard within the City of West Hollywood (the Sunset Strip) has long been famous for entertainment and nightlife, as well as for its numerous billboards. As one of the three most valuable locations for off-site signage in the world, the more than 100 billboards and tall wall sign faces on the Strip have the potential to contribute to a truly unique and exciting destination. The project area encompasses the parcels of land within the Sunset Specific Plan area, adjacent to the 1.2-mile stretch of Sunset Boulevard between Havenhurst Drive on the east and Sierra Alta Way on the west, within the City of West Hollywood.

The City is pursuing two projects related to off-site signs, each of which requires CEQA analysis:

#### Project A: Creative Signs and Existing Signs

The City will prepare amendments to the Zoning Ordinance to encourage quality and customization of existing billboards and tall wall signs by:

- streamlining the approval process for temporary (12–18 mos.) creative billboard installations on existing signs,
- enabling temporary (12-18 mos.) creative tall wall installations on existing signs,
- allowing for short term (90 days) installations of non-traditional temporary off-site signage displays separate from existing sign locations, and
- allowing for modifications to existing static billboards to include change of angle, relocation on-site, change in sign substructure, or increase in area of sign (up to an established threshold).

#### Project B: New Signs and Digital Signs

The City will prepare a comprehensive analysis of and amendments to the Zoning Ordinance and Sunset Specific Plan to address regulations for two specific categories of off-site signs: digital signs, and new signs (static or digital). The study will evaluate whether and where new off-site signs are appropriate in the Sunset Specific Plan area, and how to ensure that any allowed digital sign technologies enhance the energy and creativity of the Strip. The study will address urban design considerations, sign locations, digital technology, lighting, economic and land use impacts on new and existing development projects, and driver distraction concerns related to digital signs, and will evaluate the benefits and impacts of the pilot digital conversion of the City-owned billboard at 8755 Sunset. (Note: any CEQA analysis required for digital conversion of the existing static City-owned billboard will be completed under a separate contract.) It is anticipated that proposed policy changes will enable a limited number of new and/or digital signs through development agreements in the following circumstances:

- Allowing for new signs as part of new development projects of a substantial minimum size and density,

- Allowing for a fixed number of new freestanding signs through a one-time lottery,
- Allowing for some digital advertising signage (either new signs or conversions of existing static signs)

Key resources that will be made available to the selected CEQA consultant include a survey of all existing and entitled off-site signs on Sunset, as well as prior CEQA documents prepared for specific off-site signs on Sunset (freestanding and as part of new development projects).

### **Scope of Work**

The selected consultant is anticipated to follow the following scope of work:

- Recommend the type of environmental analyses most suitable for the projects;
- Attend public scoping meeting(s);
- Administer all required noticing (including Notice of Preparation) and circulate and document all notices;
- Attend meetings with the project team during policy development phases and provide input regarding potential impacts and alternatives;
- Conduct a preliminary visual survey of the project site and district;
- Compile and review previous survey material, and existing data and documentation;
- Assess the project impacts;
- Work with the project team in formulating policy alternatives (i.e., no project alternative and others);
- Assess the impact and feasibility of alternatives;
- Recommend mitigation measures when significant adverse impacts are identified;
- Write Draft EIR (including Administrative draft for City staff review) based on proposed draft policies;
- Write Response to Comments/Final EIR on proposed draft policies;
- Attend a minimum of four public hearings (Planning Commission and City Council for both Project A and Project B), and
- Complete any necessary follow up CEQA procedure after adoption of the project.

### **Areas of Study**

It is anticipated that the EIR for Project B will cover the following topic areas:

- Aesthetics and Lighting, including impacts to views, and light and glare
- Air Quality
- Cultural Resources
- Greenhouse Gas Emissions
- Land Use and Planning
- Noise
- Public Services
- Traffic and Transportation
- Utilities and Service Systems

The EIR will include all other mandatory CEQA sections, including Agricultural Resources, Biological Resources, Geology, Hazards, Hydrology, Land Use, Mineral Resources, Population/Housing, and Recreation. No significant impact is expected in these areas, since the project is to be located on an already disturbed site in a highly

urbanized environment. Assume analysis of the No Project Alternative and up to two alternatives to be analyzed to a similar level of detail as the proposed project.

## **Work Products**

### Project A: Negative Declaration

- Notice of Intent
- Project Description
- Initial Study
- Negative Declaration
- Notice of Determination

### Project B: Environmental Impact Report (Type of EIR to be determined based on consultant proposals)

- Project Description
- Initial Study
- Public scoping meeting(s)
- Notice of Preparation and documentation
- Administrative Draft EIR
- Public Review Draft EIR
- Notice of Availability
- Response to Comments/Final EIR
- All necessary follow up documentation after the adoption of the project
- Meeting attendance (periodic meetings with staff and anticipated meetings before the Planning Commission, and the City Council)
- Other documentation as required by CEQA

## **Budget**

The proposal must include the consultant's estimate of the costs of completing the project. The proposal must include a complete description of how costs will be charged, and any charges beyond the set fee. If any portion of the work is to be done on a time and materials basis, the proposal submitted should specify hourly fees to be charged and a fee cap. Also, the cost estimate must include a breakdown of how much work for each step in the CEQA process is anticipated (e.g. how much of the budget is dedicated to writing the Negative Declaration, Draft EIR, responses to comments, etc.).

## **Project Schedule**

The proposal must include a schedule for completing the project. This should include a detailed timeline for completing the work tasks identified in the Scope of Work above.

Project A: Draft proposed policies and associated environmental analysis will be presented to the Planning Commission and City Council for approval in January/February 2015. The Negative Declaration must be completed based on this schedule.

Project B: Development of proposed policy alternatives will take place in early 2015, and it is anticipated that work on the EIR will begin in April 2015. The selected Consultant will participate in project team meeting(s) prior to beginning work on the EIR.

**Proposal Package**

The proposal submitted should include:

- Name, address and phone number of primary consultant and all subcontractors, with a contact person for each.
- Consultant qualifications and resumes of all persons to be assigned to the project if a contract is entered into, and individual project responsibilities.
- Description of experience in complex redevelopment projects.
- Examples of related work.
- Tentative schedule of tasks.
- Budget.
- List of three (3) references for both primary Contractor and all subcontractors.

Please submit three (3) copies of your proposal to:

Bianca Siegl  
Community Development Department  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069  
Phone (323) 848-6853  
FAX (323) 848-6575  
bsiegl@weho.org

Questions regarding this Request for Proposals should be directed to Bianca Siegl.

**Proposal must be received by 5:00 p.m. on Monday, October 6, 2014.**

AFFIDAVIT OF POSTING

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I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk and that I posted this agenda on:

Date: Sept. 22, 2014

Signature *Althea Ros*