9015 Sunset Boulevard Billboard Project
Initial Study / Mitigated Negative Declaration

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

TABLE OF CONTENTS

TABLE OF CONTENTS

Page No.

FIGURES

APPENDIX

PREFACE

An Initial Study / Mitigated Negative Declaration (IS/MND) and a Notice of Intent to Adopt an MND (NOI) were released for public review for the 9015 Sunset Boulevard Billboard Project (proposed project) in September 2014 by the City of West Hollywood. Subsequent to the release of the September 2014 IS/MND and NOI, minor changes were made to the design of the proposed billboard. These changes are as follows:

- The previously proposed billboard was 110 feet in height, as measured from the sidewalk to the top of the billboard. In contrast, the currently proposed billboard is 83 feet in height, as measured from the sidewalk to the top of the billboard.
- The shape of the pole structure for the billboard has been changed (see Figure 3 for the new architectural rendering of the proposed pole structure).
- The existing Rainbow Bar and Grill sign was proposed to remain in place with implementation of the September 2014 project design. However, in the revised project plans, the existing Rainbow Bar and Grill sign would be removed. A new sign for the Rainbow Bar and Grill, consisting of vertically oriented, individual "RAINBOW" lettering and a separate, circular "Bar and Grill" sign on the opposite side of the creative pole from the letters, would be mounted just beneath the proposed billboard.
- The previously proposed pole structure was set back several feet from the property line, while the currently proposed pole structure would be located at the property line. As such, under the currently proposed project, the billboard sign would extend approximately 9 feet over the property line into the public right-of-way, while the previously proposed billboard sign did not extend into the public right-of-way.

All other aspects of the proposed project and the project design would remain the same. The changes to the project design that have occurred subsequent to the release of the September 2014 IS/MND are not considered substantial revisions under the California Environmental Quality Act (CEQA). A substantial revisions is defined in CEQA Guidelines Section 15073.5 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 changes that were made to the proposed project would not add any new significant effects that were not already identified in the September 2014 IS/MND. Furthermore, the City has not determined that the previously proposed mitigation measures would fail to reduce potential effects to below a level of significance. As such, pursuant to CEQA Guidelines Section

15073.5, the City is not required to recirculate the IS/MND and NOI. However, the City has revised the originally released IS/MND and NOI in accordance with the changes that were made to the project and is releasing the revised IS/MND and NOI for public review. The document that follows constitutes the IS/MND for the currently proposed 9015 Sunset Boulevard Billboard Project.

1 PROJECT DESCRIPTION

1.1 Overview of the Project

The 9015 Sunset Boulevard Billboard Project (proposed project) would involve removal of an existing legally non-conforming double-sided roof-mounted sign and the installation of a new freestanding, double-sided billboard situated atop a new creative pole located within the southern portion of an existing property located at 9015 Sunset Boulevard. The double-sided billboard sign would require the installation and operation of new lighting fixtures not currently present at the project site.

1.2 California Environmental Quality Act

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

As lead agency for the proposed project, the City must complete an environmental review to determine if implementation of the proposed project would result in significant adverse environmental impacts. To fulfill the purpose of CEQA, an Initial Study has been prepared to assist in making that determination. Based on the nature and scope of the proposed project and the evaluation contained in the Initial Study environmental checklist (contained herein), the City, as the lead agency, has concluded that a Mitigated Negative Declaration is the proper level of environmental documentation for the proposed project. The Initial Study shows that impacts caused by the proposed project are either less than significant or significant but mitigable to a less than significant level with incorporation of appropriate mitigation measures, as defined herein. This conclusion is supported by CEQA Guidelines Section 15070, which states that a Mitigated 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 Project Location and Setting

The project site is located at 9015 Sunset Boulevard in the western portion of the City of West Hollywood. Regional access to the project site is provided via U.S. Route 101 (US 101, Hollywood Freeway), located approximately 3.4 miles northeast of the project site. Figure 1 shows the regional location of the project site.

Local access is provided via major north-south and east-west oriented roads including Sunset Boulevard, which forms the southern boundary of the project site; Doheny Drive, located approximately 0.09 mile west of the project site; Santa Monica Boulevard, located approximately 0.56 mile south of the project site; San Vicente Boulevard, located approximately 0.14 mile east of the project site; and La Cienega Boulevard, located approximately 0.67 mile east of the project site.

The project site is located along Sunset Boulevard in a highly urbanized area within the City of West Hollywood. Sunset Boulevard is an internationally known corridor, historically recognized for its entertainment uses, restaurants, and billboards. The approximately 1.6 mile segment of Sunset Boulevard that passes through the City of West Hollywood is also known as the Sunset Strip. It contains a mix of low- and high-rise buildings most of which front directly onto the street. A high level of pedestrian activity and "urban village" ambience results from the types of uses, siting of the structures on the sidewalks, and design characteristics on the street level that "invite" pedestrian observation and use. The Sunset Strip is known for its wide array of large and colorful billboards, as well as other advertisements. Large billboards are located on the top of buildings, on the top of poles, on building façades, or within lots at frequent intervals.

The project site is bound by Sunset Boulevard on the south, the two-story Roxy Theatre on the east and northeast, and a one-story Bank of America building with open air rooftop parking on the west. The area surrounding the project site is primarily developed with commercial and residential uses. The properties fronting Sunset Boulevard to the north, south, east, and west of the project site are all developed with commercial uses. The property located directly south of the project site, on the south side of Sunset Boulevard, includes an approximately 14-story commercial/office building (known as the 9000 Sunset Building). This high-rise commercial/office building is one of the tallest on the Sunset Strip. The properties located south of the commercial frontage along Sunset Boulevard are developed primarily with multi-family residential uses. The West Hollywood city boundary is located directly north of the commercial frontage on the north side of Sunset Boulevard. Low-density residential uses are located to the north of the commercial frontage along Sunset Boulevard in the Hollywood Hills neighborhood of the City of Los Angeles. Figure 2 shows an aerial view of the project location. Numerous existing lit billboards, tall wall signs, and other on- and off-site signage are located in the vicinity

of the project site along Sunset Boulevard. Large billboards are located on the top of buildings, on building façades, or within lots at frequent intervals in the project area. A freestanding pole sign advertising the Roxy Theatre is located west of the theatre building, directly adjacent to the project site. In addition, at least two lit billboards are located on the western façade of the theatre, also directly adjacent to the project site. Two large, lit, tall wall signs are located on the eastern and western façades, respectively, of the approximately 14-story 9000 Sunset Building located directly south of the project site, on the south side of Sunset Boulevard. Both of these lit tall wall signs span the entire depth of the building from north to south (approximately 70 feet wide). The lit tall wall sign located on the eastern façade of the 9000 Sunset Building is approximately 12 to 13 stories in height (equating to approximately 130 feet in height), while the lit tall wall sign located on the western façade is approximately 9 stories in height (equating to approximately 90 feet in height).

1.4 Existing Project Site

The project site, located on the north side of Sunset Boulevard at 9015 Sunset Boulevard, is comprised of a single parcel and is currently developed with a narrow, two-story restaurant/bar (Rainbow Bar and Grill) building on the western portion of the site. Attached to the east side of the two-story building is a covered patio area. Attached to the north side of the building is a similar covered area. Parking for the Rainbow Bar and Grill appears to be shared with the adjacent Roxy Theatre at the northern portion of both properties. A short narrow road located at the northern end of the project site provides access to a multi-family residential property directly to the north.

The Rainbow Bar and Grill building does not exhibit a uniform architectural style or aesthetic, but appears as a mixture of various styles. The southern façade of the building, which fronts onto Sunset Boulevard, includes the use of red (and some other colored) bricks, various poster and banner advertisements hung on the structure, and a high-pitched gable roof. An existing double-sided, lit sign that faces east and west measuring 9 feet by 16 feet is located on the roof of the Rainbow Bar and Grill and is visible from Sunset Boulevard. A colorful, freestanding on-site sign that advertises the Rainbow Bar and Grill (Rainbow Sign), measuring 4 feet by 22 feet, with a height of 37 feet is located adjacent to the southeast corner of the building, just within the southern property line along Sunset Boulevard. A second, smaller on-site sign (Bar and Grill Sign), measuring 5 feet by 2 feet and displaying the words "Bar & Grill" with 13.4 feet of clearance above grade, is located at the base of the existing, aforementioned Rainbow Sign.

The project site is located within the boundaries of the Sunset Specific Plan and, accordingly, is designated and zoned SSP (Sunset Specific Plan) in the City of West Hollywood General Plan.[1]

[1] City of West Hollywood Community Development Department, West Hollywood General Plan 2035, adopted September 6, 2011.

The Sunset Specific Plan area roughly encompasses all street fronting parcels to the north and south of Sunset Boulevard along approximately 1.2 miles in the City between Sunset Hills Road on the west, and just west of Havenhurst Drive on the east. The Sunset Specific Plan is intended to be used in conjunction with the City's General Plan and Zoning Ordinance, and includes policies, standards, and guidelines that promote and preserve the unique qualities of Sunset Boulevard, including development of billboards.[2] Additionally, where the Sunset Specific Plan standards are inconsistent with or contradictory to the City's General Plan and/or Zoning Ordinance, the specific plan standards prevail and govern development of those properties contained within the boundaries of the Sunset Specific Plan.

1.5 Project Objectives

The primary objectives of the proposed project include the following:

- Remove the existing double-sided sign and install a billboard that is contextually and visually appropriate for the Sunset Strip's unique character.
- Enhance the Sunset Strip with a billboard that incorporates an innovative pole design and other potential unique elements.
- Provide billboard-generated economic benefits to the City as a public benefit while remaining financially viable for the applicant and property owner.
- Protect neighboring properties, including residential neighbors, from potential impacts through compliance with all applicable laws.

1.6 Proposed Project Details

The proposed project would remove an existing legally non-conforming, double-sided 16-foot by 9-foot roof-mounted sign from atop the Rainbow Bar and Grill, and would construct a lit double-sided, pole-mounted billboard at the southeastern portion of the project site, adjacent to the southern property line along Sunset Boulevard. The new double-sided billboard would be mounted on a freestanding creatively designed pole with a 42-inch diameter base. The new doubled-sided billboard would be mounted vertically, with dimensions measuring 48 feet by 14 feet and a total height of the pole-mounted sign structure measuring 83 feet tall. The new pole would exhibit a creative design that is consistent with the character of the Sunset Strip. The billboard would be lit in accordance with the City of West Hollywood lighting standards for billboards, which require billboards to minimize light spillover onto adjacent properties and to use shielded light fixtures. The existing vertical freestanding on-site Rainbow Sign, measuring 4 feet by 22 feet, as well as the second, smaller on-site Bar and Grill sign, measuring 5 feet by 2

[2] City of West Hollywood Community Development Department, Sunset Specific Plan, adopted July 1996.

feet on the same pole, would be removed. A new Rainbow Bar and Grill sign would be mounted to the proposed pole structure. The new Rainbow Bar and Grill sign would consist of individually mounted, internally illuminated letters attached directly to the proposed pole structure to vertically spell "RAINBOW" just below the base of the proposed billboard. Each letter would be approximately one and a half feet in height, would have widths varying from approximately five inches (the letter "I") to approximately two feet (the letter "W"), and would overhang the public right of way by approximately three feet. The "RAINBOW" lettering would have minimum clearance of approximately 14 feet (from the bottom of the letter "W") above the public right of way. A new, circular "Bar and Grill" sign approximately 3 feet in diameter would be attached directly to the proposed pole structure opposite the RAINBOW letters and would remain on private property with 11 feet of clearance above grade. Figure 3 shows the proposed signage plan. Operation of the proposed project would require periodic replacement of the copy displayed on the new double-sided billboard. The copy is an advertisement or image printed on a vinyl material that would be affixed to the billboard via a cable and grommet system. The application of the copy on the billboard would entail installation of staging and safety rigging on the top of the billboard structure and affixing the copy to the billboard. The existing copy would be removed and new copy would be installed. The copy that is removed would be recycled or returned to the advertiser. The billboard copy would change as often as once per month. Installation of new advertising copy would take approximately four hours. Replacement of the billboard copy would be completed by two to four construction workers in one truck. The use of heavy equipment would not be required.

The process of applying copy to the billboard would be repeated each time the copy is changed, up to a maximum of 12 times per year. Additionally, changing the billboard copy would require procurement of appropriate change permits from the City and notification of the project site property owner at least 24 to 48 hours in advance of the copy change. The property would remain in operation during the installation of the billboard copy.

The proposed project would require a Billboard Permit to remove the existing roof-mounted sign and construct a new pole-mounted billboard. Although the billboard exceeds the applicable development standards pertaining to height, new construction, and locational standards, the Sunset Specific Plan allows the approval of a Development Agreement to approve alternative development standards on a site-by-site basis subject to certain findings. Consequently, a Development Agreement would be required to create development standards for the project site to allow for installation of the proposed billboard. A Zoning Map amendment would be required to place the project site within a Development Agreement Overlay Zone to allow the standards set forth in the Development Agreement to supersede those of the Zoning Ordinance.

1.7 Project Construction Scenario

Construction of the proposed project would start approximately two months after project approval and would occur on three consecutive Sundays.

Overall, construction equipment would consist of two cranes, four delivery trucks, three concrete trucks, a drill rig, welding truck, skid steer, and 10 construction workers. One crane would be located on Sunset Boulevard and one crane would be located on the project site.

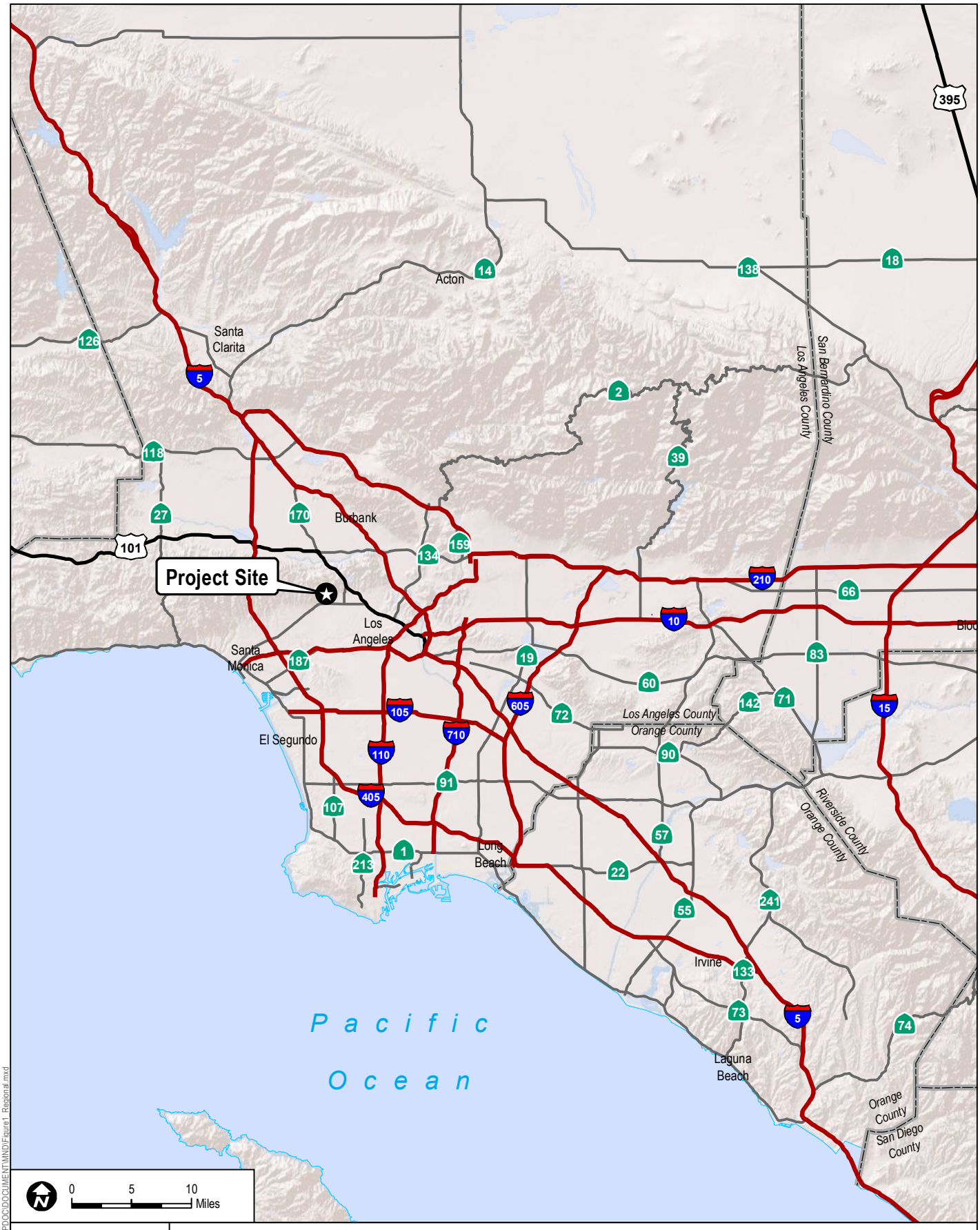
As previously mentioned, the three-day construction process would occur on three consecutive Sundays. On the first day of construction, the drill rig would drill an approximately 5-foot diameter hole to a depth of approximately 35 to 45 feet, and would remove approximately 100 cubic yards of soil. Soil would be hauled from the project site to the City's designated depository at an Athens facility. The pole would then be placed into the hole followed by the pouring of concrete into the hole to hold the pole in place. Approximately three concrete trucks, two cranes, and five delivery truck trips would be required on day one of construction.

On the second day of construction, a column would be placed into the ground and welded to the pole that was placed into the ground on day one of construction. In addition, the existing roof-mounted sign would be removed. Approximately two cranes and three truck trips are anticipated to occur on the second Sunday of construction.

On the third day of construction, the head of the sign would be assembled on the ground, then raised and bolted onto the pole. Approximately two cranes and three truck trips are anticipated on day three of construction.

For each day of construction, approximately 10 construction workers would be on-site and approximately 5 construction worker trips would occur. Temporary street lane and public sidewalk closures on Sunset Boulevard would be required during construction to maintain public safety. Specifically, the public sidewalk and two traffic lanes on the north side of Sunset Boulevard would be temporarily closed for eight hours during off-peak traffic hours for each of the three days of construction. These closures on Sunset Boulevard would occur on Sundays, and would require further approval by the City Manager in accordance with City Ordinance Section 9.08.060(d). Access to the adjacent properties would not be required to remove the existing roof-mounted sign and to install the new pole-mounted billboard.

The City Noise Ordinance states that construction and maintenance activities should occur Mondays through Fridays between the hours of 8:00 a.m. and 7:00 p.m. However, construction of the proposed project would occur on Sundays, which would require the approval of an extended hours construction permit.



DUDEK

8882

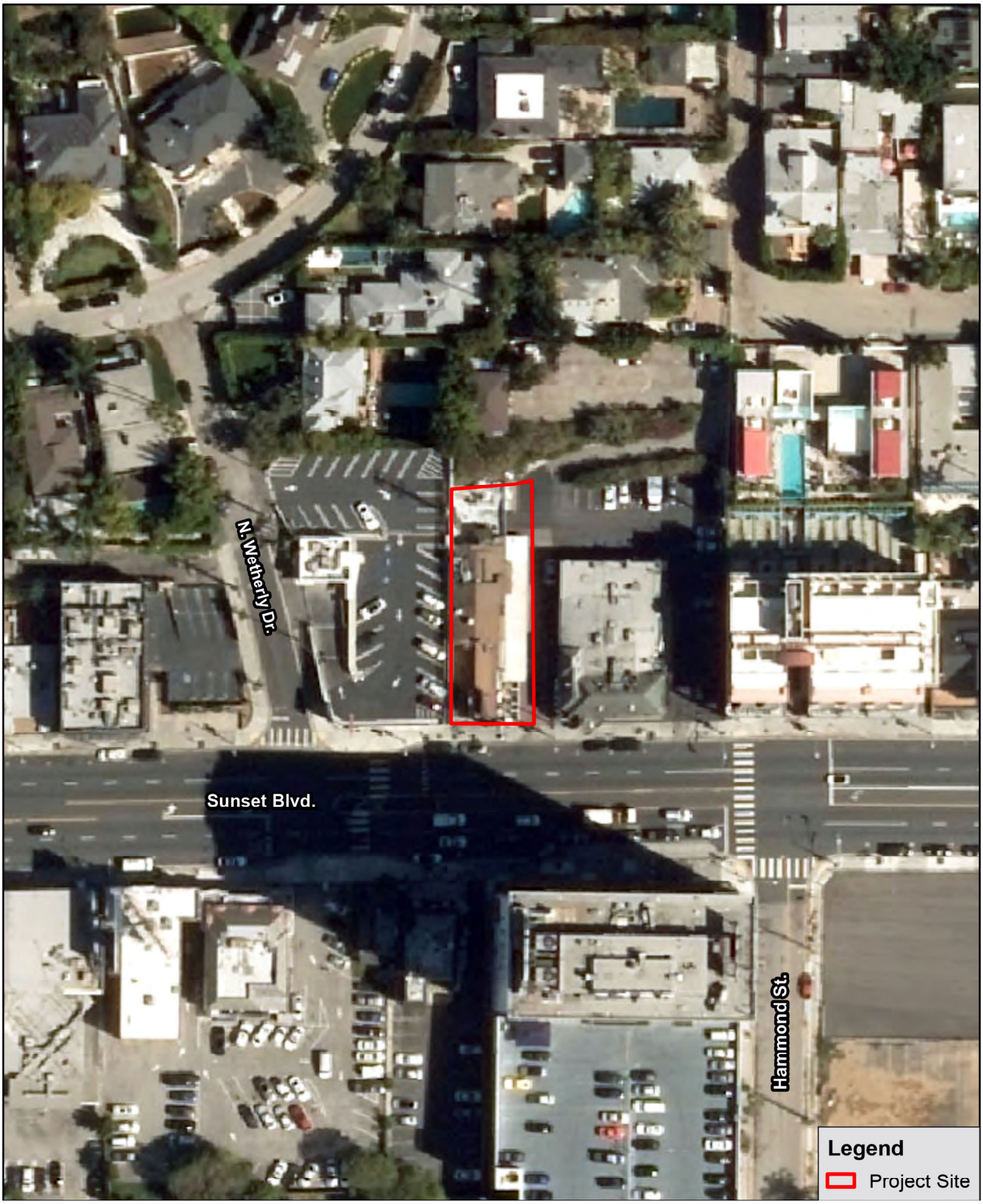
SOURCE: ESRI 2014

FIGURE 1
Regional Map

9015 Sunset Boulevard Billboard Project

Path: Z:\Projects\8882011\MAPDOC\DOCUMENT\MND\Figure1_Regional.mxd

INTENTIONALLY LEFT BLANK



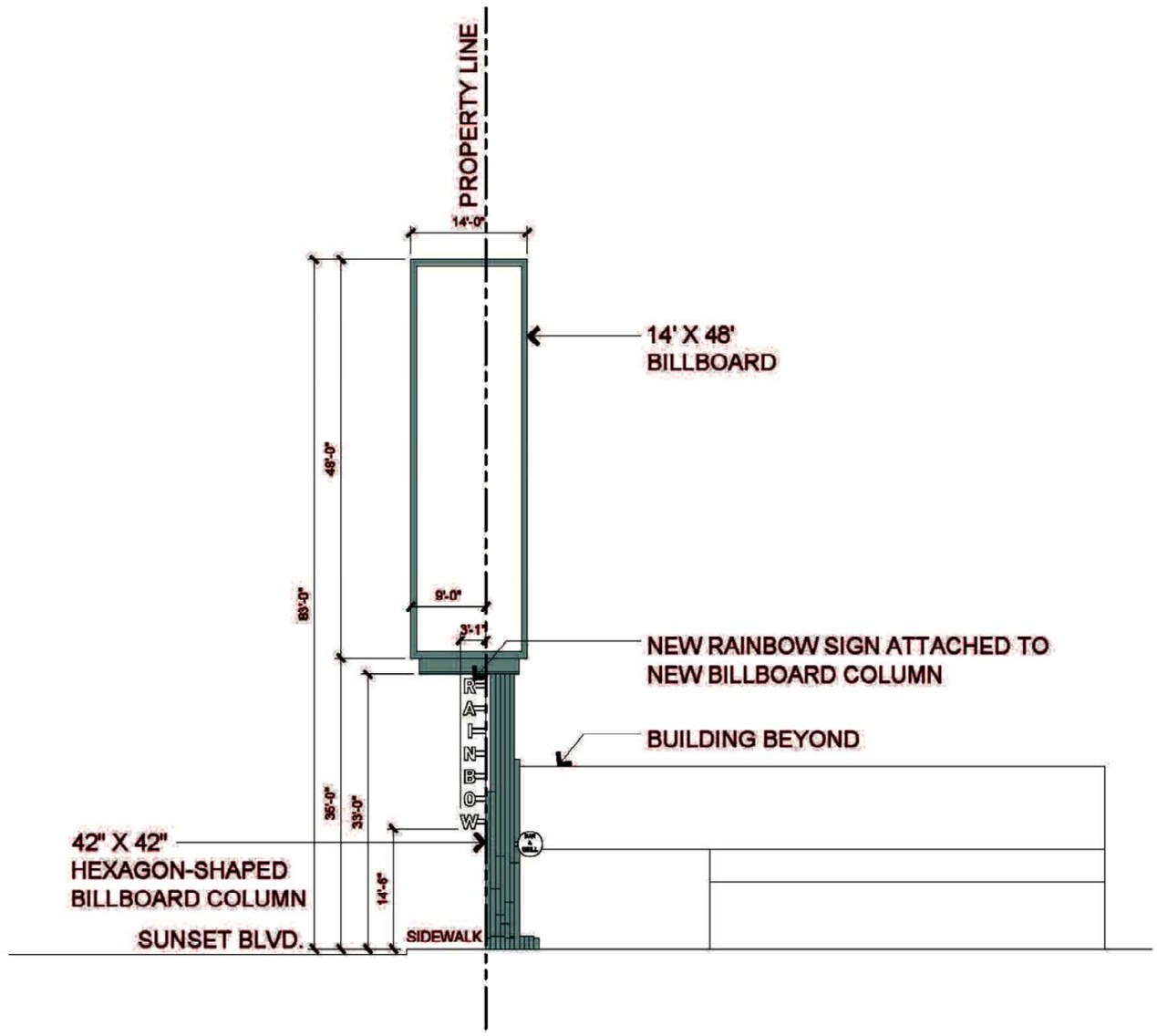
SOURCE: ESRI, 2004; Los Angeles County; LARIAC, 2014.

FIGURE 2
Project Location

DUDEK

9015 Sunset Boulevard Billboard Project

INTENTIONALLY LEFT BLANK



9015 SUNSET BLVD BILLBOARD

PROPOSED EAST ELEVATION

SCALE: 1/16" = 1'-0"

LORCAN O'HERLIHY ARCHITECTS 1537 S. La Cienega Blvd, Los Angeles, CA 90035 t 310.657.4363 f 310.657.4980 www.loharchitects.com

SOURCE: AECOM Technical Services, Inc., 09/2014.

FIGURE 3

Proposed Project Site Plan

DUDEK

9015 Sunset Boulevard Billboard Project

INTENTIONALLY LEFT BLANK

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

- Safety harnesses would be required for workers on the rooftop staging area during both construction and operation activities.
- Safety ropes would be used for rigging when installing and changing copy.
- Closure of the Sunset Boulevard public sidewalk and street lanes along the project site border would be required during a portion of the construction phase. Advanced signage and construction workers with signal flags would be used to facilitate pedestrian and vehicle movement and safety during construction.

1.8 Project Operation Scenario

Operation of the proposed project would begin immediately following the completion of the construction scenario described in Section 1.7 above. The daily operation of the proposed billboard sign would involve use of shielded light fixtures during nighttime hours. As previously described in Section 1.6, operation of the proposed project would require periodic replacement of the copy displayed on the billboard. The copy would be changed up to a maximum of 12 times per year, resulting in one truck trip per copy change, and would take approximately four hours to complete. No access to adjacent properties would be required to change the copy, and no activity other than the periodic copy changes would occur at the project site during operation.

1.9 Required Permits and Approvals

Various permits and approvals would be required in order to approve and implement the proposed project. These include, but may not be limited to, the following:

City of West Hollywood Building and Safety Division

- Building Permit

City of West Hollywood Department of Public Works

- Sidewalk Closure Permit
- Street Closure Permit (if applicable)
- Extended Hours Construction Permit

City of West Hollywood City Council

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

2 INITIAL STUDY CHECKLIST

The following discussion of potential environmental effects was completed in accordance with Section 15063(d)(3) of the CEQA Guidelines (2015) to determine if the proposed project may have a significant effect on the environment.

1. **Project Title:**

   9015 Sunset Boulevard Billboard Project

2. **Lead Agency:**

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

3. **Contact Person:**

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

4. **Project Location:**

   9015 Sunset Boulevard
   West Hollywood, California 90069

5. **General Plan Designation:**

   Sunset Specific Plan

6. **Zoning:**

   Sunset Specific Plan

7. **Description of Project:**

   The proposed project would remove an existing legally non-conforming, double-sided 16-foot by 9-foot roof-mounted sign from atop the Rainbow Bar and Grill, and would construct a lit double-sided, pole-mounted billboard at the southeastern portion of the project site, adjacent to the southern property line along Sunset Boulevard. The new

double-sided billboard would be mounted on a freestanding pole with a 42-inch diameter base. The new doubled-sided billboard would be mounted vertically, with dimensions measuring 48 feet by 14 feet and a total height of the pole-mounted sign structure measuring 83 feet tall. The new pole would exhibit a creative design that is consistent with the character of the Sunset Strip. The billboard would be lit in accordance with the City of West Hollywood lighting standards for billboards. The existing vertical freestanding on-site Rainbow Sign, measuring 4 feet by 22 feet, as well as a second, smaller on-site Bar and Grill sign, measuring 5 feet by 2 feet on the same pole, would be removed. A new sign for the Rainbow Bar and Grill, consisting of vertically oriented, individual "RAINBOW" lettering and a separate, circular "Bar and Grill" sign on the opposite side of the creative pole from the letters, would be mounted to the proposed creatively designed pole, just beneath the proposed billboard.

Operation of the proposed project would require periodic replacement of the copy displayed on the new double-sided billboard. The copy is an advertisement or image printed on a vinyl material that would be affixed to the billboard via a cable and grommet system. The application of the copy on the billboard would entail installation of staging and safety rigging on the top of the billboard structure and affixing the copy to the billboard. The existing copy would be removed and new copy would be installed. The copy that is removed would be recycled or returned to the advertiser. The billboard copy would change as often as once per month. Installation of a new copy would take approximately four hours. Replacement of the billboard copy would be completed by two to four construction workers in one truck. No heavy equipment would be used.

The process of applying copy to the billboard would be repeated each time the copy is changed, up to a maximum of 12 times per year. Additionally, changing the billboard copy would require procurement of appropriate change permits from the City and notification of the project site property owner at least 24 to 48 hours in advance of the copy change. The property would remain in operation during the installation of the billboard copy. The proposed project would require a Billboard Permit to remove the existing roof-mounted sign and construct a new pole-mounted billboard. Although the billboard exceeds the applicable development standards pertaining to height, new construction, and locational standards, the Sunset Specific Plan allows the approval of a Development Agreement to approve alternative development standards on a site-by-site basis subject to certain findings. Consequently, a Development Agreement is required for the proposed project and implementation of the project also requires the approval of a Zoning Map Amendment to place the site within a Development Agreement Overlay Zone.

Construction of the proposed project would start approximately two months after project approval and would last approximately three days. The three-day construction process would occur on three consecutive Sundays. The existing roof-mounted sign would be removed on day two of construction. Temporary street lane and public sidewalk closures on Sunset Boulevard would be required during construction.

8. **Surrounding Land Uses and Setting:**

The project site is located along Sunset Boulevard in a highly urbanized area within the City of West Hollywood. The project site is bound by Sunset Boulevard on the south; a two-story music venue, the Roxy Theatre, with associated surface parking lot on the east and northeast; a one-story Bank of America building with rooftop parking on the west; and an approximately 14-story-tall office building is located directly across the street to the south. The area surrounding the project site is primarily developed with commercial and 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 Environmental Impacts discussion in Section 3.

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

DETERMINATION

On the basis of this initial evaluation:

☐ I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.

☒ I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared.

☐ I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.

☐ I find that the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.

☐ I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier EIR or NEGATIVE DECLARATION pursuant to applicable standards and (b) have been avoided or mitigated pursuant to that earlier EIR or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.

Adrian Gallo
Signature

10/1/2015
Date

Adrian Gallo, Associate Planner
City of West Hollywood
Community Development Department

EVALUATION OF ENVIRONMENTAL IMPACTS

		Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
I.	**AESTHETICS.** Would the project:				
a.	Have a substantial adverse effect on a scenic vista?			X	
b.	Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?				X
c.	Substantially degrade the existing visual character or quality of the site and its surroundings?			X	
d.	Create a new source of substantial light or glare that would adversely affect day or nighttime views in the area?		X		
II.	**AGRICULTURE AND FORESTRY RESOURCES.** In determining whether impacts to agricultural resources are significant environmental effects, lead agencies may refer to the California Agricultural Land Evaluation and Site Assessment Model (1997) prepared by the California Department of Conservation as an optional model to use in assessing impacts on agriculture and farmland. In determining whether impacts to forest resources, including timberland, are significant environmental effects, lead agencies may refer to information compiled by the California Department of Forestry and Fire Protection regarding the state's inventory of forest land, including the Forest and Range Assessment Project and the Forest Legacy Assessment project; and forest carbon measurement methodology provided in Forest Protocols adopted by the California Air Resources Board. Would the project:				
a.	Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?				X
b.	Conflict with existing zoning for agricultural use, or a Williamson act contract?				X
c.	Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code section 12220(g)), timberland (as defined by Public Resources Code section 4526), or timberland zoned Timberland Production (as defined by Government Code section 51104(g))?				X
d.	Result in the loss of forest land or conversion of forest land to non-forest use?				X
e.	Involve other changes in the existing environment that, due to their location or nature, could result in conversion of Farmland, to non-agricultural use or conversion of forest land to non-forest use?				X
III.	**AIR QUALITY.** Where available, the significance criteria established by the applicable air quality management or air pollution control district may be relied upon to make the following determinations. Would the project:				
a.	Conflict with or obstruct implementation of the applicable air quality plan?			X	

		Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
b.	Violate any air quality standard or contribute substantially to an existing or projected air quality violation?			X	
c.	Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?			X	
d.	Expose sensitive receptors to substantial pollutant concentrations?			X	
e.	Create objectionable odors affecting a substantial number of people?			X	
IV.	**BIOLOGICAL RESOURCES.** Would the project:				
a.	Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?				X
b.	Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?				X
c.	Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?				X
d.	Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?				X
e.	Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?				X
f.	Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?				X

		Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
V.	**CULTURAL RESOURCES.** Would the project:				
a.	Cause a substantial adverse change in the significance of a historical resource as defined in CEQA Guidelines Section 15064.5?			**X**	
b.	Cause a substantial adverse change in the significance of an archaeological resource pursuant to CEQA Guidelines Section 15064.5?			**X**	
c.	Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?			**X**	
d.	Disturb any human remains, including those interred outside of formal cemeteries?			**X**	
VI.	**GEOLOGY AND SOILS.** Would the project:				
a.	Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:				
	i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.				**X**
	ii) Strong seismic ground shaking?				**X**
	iii) Seismic-related ground failure, including liquefaction?				**X**
	iv) Landslides?				**X**
b.	Result in substantial soil erosion, loss of topsoil, or changes in topography or unstable soil conditions from excavation, grading, or fill?				**X**
c.	Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on-or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?				**X**
d.	Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?				**X**
e.	Have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater?				**X**

		Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
VII.	**GREENHOUSE GAS EMISSIONS:** Would the project:				
a.	Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impacts on the environment?			X	
b.	Conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases?				X
VIII.	**HAZARDS AND HAZARDOUS MATERIALS:** Would the project:				
a.	Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?			X	
b.	Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?			X	
c.	Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?			X	
d.	Be located on a site that is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?				X
e.	For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?				X
f.	For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?				X
g.	Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?			X	
h.	Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?				X
IX.	**HYDROLOGY AND WATER QUALITY.** Would the project:				
a.	Violate any water quality standards or waste discharge requirements?				X

		Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
b.	Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?				X
c.	Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of stream or river, in a manner that would result in substantial erosion or siltation on- or off-site?				X
d.	Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner that would result in flooding on- or off-site?				X
e.	Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?				X
f.	Otherwise substantially degrade water quality?				X
g.	Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?				X
h.	Place within a 100-year flood hazard area structures that would impede or redirect flood flows?				X
i.	Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?				X
j.	Inundation by seiche, tsunami, or mudflow?				X
X.	**LAND USE AND PLANNING. Would the project:**				
a.	Physically divide an established community?				X
b.	Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?			X	
c.	Conflict with any applicable habitat conservation plan or natural community conservation plan?				X

		Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
XI.	**MINERAL RESOURCES. Would the project:**				
a.	Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?				**X**
b.	Result in the loss of availability of a locally important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?				**X**
XII.	**NOISE. Would the project result in:**				
a.	Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?			**X**	
b.	Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?			**X**	
c.	A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?				**X**
d.	A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?			**X**	
e.	For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?				**X**
f.	For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?				**X**
XIII.	**POPULATION AND HOUSING. Would the project:**				
a.	Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?				**X**
b.	Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?				**X**
c.	Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?				**X**

		Potentially Significant Impact	Less than Significant Impact After Mitigation Incorporated	Less Than Significant Impact	No Impact
XIV.	**PUBLIC SERVICES.**				
a.	Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:				
	i) Fire protection?				**X**
	ii) Police protection?				**X**
	iii) Schools?				**X**
	iv) Parks?				**X**
	v) Other public facilities?				**X**
XV.	**RECREATION.**				
a.	Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?				**X**
b.	Does the project include recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment?				**X**
XVI.	**TRANSPORTATION/TRAFFIC.** Would the project:				
a.	Conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?			**X**	
b.	Conflict with an applicable congestion management program, including, but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?			**X**	
c.	Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?				**X**

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

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

3 ENVIRONMENTAL IMPACT ASSESSMENT

Introduction

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

I. Aesthetics

Would the project:

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

Less Than Significant Impact. The proposed project would not have an adverse effect on scenic vistas. There are no officially designated scenic vistas in the City.[3] However, views of the Los Angeles Basin and Hollywood Hills are generally available from Sunset Boulevard. The proposed project involves the removal of an existing roof-mounted double-sided lit sign, and the installation of a new pole-mounted double-sided lit billboard measuring 83 feet tall from the sidewalk to the top of the billboard. The height of the new pole-mounted billboard would exceed the height of the existing roof-mounted sign, as well as any other structure within or directly adjacent to the project site. Due to the presence of the approximately 14-story-tall office building located directly across the street from the project site, on the south side of Sunset Boulevard, a majority of the views of the Los Angeles Basin from this segment of Sunset Boulevard are interrupted. In addition, views of the Los Angeles Basin from the perspective of the residential uses north of the project site, in the Hollywood Hills (City of Los Angeles) are also blocked or interrupted by the 14-story-tall office building. Currently, from this segment of Sunset Boulevard, views of the Hollywood Hills are heavily interrupted by overhead utility transmission lines and poles and the existing commercial development located on the north side of Sunset Boulevard, which ranges from one to five stories in height between Wetherly Drive and Hilldale Avenue, the nearest north-south oriented streets located west and east of the project site, respectively. Views are also interrupted by numerous billboards located along Sunset Boulevard. Even with the installation of the new pole-mounted billboard on the project site reaching 83 feet in height, the existing 14-story office building directly south of the project site would continue to dominate views in the project area. Views of the Hollywood Hills would not be affected due to the existing interruption of this view. Therefore, a less than significant impact on scenic vistas would occur.

[3] City of West Hollywood Community Development Department, Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I, June 2010. Website: http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_Vol_1.pdf, accessed August 8, 2014.

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

No Impact. Implementation of the proposed project would not damage scenic resources within a state scenic highway. There are no designated state scenic highways or eligible state scenic highways in the City.[4] Therefore, no impact on scenic resources would occur.

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

Less Than Significant Impact. The proposed project would not substantially degrade the existing visual character or quality of the project site or its surroundings. The proposed project also would not create a new source of substantial shade and shadow that would adversely affect daytime views in the area.

As discussed below, before and after visual simulations were prepared in order to assess the potential change in visual character resulting from the proposed project. In addition, a detailed shade and shadow analysis, including shadow diagrams, are provided below to assess the shadow impacts of the proposed project.

Visual Character – Construction

Construction of the proposed project would last approximately three days. The existing roof-mounted sign would be removed on the second day of construction. Temporary street lane and public sidewalk closures on Sunset Boulevard would be required during construction. Construction equipment would consist of two cranes, four delivery trucks, three concrete trucks, a drill rig, welding truck, skid steer, and 10 construction workers. One crane would be located on Sunset Boulevard and one crane would be located on the project site. During the short construction phase, the view of the project site would change temporarily from existing conditions. Construction areas would be busier than at present, with truck movements carrying materials on and off site, and work crews and construction equipment would be moving around the project site. Demolition and construction activities would be visible from nearby roadways and surrounding properties. This short-term condition would create a temporary visual distraction typically associated with construction activities. The construction would be temporary in

[4] City of West Hollywood Community Development Department, Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I, June 2010. Available online at http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_V ol_1.pdf, accessed August 8, 2014.

nature and would take only three days to complete. Employees of commercial uses, commercial use patrons, and passing motorists and pedestrians would primarily view the construction. In addition, the patrons of the Rainbow Bar and Grill and of the adjacent Roxy Theatre would have views of construction activities, as well as patrons of the adjacent Bank of America that park their vehicles within the open air rooftop parking area. However, these viewers are not considered to be highly sensitive to the visual appearance of the project site and vicinity, and would continue to work, patronize, and drive and walk through the project area (on the south side of Sunset Boulevard), despite the visual character of project construction activity. In addition, views of construction activity on the project site may be available from private residences located north of the project site in the Hollywood Hills. However, this analysis is focused on impacts from public vantage points or locations, and not on individual views. Views of the project site from the residential public streets and sidewalks located north of the project site are interrupted and/or blocked by existing development and vegetation. As such, uninterrupted views of project construction from public vantage points within the residential area would not likely be present.

Although the construction process would represent a change in the visual environment, the site would appear similar to other construction sites throughout the City of West Hollywood and in nearby urban areas. During construction, the project site would not stand out as a memorable or remarkable feature in the landscape. In addition, project construction would only occur for three days. Impacts to the visual character and quality of the site and the surroundings during construction would be temporary and less than significant.

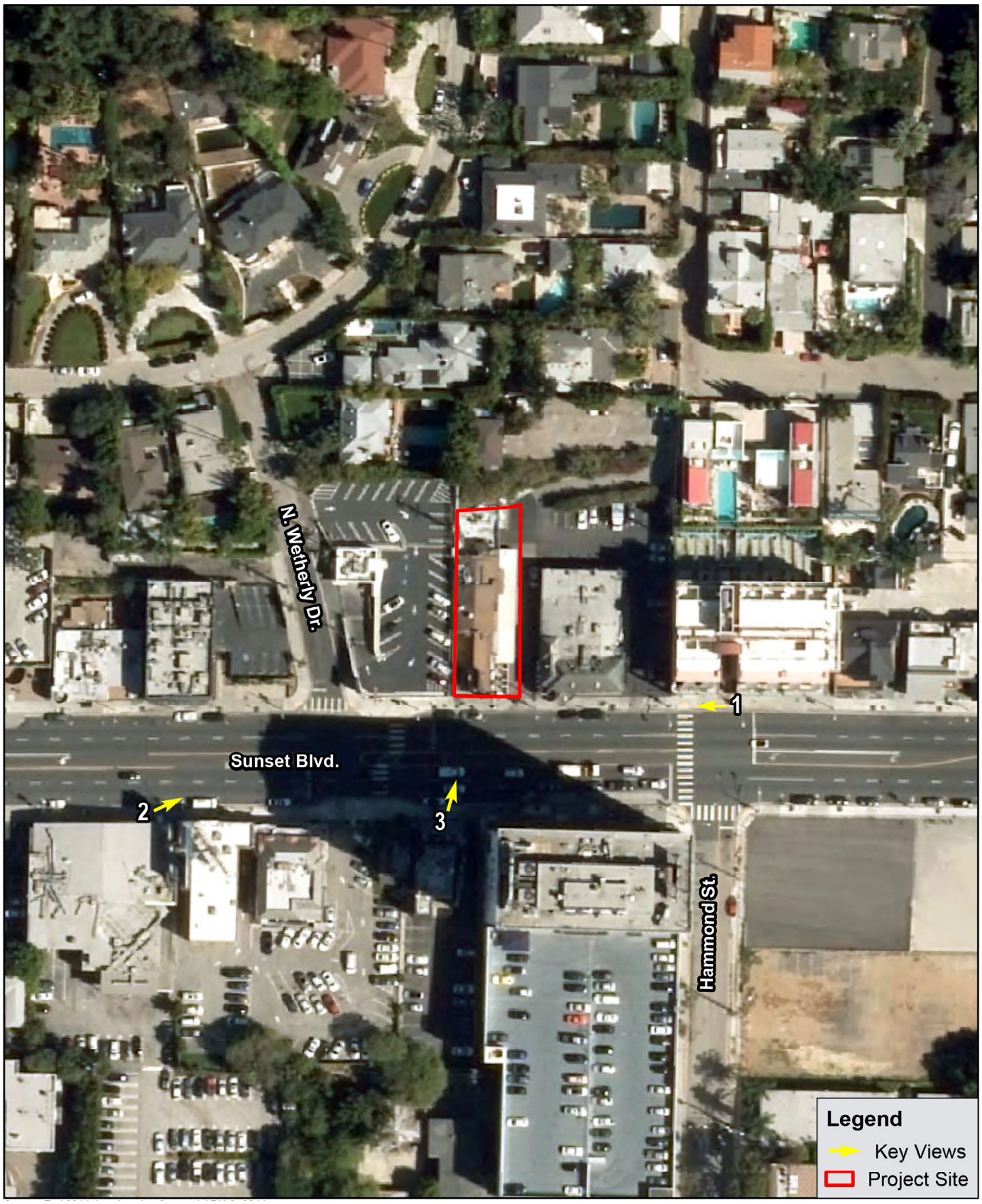
Visual Character – Operations

In order to assess the potential visual changes that would result from operation of the proposed project, three key views representing those experienced by project area viewers were selected for analysis. Simulations from these key views were completed to provide a comparison of the visual effect that would result under the proposed project. A guide to the location from which the key views can be seen is shown on Figure 4, while the key views and simulations are shown in Figures 5 through 7. The key views are existing views of the project site; simulations from the same locations show how the proposed project would change these views.

The proposed project would remove an existing legally non-conforming double-sided 16-foot by 9-foot roof-mounted sign from atop the Rainbow Bar and Grill, and would construct a lit double-sided, pole-mounted billboard at the southeastern portion of the project site, adjacent to the southern property line along Sunset Boulevard. The new

double-sided billboard would be mounted on a freestanding pole with a 42-inch diameter base. The new doubled-sided billboard would be mounted vertically, with dimensions measuring 48 feet by 14 feet and a total height of the pole-mounted sign structure measuring 83 feet tall. The new pole would exhibit a creative design that would be consistent with the character of the Sunset Strip, an area known for its wide array of large and colorful billboards, as well as other advertisements. The billboard would be lit in accordance with the City of West Hollywood lighting standards. The existing vertical freestanding on-site Rainbow Sign, measuring 4 feet by 22 feet, as well as the second, smaller on-site Bar and Grill sign, measuring 5 feet by 2 feet on the same pole, would be removed. A new sign for the Rainbow Bar and Grill, consisting of vertically oriented, individual "RAINBOW" lettering and a separate, circular "Bar and Grill" sign on the opposite side of the creative pole from the letters, would be mounted to the proposed creatively designed pole, just beneath the proposed billboard. As such, the existing visual character of the project site would be expected to change from existing conditions.

Key View 1 (Figure 5a and Figure 5b) shows a west-facing view of the project site along Sunset Boulevard. This view would typically be seen by motorists and pedestrians, but would also serve as a vantage point for shoppers and employees of the surrounding commercial complexes in the area. These viewers are not considered to be highly sensitive to the visual appearance of the site and vicinity, and would continue to work, patronize, and drive and walk through the project area, despite the visual character of the proposed project. As shown, the new 83-foot-tall pole-mounted double-sided billboard would represent a noticeably taller visual feature than those existing on the project site, or directly adjacent to the project site. Also shown in the view is the 14-story-tall office building located directly south of the project site, on the south side of Sunset Boulevard. This building dominates the view. The new billboard and pole would alter the visual character of the project site. However, the design of the proposed project would be consistent with other billboards and advertisement structures located along the Sunset Strip. Additionally, the Sunset Specific Plan acknowledges that billboards are a major urban design feature of Sunset Boulevard and that they are a significant part of the street's visual character, and billboards are encouraged along Sunset Boulevard. Further, although the new billboard and pole would be taller than adjacent structures, the 14-story office building located directly south of the project site, including the two large lit tall wall signs on the building's eastern and western façades, would continue to dominate views and the visual character of this segment of Sunset Boulevard. Accordingly, impacts as seen from Key View 1 would be less than significant.



SOURCE: ESRI, 2004; Los Angeles County; LARIAC, 2014.

FIGURE 4
Location of Key Views

DUDEK

9015 Sunset Boulevard Billboard Project

INTENTIONALLY LEFT BLANK

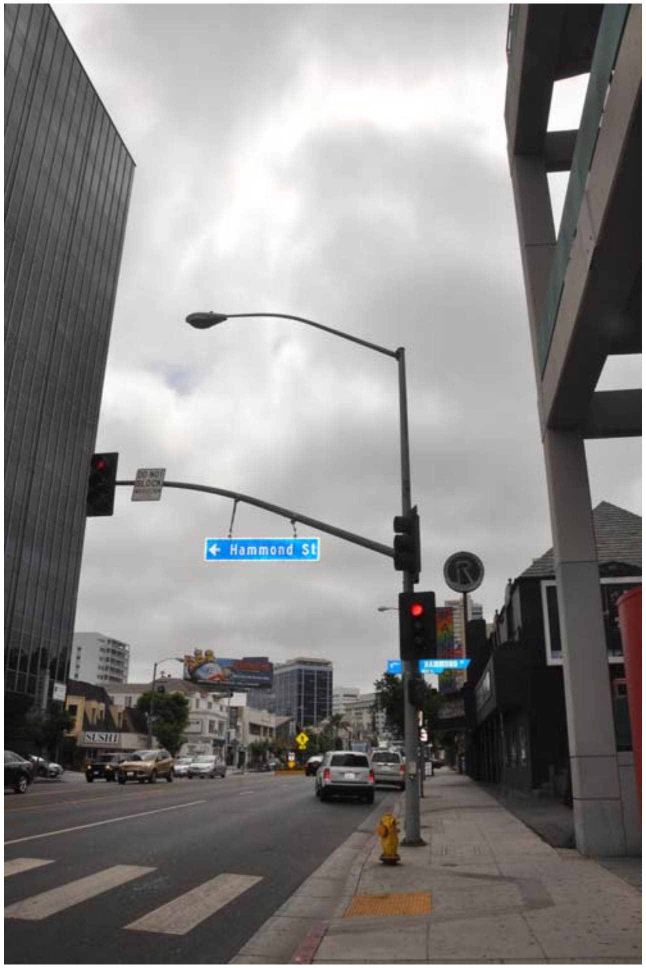


Figure 5a: Before View Looking West on Sunset,
toward Project Site

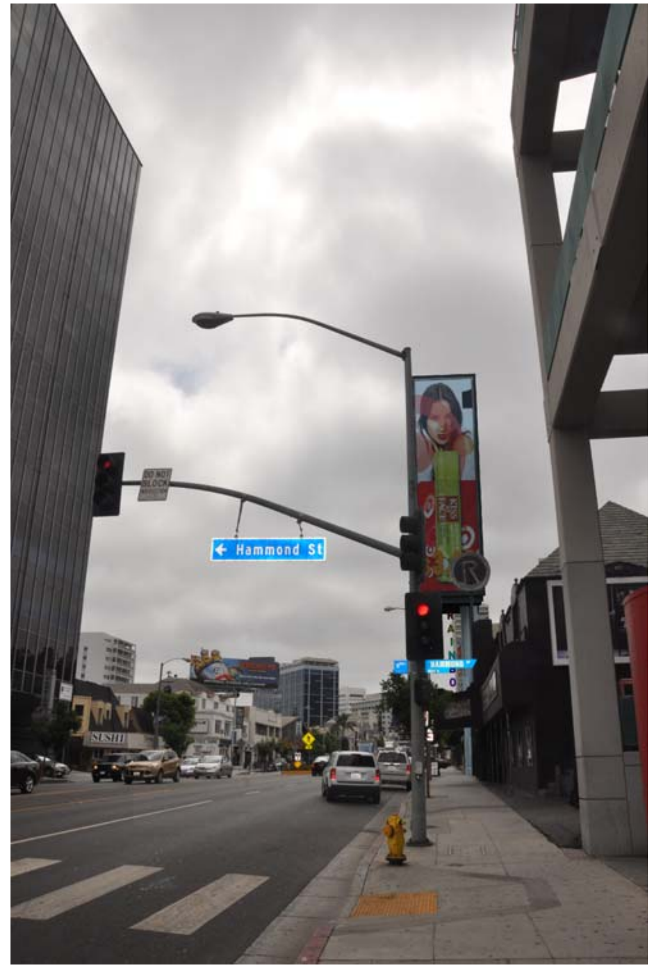


Figure 5b: Simulated View Looking West on Sunset,
toward Proposed Project

DUDEK

FIGURE 5

Key View 1

9015 Sunset Boulevard Billboard Project

INTENTIONALLY LEFT BLANK

Key View 2 (Figure 6a and Figure 6b) shows an east-facing view of the project site along Sunset Boulevard. This view would typically be seen by motorists and pedestrians, but would also serve as a vantage point for shoppers and employees of the surrounding commercial complexes in the area. These viewers are not considered to be highly sensitive to the visual appearance of the site and vicinity, and would continue to work, patronize, and drive and walk through the project area, despite the visual character of the proposed project. As shown, the new 83-foot-tall pole-mounted double-sided billboard would represent a noticeably taller visual feature than those currently existing on the project site, or directly adjacent to the project site. The new billboard would be taller in stature then the existing Rainbow Bar and Grill, as well as the existing roof-mounted double-sided sign that would be removed as part of the proposed project. The new billboard and pole would alter the existing visual character of the project site. However, the design would be consistent with other billboards and advertisement structures located along the Sunset Strip, an area known for its wide array of large and colorful billboards, as well as other advertisements. Additionally, the Sunset Specific Plan acknowledges that billboards are a major urban design feature of Sunset Boulevard and that they are a significant part of the street's visual character, and billboards are encouraged along Sunset Boulevard.[5] Further, although the new billboard and pole would be taller than adjacent structures, the 14-story office building located directly south of the project site, including the two large lit tall wall signs on the buildings eastern and western façades would continue to dominate views and the visual character of this segment of Sunset Boulevard. Accordingly, impacts as seen from Key View 2 would be less than significant.

Key View 3 (Figure 7a and Figure 7b) shows a north-facing view of the project site along Sunset Boulevard. It includes a view of the Hollywood Hills to the north of the project site. This view would typically be seen by motorists and pedestrians, but would also serve as a vantage point for shoppers and employees of the surrounding commercial complexes in the area. These viewers are not considered to be highly sensitive to the visual appearance of the site and vicinity, and would continue to work, patronize, and drive and walk through the project area, despite the visual character of the proposed project. As shown, the new 83-foot-tall pole-mounted double-sided billboard would represent a noticeably taller visual feature than those existing on the project site, or directly adjacent to the project site. The new billboard and pole would alter the visual character of the project site. However, the design would be consistent with other billboards and advertisement structures located along the Sunset Strip, an area known for its wide array of large and colorful billboards, as well as other advertisements. Additionally, the Sunset Specific Plan acknowledges that billboards are a major urban design feature of Sunset

[5] City of West Hollywood Community Development Department, Sunset Specific Plan, adopted July 1996.

Boulevard and that they are a significant part of the street's visual character, and billboards are encouraged along Sunset Boulevard. Further, although the new billboard and pole would be taller than adjacent structures, as shown on Figure 8a and Figure 8b, the 14-story office building located directly south of the project site, including the two large lit tall wall signs on the buildings eastern and western façades, would continue to dominate views and the visual character of this segment of Sunset Boulevard. Accordingly, impacts as seen from Key View 3 would be less than significant.

As previously mentioned, views of the proposed project may be available from private residences located north of the project site in the Hollywood Hills neighborhood within the City of Los Angeles. However, this analysis is focused on impacts from public vantage points or locations, and not on individual views. Views of the project site from the residential public streets and sidewalks located north of the project site are currently interrupted and/or blocked by existing development, extensive signage and billboards, and vegetation. As discussed above, the project area along the Sunset Strip is currently replete with large and colorful billboards, multi-story development, and overhead utility transmission lines and light poles. As such, uninterrupted views of the proposed project from public vantage points within the residential area would not likely be present. Overall, the impact to visual character and quality would be less than significant.

Shade and Shadow

A shade and shadow analysis was prepared for the proposed project to determine its potential impact on adjacent uses. Shading refers to the effect of shadows cast upon adjacent areas by proposed structures. Shadow effects are dependent on several factors including the local topography, the height of the structure, sensitivity of adjacent land uses, season of the year, and duration of the shadow. The effects of shading can have both positive and negative effects on the surrounding environment depending upon site-specific circumstances. Benefits can include structures providing a cooling effect during warm weather. Negative impacts of shading can be the loss of natural light causing substantial degradation of the existing visual character. Shadows cast by the proposed project and the existing land uses adjacent to the project site were simulated using three-dimensional computer modeling software. For the purpose of the shadow analysis, shadows cast by the proposed project and the surrounding existing buildings were simulated to represent the four seasons of the year, including the summer solstice (August 21), the winter solstice (December 21), the spring equinox (March 21), and the autumn equinox (September 21) at 9:00 a.m., 12:00 p.m., and 3:00 p.m.

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

Figure 6b: Simulated View Looking East on Sunset,
toward Proposed Project

DUDEK

FIGURE 6
Key View 2

9015 Sunset Boulevard Billboard Project

INTENTIONALLY LEFT BLANK

Figure 7a: Before View Looking North from Sunset, toward Project Site

Figure 7b: Simulated View Looking North from Sunset, toward Proposed Project

INTENTIONALLY LEFT BLANK

DUDEK

SOURCE: AECOM, 09/2014.

FIGURE 8A

View of 14-Story Building, Looking East

9015 Sunset Boulevard Billboard Project

INTENTIONALLY LEFT BLANK

SOURCE: AECOM, 09/2014.

FIGURE 8B

View of 14-Story Building, Looking West

DUDEK

9015 Sunset Boulevard Billboard Project

INTENTIONALLY LEFT BLANK

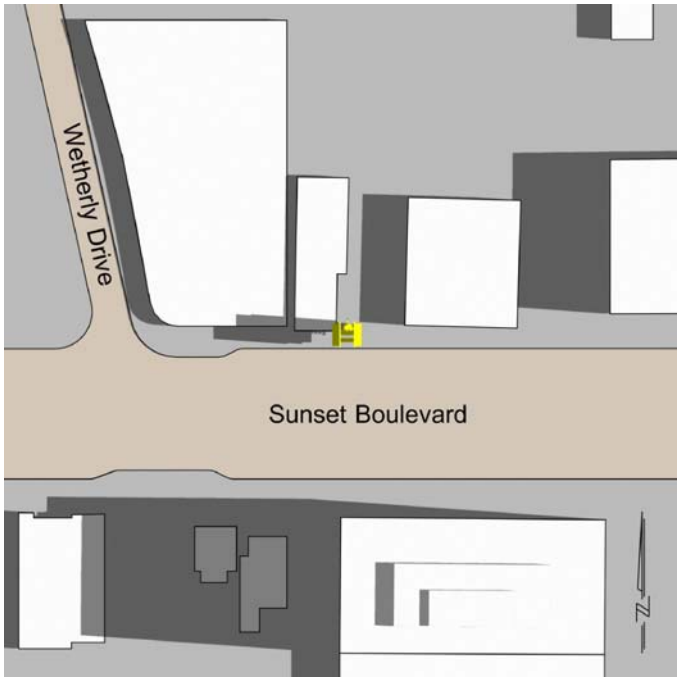
Generally, shadow lengths are the longest during the winter season when the period of daylight is short and the sun appears lowest in the sky. In particular, the shortest day of the year occurs on the winter solstice, which falls on or around December 21. Conversely, shadow lengths are the shortest during the summer when the period of daylight extends more than 12 hours. The longest day of the year occurs on the summer solstice, which falls on or around June 21. The direction of the shadows that are cast move with the sun throughout the day, resulting in different variations in the length of shadow projections at different times of the day and seasons of the year. Shadows are projected in a westerly direction during the morning hours when the sun rises from the east and move in a northerly direction during the late morning and early afternoon hours. Finally, shadows are cast in an easterly direction during the late afternoon to early evening hours when the sun sets in the west. The City of West Hollywood does not define a specific threshold for significant shade / shadow impacts; therefore, 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. Figures 9 through 12 present shadow projections from the proposed project during the winter, summer, spring, and fall.

As shown in Figure 9, few shadows would be cast by the proposed project on adjacent properties on June 21 (summer solstice) when shadows are the shortest. The shading of adjacent structures would occur during the morning and late afternoon hours. At 9:00 a.m., a small portion of the Bank of America building (located directly west of the proposed project) including the southeastern corner of the rooftop parking area, would experience shading from the new pole-mounted billboard. This shading would last for less than two hours. This parking is provided for the convenience of the bank customers and is not provided for any residential, outdoor recreational, or leisure purpose; therefore, it is not considered a shade-sensitive land use. At 3:00 p.m., the southwestern corner of the Roxy Theatre building located directly east of the proposed project would experience shading from the new billboard. This shading would likely last for more than two hours.

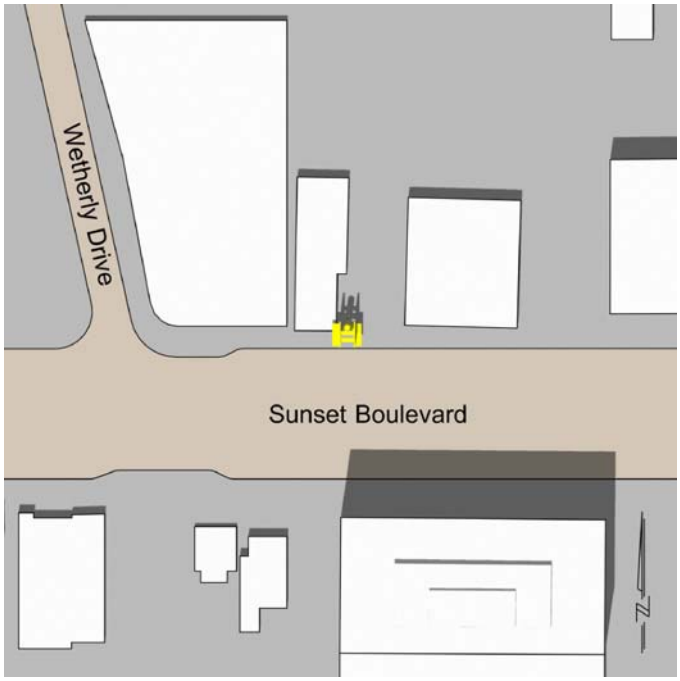
However, the shadow coverage would span less than a tenth of the building, and the theatre is not considered to be a shade-sensitive use. Additionally, visitors to the commercial uses near the project site would not be considered to have a high potential to be affected by shadow coverage because the property use occurs indoors, and therefore the amount of shading for this limited duration would not significantly impact these viewers. The impact would be less than significant.

Figure 10 shows the shadows that would result from the proposed project during the spring equinox, March 21. As during the summer, shadows occurring at 9:00 a.m. in the spring would shade a portion of the Bank of America building, including a portion of the rooftop parking area located directly west of the proposed project. This shading would last approximately two hours and would not affect any shade-sensitive land uses. At 12:00 p.m. a portion of the eastern side of the Rainbow Bar and Grill would be shaded by the new billboard. However, the Rainbow Bar and Grill is not considered a shade-sensitive use, and the coverage would approximately equate to less than a tenth of the building area. At 3:00 p.m., a portion of the Roxy Theatre building located directly east of the proposed project would experience shading from the new billboard. This shading would likely last for more than two hours. However, the shadow coverage would span only a portion of the middle of the theatre building, and the theatre is not considered to be a shade-sensitive use. Additionally, visitors to the commercial uses near the project site would not be considered to have a high potential to be affected by shadow coverage because the property use occurs indoors, and therefore the amount of shading for this limited duration would not significantly impact these viewers. Also, the existing shadow coverage resulting from the 14-story office building to the south would continue to cover the southern portion of the theatre building in the early afternoon hours. The impact would be less than significant.

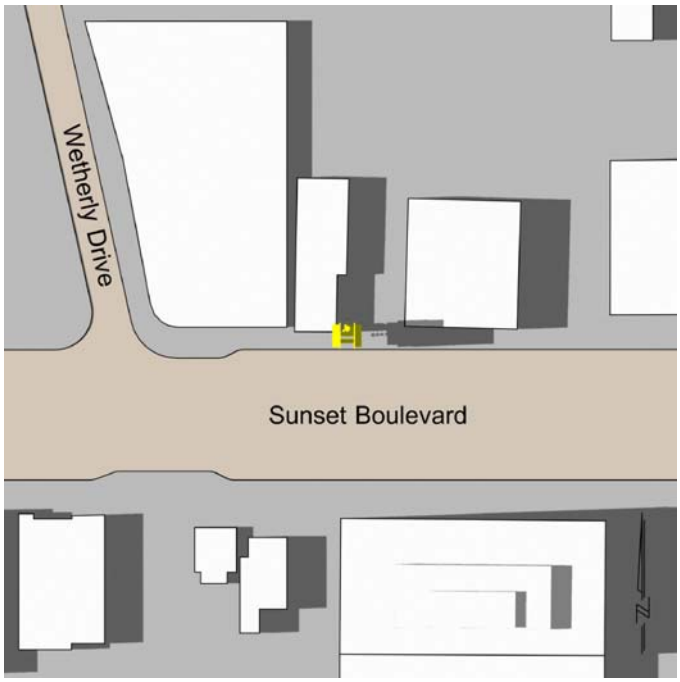
Figure 11 shows the shadows that would occur during the autumn equinox. As shown, the resulting shading effects are virtually identical to the shading effects that would occur during the spring equinox discussed above. As with impacts during the spring, impacts related to shade and shadow in the autumn would be less than significant.



9:00 a.m.



12:00 p.m.



3:00 p.m.

Proposed Project

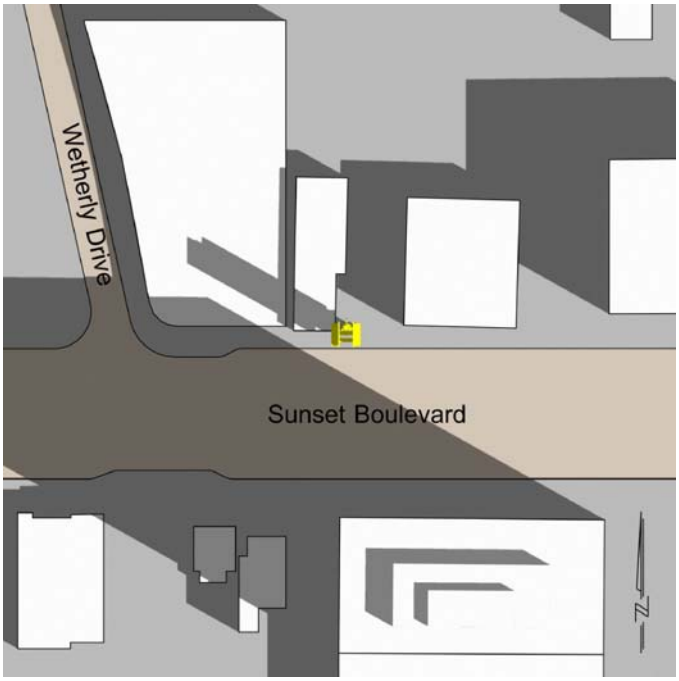
FIGURE 9

Summer Solstice Shadows (June 21)

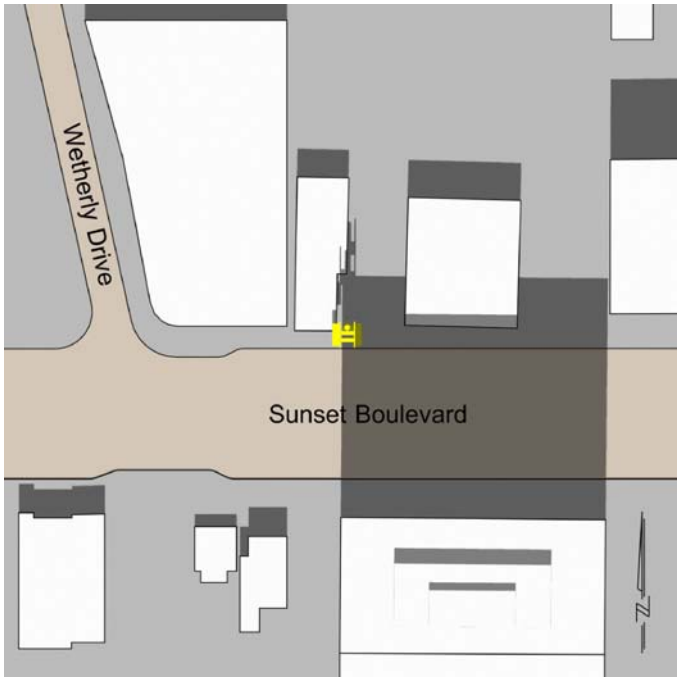
DUDEK

9015 Sunset Boulevard Billboard Project

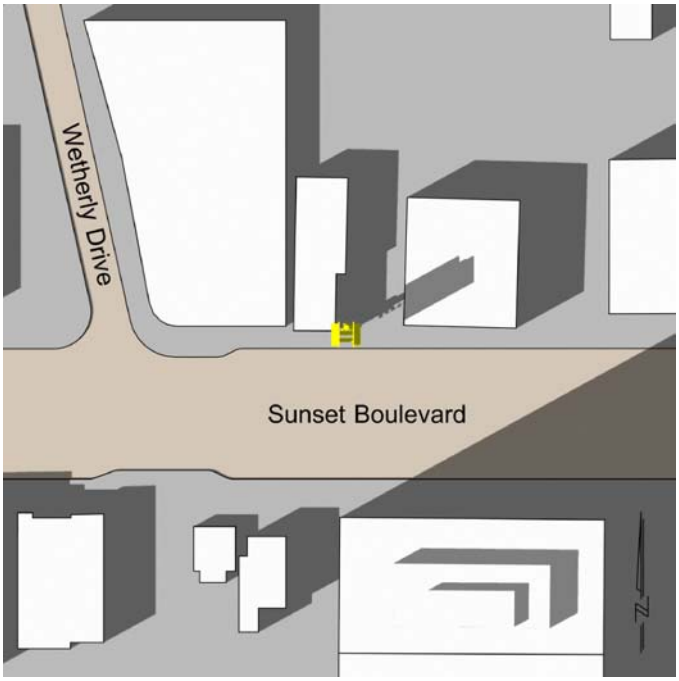
INTENTIONALLY LEFT BLANK



9:00 a.m.



12:00 p.m.



3:00 p.m.

Proposed Project

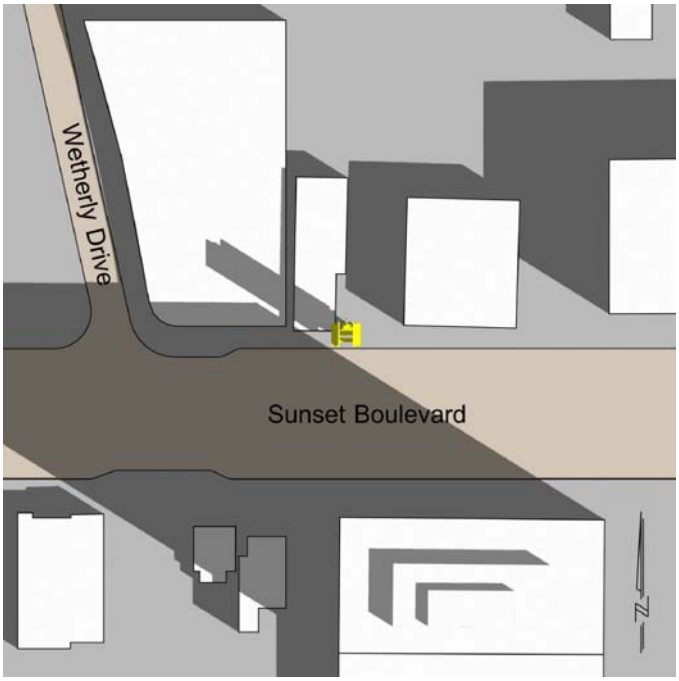
DUDEK

FIGURE 10

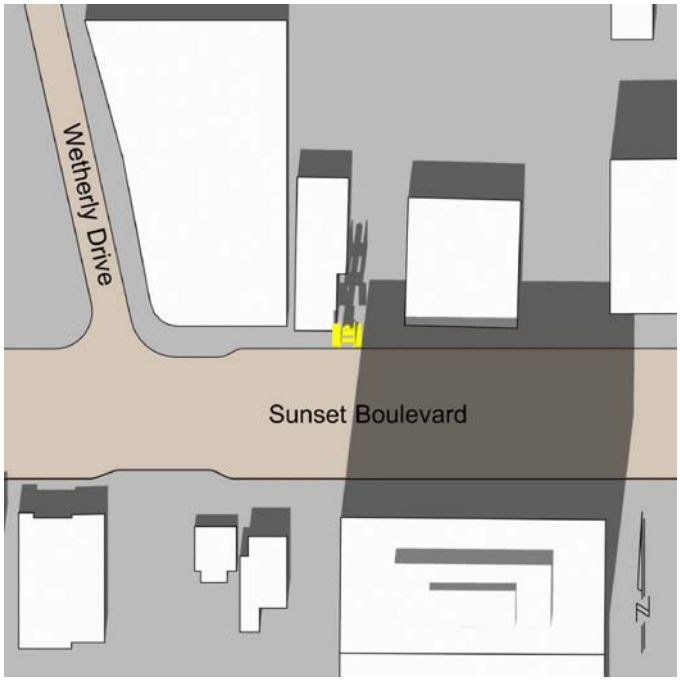
Spring Equinox Shadows (March 21)

9015 Sunset Boulevard Billboard Project

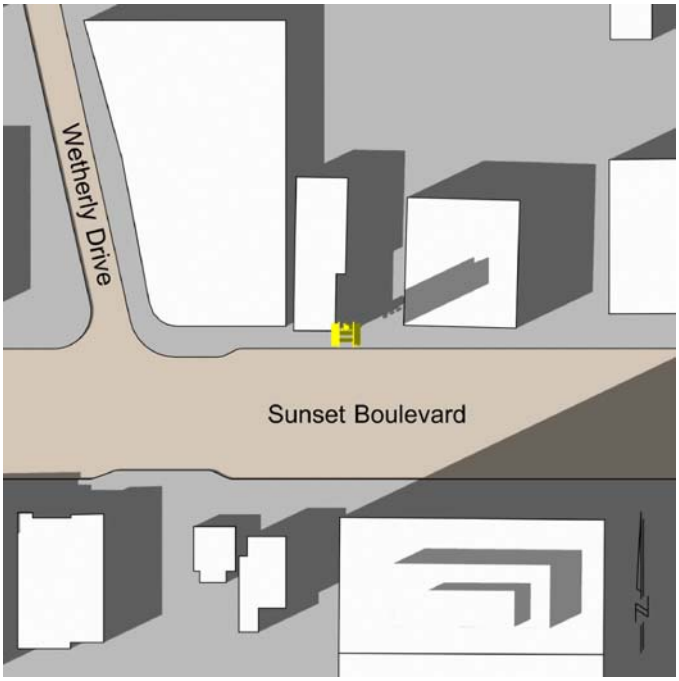
INTENTIONALLY LEFT BLANK



9:00 a.m.



12:00 p.m.



3:00 p.m.

Proposed Project

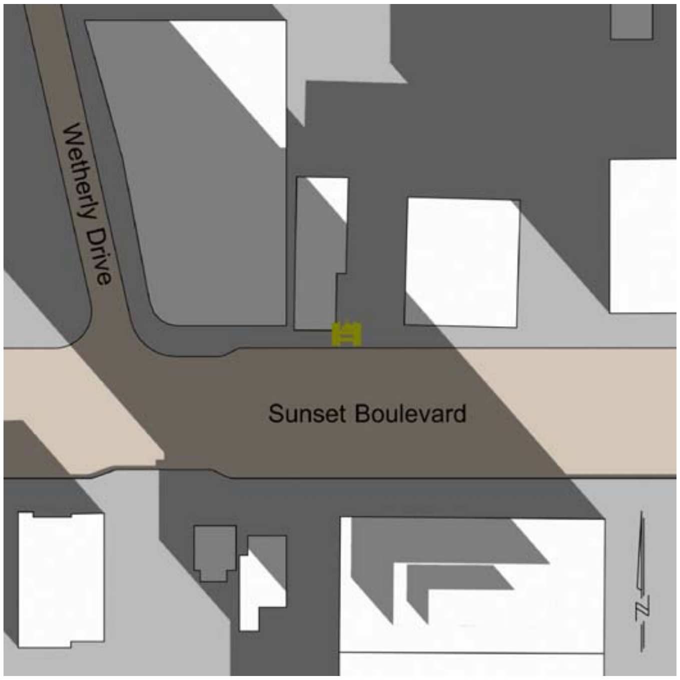
DUDEK

FIGURE 11

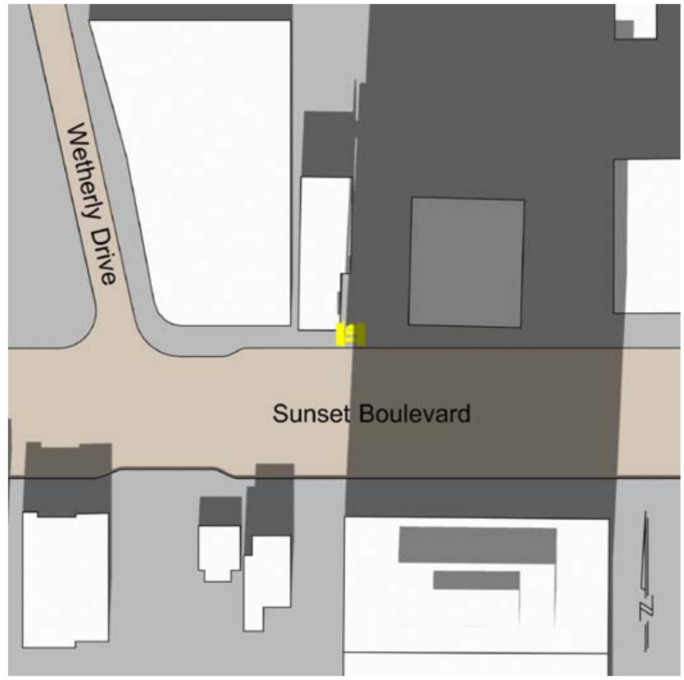
Autumn Equinox Shadows (September 21)

9015 Sunset Boulevard Billboard Project

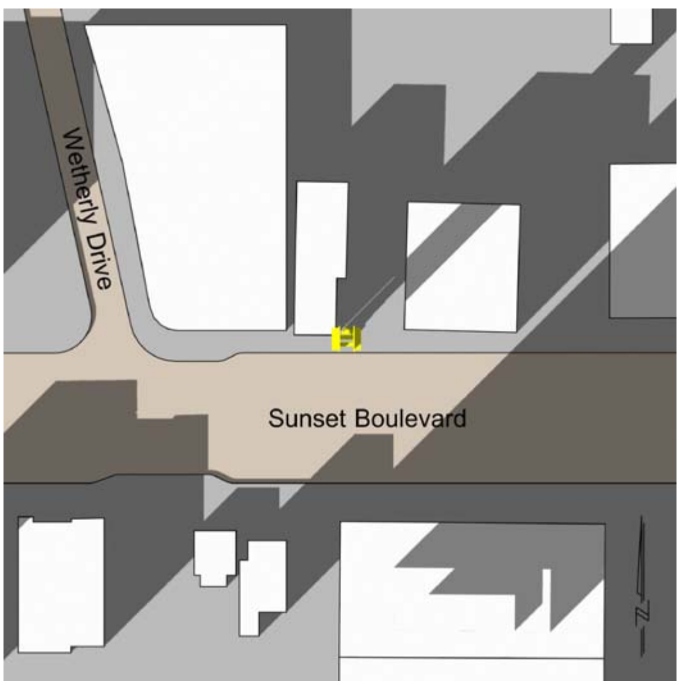
INTENTIONALLY LEFT BLANK



9:00 a.m.



12:00 p.m.



3:00 p.m.

Proposed Project

DUDEK

FIGURE 12

Winter Solstice Shadows (December 21)

9015 Sunset Boulevard Billboard Project

INTENTIONALLY LEFT BLANK

As shown in Figure 12, shadows cast in the project area on December 21 (winter solstice) would be longer and would consequently fall on additional buildings. At 9:00 a.m., the shadows cast from the new billboard onto the adjacent Bank of America building and associated rooftop parking area would not be noticeable as the larger shadow cast from the 14-story office building to the south would completely cover the proposed project. The shadow of the office building would also shade a majority of the Bank of America building and associated rooftop parking to the west of the proposed project. The extensive shadow from the office building would cover the proposed project and adjacent Bank of America building for approximately two hours. Therefore, shadows from the proposed project would not impact adjacent uses during the morning hours. At 12:00 p.m., shadows cast from the proposed project would extend north, covering a small portion of the eastern part of the Rainbow Bar and Grill. However, the Rainbow Bar and Grill is not a shade-sensitive use. Shadows cast after 3:00 pm between late October and early April are not evaluated, as they would occur outside of the daytime shadow evaluation criteria identified in the thresholds of significance.

Because of the proposed project, some structures adjacent to the project site would experience additional shadows, especially in the spring, autumn, and winter. However, because the proposed project includes a pole and billboard, and would not include a multi-story building with a greater mass, the shadows from the proposed project would not be expansive. In addition, none of the structures that would experience some coverage from proposed project shadows (i.e., the Bank of America building, the Roxy Theatre building, and the Rainbow Bar and Grill building) are a part of an area with high scenic quality, nor are there views from these structures that are of high scenic quality. Consequently, the proposed project would not create a new source of substantial shade and shadow that would adversely affect daytime views in the area. The impact would be less than significant.

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

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

Less Than Significant Impact with Mitigation Incorporated. The proposed project involves installation and operation of four high pressure sodium floodlights (light fixtures): two light fixtures on each side of the new double-sided billboard. Two new light fixtures would be installed at the bottom of each side of the billboard. All lights would be aimed at the billboard surface.

The City has established codes and design guidelines that regulate the design of outdoor lighting and signs. Sections of the Municipal Code pertaining to lighting and signs are listed below. Note that because the proposed billboard is considered an off-site sign and does not fall under the definition of a "Creative Sign," the below Municipal Code sections are not applicable to the proposed project. However, because the Municipal Code does not contain lighting and glare requirements that specifically apply to the proposed project, these regulations are used for the purposes of this analysis to determine whether the project would result in significant lighting and glare impacts.

- *Section 19.34.040: General Provisions for On-Site Signs*

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

     1. External light sources shall be directed and shielded to limit direct illumination of any object other than the sign;

     2. Sign lighting shall not be of an intensity or brightness that will create a nuisance for residential properties in a direct line of sight to the sign;

     6. Light sources shall utilize energy-efficient fixtures to the greatest extent possible.

- *Section 19.34.060: Creative Signs*

  E. Design Criteria. In approving an application for a creative sign, the review authority shall ensure that a proposed sign meets the following design criteria:

     4. Neighborhood Impacts. The sign shall be located and designed not to cause light and glare impacts on neighboring residential uses.

Light

Lighting is of most concern when it may potentially spill over or trespass from a project site onto properties or areas including residential buildings and the public sidewalk or right-of-way. Light intensity or illuminance is measured in units called footcandles. Typically, lighting industry standards recommend a minimum lighting level of 1.0 footcandle for highly trafficked pedestrian areas adjacent to major roadways, and an average lighting level of 2.0 footcandles. The City of West Hollywood does not define a specific threshold for light trespass; therefore, the City of Los Angeles light trespass

thresholds are used to determine significance for purposes of this analysis. Specifically, Section 14.4.4(E) of the City of Los Angeles Municipal Code states that "no sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than three foot candles above ambient lighting, as measured at the property line of the nearest residentially zoned property."

Several one- to two-story residential properties are located northwest to northeast of the project site, including 8974 Shoreham Drive, 8980 Shoreham Drive, 8984 Shoreham Drive, 1113 North Wetherly Drive, 1118 North Wetherly Drive, and 1130 North Wetherly Drive. These residential properties are located within the City of Los Angeles. Existing vegetation and trees interrupt or block existing views from these residential properties toward the project site. In addition, live-work units are located within the 5-story office building at 8981 Sunset Boulevard, located east of the project site. Views toward the project site may be available from the balconies on this building that front Sunset Boulevard. However, the 8981 Sunset Boulevard building does not have any windows along its western façade that would have views toward the project site.

Sunset Boulevard in West Hollywood is currently a bright and vibrant streetscape. A variety of retail and entertainment options foster pedestrian activity, and the street serves as a major thoroughfare for automobile traffic. These factors, combined with the existing billboards that are a prominent feature of the Sunset Boulevard environment, create relatively high existing illuminance levels. The section of Sunset Boulevard containing the project site is an especially vibrant area at night, with several large billboards, retail establishments, restaurants, cafes, and bars, as well as surrounding residential uses. Existing nighttime illuminance levels on the sidewalks in the project area range from 2.4 footcandles to 13.4 footcandles, with an average of 5.35 footcandles. Existing nighttime illuminance levels within the residential area north of the project site along Shoreham Drive and Wetherly Drive range from 0.0 footcandles to 1.3 footcandles.

Per the Lighting Analysis (Appendix A) calculations, lighting levels as a result of the proposed project at nearby residential property lines would be a maximum of 1.5 footcandles. This would be substantially lower than the 3.0 footcandle threshold for residential property lines. This standard was met for the proposed project lighting levels at all of the nearby residential property lines. Since the proposed project would not result in lighting levels beyond the threshold, the lighting impact would be less than significant. However, light trespass may exceed 3.0 footcandles at adjacent commercial properties, as shown in Appendix A. While this trespass is not considered a potentially significant impact because it would occur on commercial properties, mitigation measure VIS-1 is

provided to reduce light trespass on adjacent commercial uses. For the reasons described above, lighting impacts would be less than significant.

Glare

Glare is defined as visual discomfort resulting from high contrast in brightness levels. Substantial glare impacts can adversely affect day or nighttime views. The magnitude of the sensation of glare depends on such factors as the size, position, and luminance of sources, the number of sources, and the luminance to which the eyes are adapted. The Illuminating Engineering Society of North America (IESNA) Lighting Handbook (IESNA 2011) identifies contrast ratios above 30:1 as "High Contrast." Contrast ratios above 30:1 are classified as a significant glare impact for the purposes of this analysis.

As previously discussed, the section of Sunset Boulevard in which the project site is located is especially vibrant at night. As such, several of the existing light measurements taken of the existing conditions for the Lighting Analysis exceed the contrast values identified as a significant glare impact; however, the effect of existing contrast values is generally minimized by the overall visual density of the area. Each billboard or building façade may contain high contrasts in brightness but the average brightness of each of these areas is relatively consistent and, therefore, not a significant source of existing glare. However, large billboards that are elevated above the surrounding context and are surrounded by primarily dark sky have the potential to create significant sources of glare.

As previously discussed, the Municipal Code requires that creative signs shall be located and designed not to cause glare impacts on neighboring residential uses. This code requirement does not apply to the proposed project as the proposed project is a standard billboard, not a creative sign. However, because the Municipal Code does not contain lighting and glare requirements that specifically apply to the proposed project, this regulation is used for the purposes of this analysis to determine whether the project would result in significant glare impacts. As such, for the purposes of this CEQA analysis, significant glare impacts are considered to be a contrast ratio above 30:1, as viewed from residential uses. The Lighting Analysis concluded that the office building at 8981 Sunset Boulevard located east of the project site, which includes live-work units, would be affected by glare that exceeds the contrast ratio of 30:1. As such, the proposed project would result in a significant glare impact at nearby residential buildings. The highest glare impact would be from the surface of the billboard viewed in relationship to the dark sky above from surrounding residential properties. Implementation of mitigation measures VIS-1 would be required to reduce the glare impact to neighboring residences.

This mitigation measure would block the direct line-of-sight from the residential uses to the proposed light sources, thereby reducing the glare impact.

The proposed project also has the potential to produce glare at neighboring commercial uses. As explained above, such impacts are not considered significant. However, with implementation of mitigation measures VIS-1, the commercial properties north and south of Sunset Boulevard would not have direct views into the light sources, thus rendering glare impacts less than significant. As such, with implementation of mitigation, glare impacts would be less than significant.

Mitigation Measures

VIS-1 After installation of the lights and prior to final signatures on the building permit, light levels shall be field verified by a qualified lighting consultant. Following verification by the qualified lighting consultant, the four light fixtures installed at the bottom of the double-sided billboard shall be sufficiently shielded with visors so as to minimize light trespass onto adjacent properties and to minimize glare. Glare levels shall not exceed the 30:1 contrast ratio at residential uses at any time during the night.

II. Agriculture and Forestry Resources

Would the project:

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

No Impact. Neither the project site nor the surrounding area is designated as Prime Farmland, Unique Farmland, or Farmland of Statewide Importance on the "Important Farmland in California" map prepared by the California Resources Agency pursuant to the Farmland Mapping and Monitoring Program.[6] Therefore, the proposed project would not convert farmland to a non-agricultural use, and no impact to farmland would occur.

[6] California Department of Conservation, Division of Land Resource Protection, Farmland Mapping and Monitoring Program, Los Angeles County Important Farmland 2010 map. Website: ftp://ftp.consrv.ca.gov/pub/dlrp/FMMP/pdf/statewide/2010/fmmp2010_11_17.pdf, accessed July 31, 2014.

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

No Impact. The project site is located within the boundaries of the Sunset Specific Plan and is zoned and designated as SSP, and developed with a two-story commercial building. The area surrounding the project site is zoned for the Sunset Specific Plan and high-density residential uses, and is primarily developed with commercial and multi-family residential uses. The surrounding area north of the project site is located within the City of Los Angeles Hollywood Hills neighborhood and is zoned for low density residential use.[7] Neither the project site nor the surrounding area is zoned or developed for agricultural use. Furthermore, the only land in Los Angeles County currently under a Williamson Act contract is located on Santa Catalina Island, approximately 44 miles southwest of the project site.[8] Therefore, the proposed project would not conflict with existing zoning for agricultural use or a Williamson Act contract. No impact would occur.

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

No Impact. The project site is zoned SSP. No portion of the project site is zoned for or developed as forest land or timberland as defined in Public Resources Code Section 12220(g) and Government Code Section 4526, respectively.[9] Therefore, the proposed project would not conflict with existing zoning for or cause a rezoning of forest or timberland. No impact would occur.

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

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

---

7 City of Los Angeles, Zoning Information and Map Access System (ZIMAS). Website: http://zimas.lacity.org/, accessed August 4, 2014.

8 California Department of Conservation, Division of Land Resource Protection, Williamson Act Program. Los Angeles County Williamson Act FY 2012/2013 Map. Website: ftp://ftp.consrv.ca.gov/pub/dlrp/wa/LA_12_13_WA.pdf, accessed July 31, 2014.

9 City of West Hollywood Community Development Department, West Hollywood General Plan 2035, adopted September 6, 2011.

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

No Impact. The project site and adjacent properties are designated as "Urban and Built-Up Land;" no portion of the project site or surrounding area is identified as Prime Farmland, Unique Farmland, or Farmland of Statewide Importance.[10] Additionally, no forest lands exist on or adjacent to the project site. Therefore, the proposed project would not change the existing environment in a way that would result in the conversion of Farmland to non-agricultural use or forest land to non-forest use. No impact would occur.

III. Air Quality

Would the project:

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

Less Than Significant Impact. The 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), which includes reduction and control measures that are outlined to mitigate emissions based on existing and projected land use and development[11]. The AQMP is designed to meet applicable federal and state requirements for ozone (O_3) and particulate matter with an aerodynamic diameter equal to or less than 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.

Minimal short-term air quality emissions would be generated during construction activities with the use of construction equipment and vehicle trips to and from the project site. The construction period would last for approximately three days. Construction would involve a maximum of approximately 10 vehicle trips per day, 10 construction workers per day, and operation of construction equipment, including two cranes. Due to

[10] California Department of Conservation, Division of Land Resource Protection, Farmland Mapping and Monitoring Program, Los Angeles County Important Farmland 2010 map. Website: ftp://ftp.consrv.ca.gov/pub/dlrp/FMMP/pdf/statewide/2010/fmmp2010_11_17.pdf, accessed July 31, 2014.

[11] SCAQMD. 2013. *Final 2012 Air Quality Management Plan*. Revised February 2013.

the minor nature of these construction activities and the short duration of construction, construction activities would not result in inconsistencies with the growth in socioeconomic factors projected in the regional plans used to develop the AQMP. The employment for 10 construction workers would be met by the existing and future labor market in the City and in Los Angeles County, and the vehicle trips that would be required during construction would be negligible relative to regional vehicle trips and would result in minimal, temporary air quality emissions. As such, this work would not generate substantial air quality emissions and would not cause a change in socioeconomic conditions. Therefore, construction of the proposed project would not conflict with the implementation of the applicable air quality management plan.

Long-term operation of the proposed project would require periodic copy changes of the image on the billboard, which would result in a maximum increase of 12 vehicle trips per year over existing conditions. However, the existing double-sided roof-mounted sign currently requires copy changes. As such, it is likely that the amount of new trips per year would be less than 12. Furthermore, the addition of a maximum of 12 vehicle trips over the course of a year would be negligible relative to regional growth projections and would result in minimal and intermittent air quality emissions. As such, neither construction nor operation of the proposed project would conflict with the applicable air quality management plan. Therefore impacts would be less than significant.

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

Less Than Significant Impact. Minimal short-term air quality emissions would be generated during construction activities associated with implementation of the proposed project. This would include short-term generation of emissions associated with equipment exhaust; worker vehicles commuting to and from the job site; trucks delivering material and equipment to the work area; and trucks hauling soil from the project site. Due to the limited nature of construction activities in terms of types of equipment and number of hours of use, construction worker vehicle trips, and delivery/haul truck trips, as well as limited ground disturbance, short-term construction emissions would not violate any air quality standards or contribute substantially to an existing air quality violation. The short-term construction impact would be less than significant.

Long-term operation of the proposed project would require only periodic copy changes of the image on the billboard, resulting in a maximum increase of 12 vehicle trips per year over existing conditions. However, the existing double-sided roof-mounted sign currently

requires copy changes. As such, it is likely that the amount of new trips per year would be less than 12. 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 impact would be less than significant.

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

Less Than Significant Impact. The SCAB is a nonattainment area for O_3, NO_2, PM_{10}, 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 O_3,) can potentially contribute to poor air quality. As discussed in Section III(b) above, construction activities associated with the implementation of the proposed project would result in minimal short-term increases in air pollutant emissions. Due to the limited nature of these activities in terms of types of equipment and number of hours of use, construction worker vehicle trips, and delivery/haul truck trips, as well as limited ground disturbance, short-term construction emissions would not exceed the applicable thresholds. Therefore, construction activity would not individually or cumulatively exceed established regional air pollutant emissions thresholds. The short-term construction impact would be less than significant.

As discussed in Section III(b) above, the proposed project would require only periodic copy changes of the image on the billboard, resulting in a maximum increase of 12 vehicle trips per year. However, the existing double-sided roof-mounted sign currently requires copy changes. As such, it is likely that the amount of new trips per year would be less than 12. The operation of the proposed project would not generate a cumulatively considerable net increase in regional air pollutant emissions. The long-term operational impact would be less than significant.

d) 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, playgrounds, child care centers, athletic facilities, long-term health care facilities, rehabilitation centers, convalescent centers, and retirement homes. There are residential uses located to the south and north of the project site. As discussed previously, short-term air quality emissions would be generated during construction activities. Additionally, operation of the proposed project would result in a maximum increase of 12 vehicle trips per year. However, due to the limited nature of construction and operational 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 would be less than significant.

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

Less Than Significant Impact. Potential sources of odors during construction activities include equipment exhaust and the application of architectural coatings and other exterior finishes. However, due to the limited nature of construction activities in terms of types of equipment and number of hours of use, odors generated by equipment exhaust would be minimal. Furthermore, the proposed project would utilize typical construction techniques in compliance with applicable SCAQMD rules. Therefore, the odor impact during construction would be less than significant.

The project would not result in creation of a land use that is commonly associated with odors. Potential temporary sources that may emit odors during operational activities include vehicle exhaust and architectural coatings. The proposed project is anticipated to result in a maximum increase of 12 vehicle trips per year. However, the existing double-sided roof-mounted sign currently requires copy changes. As such, it is likely that the amount of new trips per year would be less than 12. Due to the limited number of annual new vehicle trips and the localization of such sources, impacts associated with odors during project operation would be less than significant.

IV. Biological Resources

Would the project:

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

No Impact. The project site is located in a completely developed and urbanized area in the City of West Hollywood. The proposed project does not include disturbance of

habitat and would not require removal or trimming of any trees or vegetation. Therefore, no impact to candidate, sensitive, or special status species would occur.

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

No Impact. No riparian or other sensitive habitats are known to occur on the project site or in the City.[12] No impact to sensitive natural communities would occur.

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

No Impact. The City of West Hollywood does not contain any federally protected wetlands.[13] Therefore, no impact to federally protected wetlands would occur.

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

No Impact. There is no native habitat on or near the project site and it does not function as a corridor for the movement of native or migratory wildlife.[14] Additionally, there are no native wildlife nursery or breeding sites located in the project area. Therefore, no impact to migratory wildlife corridors or native wildlife nursery or breeding sites would occur.

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

No Impact. The City's Municipal Code provides regulations governing the treatment of street trees and trees on public lands, as well as requirements under the City of West

[12] City of West Hollywood Community Development Department, Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I, June 2010. Website: http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_Vol_1.pdf, accessed August 4, 2014.

[13] United States Fish and Wildlife Service, National Wetlands Inventory, Wetlands Mapper, Search by Address. Website: http://www.fws.gov/wetlands/Data/Mapper.html, accessed August 4, 2014.

[14] City of West Hollywood Community Development Department, Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I, June 2010. Website: http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_Vol_1.pdf, accessed August 4, 2014.

Hollywood Heritage Tree Program. As previously discussed, the proposed project would not require the removal or trimming of any trees or vegetation. Therefore, the proposed project would not conflict with local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance. No impact would occur.

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

No Impact. There are no adopted Habitat Conservation Plans or Natural Community Conservation Plans that are applicable to the City.[15] Therefore, the proposed project would not conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan. No impact would occur.

V. Cultural Resources

Would the project:

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

Less Than Significant Impact. The existing structure on the project site is not a designated historical resource.[16] However, the Rainbow Bar and Grill was started by Elmer Valentine, Lou Adler, and Mario Maglieri, the legendary founders of The Whisky A-Go-Go and the Roxy Theatre (located directly to the east of project site) in 1972.[17] Collectively, the Whisky A-Go-Go, the Roxy Theatre, and the Rainbow Bar and Grill are iconic music-related venues that launched or amplified the careers of many bands, including The Doors, Mötley Crüe, Led Zeppelin, and Jimi Hendrix.[18,19]

---

15 Ibid.

16 City of West Hollywood Community Development Department, Figure 3.4-1, Designated Historical Resources in the City of West Hollywood, Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I, June 2010. Website: http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_Vol_1.pdf, accessed August 4, 2014.

17 Mclellan, Dennis, "Elmer Valentine, co-founder of Whisky a Go Go, dies at 85". Los Angeles Times. pp. B11. December 7, 2008. Website: http://www.latimes.com/local/obituaries/la-me-valentine7-2008dec07-story.html, accessed August 4, 2014.

18 Fisher, Harvey Sid, "Mario Maglieri: The Rainbow Bar & Grill and The Whisky A-Go-Go, legendary founder of the L.A. music scene," Hollywood Today. August 21, 2012. Website: http://www.hollywoodtoday.net/2012/08/21/mario-maglieri-the-rainbow-room-and-the-whisky-a-go-go-legendary-founders-of-the-l-a-music-scene/, accessed August 5, 2014.

The presence of these businesses has contributed to the Sunset Strip's prominent role in the music industry.[20]

In the event that the Rainbow Bar and Grill were to be designated as a historical resource in the future, the proposed project would not create a substantial adverse change in the significance of the building. The proposed project would remove the existing, legally non-conforming double-sided 16-foot by 9-foot roof-mounted sign located on top of the Rainbow Bar and Grill and would involve installation of a billboard sign on the southeast side of the Rainbow Bar and Grill property. A new sign for the Rainbow Bar and Grill, consisting of vertically oriented, individual "RAINBOW" lettering and a separate, circular "Bar and Grill" sign on the opposite side of the creative pole from the letters, would be mounted to the new pole structure. The proposed project would not materially impair the significance of a historical resource as defined in California Code of Regulations Section 15064.5(b)(1). Additionally, the proposed project would not demolish or materially alter in an adverse manner those physical characteristics of a historical resource that convey its historical significance as defined in California Code of Regulations Section 15064.5(b)(2). As such, the proposed roof-mounted sign removal and billboard installation at the project site would not cause an adverse change in the significance of a historical resource as defined in California Code of Regulations Section 15064.5. Impacts to historical resources would be less than significant.

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

Less Than Significant Impact. The proposed project would drill an approximately 5-foot diameter hole of approximately 35 to 45 feet in depth, and would remove approximately 100 cubic yards of soil for the new billboard pole. Although no archaeological resources are known to exist at the project site, the City is located within the Los Angeles Basin, part of the Los Angeles-Santa Ana prairies, and is considered a sensitive setting that was seasonally exploited by indigenous people prehistorically.[21]

---

19 Kennedy, Gerrick D., "Jane's Addiction to headline 2014 Sunset Strip Music Festival," Los Angeles Times, June 23, 2014.Website: http://www.latimes.com/entertainment/music/posts/la-et-ms-janes-addiction-empire-of-the-sun-to-headline-2014-sunset-strip-music-festival-20140618-story.html, accessed August 5, 2014.

20 Fisher, Harvey Sid, "Mario Maglieri: The Rainbow Bar & Grill and The Whisky A-Go-Go, legendary founder of the L.A. music scene," Hollywood Today. August 21, 2012. Website: http://www.hollywoodtoday.net/2012/08/21/mario-maglieri-the-rainbow-room-and-the-whisky-a-go-go-legendary-founders-of-the-l-a-music-scene/, accessed August 5, 2014.

21 City of West Hollywood Community Development Department, Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I, June 2010. Website:

Therefore, the project area has the potential to contain buried cultural resources including historic and prehistoric artifacts, features, and human remains.[22] Excavation activities related to the 5-foot diameter hole required during the construction of the proposed project could potentially uncover buried resources. In the unlikely event that archaeological resources are encountered during ground disturbing activities, the City would be required to contact a qualified archaeologist to evaluate and determine appropriate treatment for the resource in accordance with California Public Resource Code Section 21083.2(i). Construction work would temporarily be halted until the evaluation is complete. Therefore, compliance with these existing regulations would ensure that impacts to archaeological resources would be less than significant.

c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?

Less Than Significant Impact. As discussed in Section V(b), the proposed project would drill a 5-foot diameter hole approximately 35 to 45 feet deep, and would remove approximately 100 cubic yards of soil for the new billboard pole. Excavation activities required during the construction of the proposed project could potentially uncover buried paleontological resources. In the unlikely event that paleontological resources are encountered during ground disturbing activities, the City would be required to contact a qualified paleontologist to evaluate and determine appropriate treatment for the resource in accordance with California Public Resource Code Section 21083.2(i). Construction work would be temporarily halted until the evaluation is complete. Therefore, compliance with these existing regulations would ensure that impacts to paleontological resources would be less than significant.

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

Less Than Significant Impact. As discussed in Section V(b), the proposed project would drill a 5-foot diameter hole approximately 35 to 45 feet deep, and would remove approximately 100 cubic yards of soil for the new billboard pole. Although not expected, human remains could be encountered during construction. In the event that any human remains are or related resources are discovered, such resources would be treated in accordance with state and local regulations and guidelines for disclosure, recovery, relocation, and preservation, as appropriate, including CEQA Guidelines Section 15065.5(e). Construction work would be temporarily halted until the evaluation is

http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_Vol_1.pdf, accessed August 5, 2014.

[22] Ibid.

complete. Therefore, compliance with these existing regulations would ensure that impacts to human remains would be less than significant.

VI. GEOLOGY AND SOILS

Would the project:

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

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. The proposed project would not expose people or structures to new adverse effects associated with rupture of a known earthquake fault. The Hollywood Fault and the Santa Monica Faults are in the vicinity of the project site. However, the project site is not located within the City of West Hollywood Fault Protection Zones.[23] The proposed project would remove an existing legally non-conforming, roof-mounted sign and install a double-sided pole mounted billboard on the southeast side of the project site. The billboard would be mounted on a freestanding pole with a 42-inch base, which would replace the existing freestanding Rainbow Bar and Grill signs and pole. The proposed project would not change the existing building use. The installation of the new billboard would be implemented in accordance with applicable federal, state, and City laws and guidelines concerning seismic safety and, therefore, would not increase the risk of loss, injury, or death involving fault rupture at the project site. No impact would occur.

ii) Strong seismic ground shaking?

No Impact. The project site is located within the seismically active southern California region and, like all locations within the area, is subject to strong seismic ground shaking. However, as discussed in Section VI(a)(i) above, the proposed project would be implemented in accordance with applicable federal, state, and City laws and guidelines concerning seismic safety and, therefore, would not increase the

[23] City of West Hollywood Community Development Department, Figure 3.5-2, City of West Hollywood Fault Location and Precaution Zone Map, Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I, June 2010. Website: http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_Vol_1.pdf, accessed August 4, 2014.

risk of loss, injury, or death related to seismic activity at the project site. 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 pressures to increase in the sediment and the sand grains to lose contact with each other, leading the sediment to lose strength and behave like a liquid. The project site is not located within an area identified as being susceptible to liquefaction.24,25 Furthermore, the proposed project would be implemented in accordance with applicable federal, state, and City laws and guidelines concerning seismic safety. For these reasons, no impact from liquefaction or other seismic-related ground failure would occur.

iv) Landslides?

No Impact. According to the Seismic Hazard Zone Map containing the project site and prepared by the California Geological Survey, the project site is not located within an area identified as being susceptible to earthquake-induced landslides.[26,27] Additionally, implementation of the proposed project would not increase the risk of landslides. Therefore, no impact from landslides would occur.

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

No Impact. No grading that could expose soils would be required to implement the proposed project. The proposed project includes the drilling of a 5-foot diameter hole of approximately 35 to 45 feet in depth. Approximately 100 cubic yards of soil would be excavated from the hole and exported from the project site. Following excavation of the

[24] City of West Hollywood Community Development Department, Figure 3.5-3, Seismic Hazards Map, Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I, June 2010. Website: http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_Vol_1.pdf, accessed August 4, 2014.

[25] California Geological Survey, Seismic Hazards Zonation Program, Seismic Hazard Zone Map for the Beverly Hills Quadrangle, March 25, 1999. Website: http://gmw.consrv.ca.gov/shmp/download/pdf/ ozn_bevh.pdf, accessed August 4, 2014.

[26] Ibid.

[27] City of West Hollywood Community Development Department, Figure 3.5-3, Seismic Hazards Map, Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I, June 2010. Website: http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_Vol_1.pdf, accessed August 4, 2014.

soil, the pole for the proposed billboard would be placed in the hole and cement would be poured to hold the pole in place. No large areas of exposed soils subject to erosion would be created or affected. Therefore, no impact to erosion or loss of topsoil would occur during construction and operation of the proposed project.

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

No Impact. One of the major types of liquefaction-induced ground failure is lateral spreading of mildly sloping ground. Lateral spreading involves primarily side-to-side movement of earth materials due to ground shaking, and is evidenced by near-vertical cracks to predominantly horizontal movement of the soil mass involved. As discussed in Sections VI(a)(iii) and VI(a)(iv) above, the project site is not located in an area identified as being at risk for liquefaction or landslides. Additionally, implementation of the proposed project would not increase the risk of landslides. No impact would occur.

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 extraction of any groundwater, oil, or gas from the project site. Therefore, subsidence would not occur.

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. The project site and surrounding area are underlain by quaternary alluvium consisting of alternating beds of loose to moderately dense clay, silt, and fine- to medium-grained sand.[28] The proposed project would remove the existing legally non-conforming, roof-mounted sign and install a new billboard at the project site. Implementation of the proposed project would not increase the risk associated with collapsible soils. No impact would occur.

[28] California Department of Conservation, Seismic Hazard Zone Report for the Beverly Hills 7.5-Minute Quadrangle, Los Angeles County, California, 1998. Website: http://gmw.consrv.ca.gov/shmp/download/evalrpt/bevh_eval.pdf, accessed August 4, 2014.

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?

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 discussed in Section VI(c) above, the project site is underlain by quaternary alluvium consisting of loose to moderately dense clay, silt, and fine- to medium-grained sand. The proposed project would remove the existing legally non-conforming roof-mounted sign and install a new billboard at the project site. Therefore, implementation of the proposed project would not increase the risk associated with expansive soils. No impact would occur.

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

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

VII. Greenhouse Gas Emissions

Would the project:

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

Less Than Significant Impact. Greenhouse gas (GHG) emissions refer to a group of emissions that are generally believed to affect global climate conditions. GHGs, such as carbon dioxide (CO_2), methane (CH_4), and nitrous oxide (N_2O), keep the average surface temperatures of the Earth close to 60 degrees Fahrenheit. Of all the GHGs, CO_2 is the most abundant gas that contributes to climate change, including through fossil fuel combustion. The other GHGs are less abundant but have higher global warming potential than CO_2. To account for this higher potential, emissions of other GHGs are frequently expressed in the equivalent mass of CO_2, denoted as CO_2e.

GHG emissions would be generated during construction activities from equipment exhaust, haul and delivery truck trips, and worker commute trips. However, construction activities would be minimal, and thus GHG emissions would be substantially less than the 1,400 metric tons of CO_2e per year significance threshold proposed by the SCAQMD for commercial projects. The impact would be less than significant.

Operation of the proposed project would require only periodic copy changes, with the copy being changed a maximum of 12 times per year. This would result in a maximum increase of 12 truck trips per year over existing conditions. However, the existing double-sided roof-mounted sign currently requires copy changes. As such, it is likely that the amount of new trips per year would be less than 12. The operation of the proposed project would not generate a substantial increase in GHG emissions and would be substantially less than the 1,400 metric tons of CO_2e per year significance threshold proposed by the SCAQMD for commercial projects. Therefore, the impact would be less than significant during project operations.

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

No Impact. The City adopted the City of West Hollywood Climate Action Plan (CAP) on September 6, 2011 concurrent with the adoption of the City's General Plan. The City's CAP includes strategies and performance indicators to reduce GHG emissions from municipal and communitywide activities within the City[29]. The CAP's strategies address seven major GHG sources and recommend actions to achieve GHG reductions through: community leadership and engagement, land use and community design, transportation and mobility, energy use and efficiency, water use and efficiency, waste reduction and recycling, and green space. For each strategy, the CAP recommends measures and actions that translate the CAP's vision into on-the-ground action. Measures define the direction that the City will take to accomplish its GHG reduction goals, while actions define the specific steps that City staff and decision-makers will take over time. Overall, the goal of the CAP is to reduce West Hollywood's community-wide GHG emissions by 20% to 25% below 2008 emission levels by the year 2035.

The proposed project involves removal of the existing legally non-conforming roof-mounted sign and installation of a new billboard at the project site. These activities would not conflict with the goals, measures, and actions of the CAP. The measures for community leadership and engagement, 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 the proposed project. 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

[29] City of West Hollywood. 2011. *City of West Hollywood Climate Action Plan.* Adopted September 6, 2011: http://www.weho.org/city-hall/city-departments/community-development/general-plan-2035/west-hollywood-general-plan-2035-and-west-hollywood-climate-action-plan, accessed December 31, 2014.

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, the proposed project would not generate substantial sources of construction and operational emissions. The proposed project involves the removal of the existing legally non-conforming, roof-mounted sign, and installation of a new billboard on the project site. The proposed project would not conflict with any State or local climate change policy or regulation adopted for the purpose of reducing emissions of GHGs. No impact would occur.

VIII. Hazards and Hazardous Materials

Would the project:

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

Less Than Significant Impact. Relatively small amounts of commonly used hazardous substances, such as gasoline, diesel fuel, lubricating oil, grease, solvents, and architectural coatings would be used during construction of the proposed project. These materials would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. Consequently, use of these materials for their intended purpose would not pose a significant risk to the public or environment. Once construction is complete, fuels and other petroleum products would no longer remain on-site.

The operational copy changes may also involve small amount of commonly used hazardous substances, such as architectural coatings, adhesive material, and gasoline or diesel fuel. These materials would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. Consequently, use of these materials for their intended purpose would not pose a significant risk to the public or environment. Therefore impacts resulting from the proposed project would be less than significant.

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

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

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

Less Than Significant Impact. The West Hollywood Elementary School, located at 970 Hammond Street, is 0.16 mile from the project site. The Dohney School (pre-school), located at 968 North Doheny Drive, is also 0.16 mile from the project site. As discussed in Section VIII(a) above, construction and operation activities could involve relatively small amounts of commonly used hazardous substances, such as gasoline, diesel fuel, lubricating oil, grease, solvents, and architectural coatings. However, these substances would be transported and handled in accordance with all federal, state, and local laws regulating the management and use of hazardous materials. Consequently, use of these materials for their intended purpose would not pose a significant risk to nearby schools. Therefore impacts resulting from the proposed project would be less than significant.

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

No Impact. The project site is not included on any hazardous waste site lists including the California Department of Toxic Substances Control's EnviroStor database, the State Water Resources Control Board's GeoTracker site, the Cortese list, the Superfund Site

list, or other lists compiled pursuant to Section 65962.5 of the Government Code.[30,31,32,33,34] Therefore, no impact would occur.

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

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

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

No Impact. The proposed project is not located within the vicinity of a private airstrip.[35] Therefore, no impact would occur.

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

Less Than Significant Impact. As discussed in Section 1.7 above, construction of the proposed project would involve temporary lane closures, which could have an effect on designated disaster routes. Two traffic lanes on the north side of Sunset Boulevard would be closed each of the three days (all Sundays) of construction. However, full roadway closures are not anticipated and the temporary lane closure would only occur on a Sunday during non-peak hours. Following construction activities on each of the three days of construction, the lanes would be re-opened. Construction would require a maximum of approximately 10 vehicle trips per day of construction, and operation would involve a maximum of 12 vehicle trips per year, with approximately one trip occurring per month. These activities and the addition of a pole-mounted billboard to the project site would not impede or otherwise affect implementation of an emergency access plan, as no full

30 California Department of Toxic Substances Control, EnviroStor Database, Search by Map Location. Website: http://www.envirostor.dtsc.ca.gov/public/, accessed August 5, 2014.

31 California State Water Resources Control Board, GeoTracker Database, Search by Map Location. Website: http://geotracker.waterboards.ca.gov/, accessed August 5, 2014.

32 California Department of Toxic Substances Control, DTSC's Hazardous Waste and Substances Site List – Site Cleanup (Cortese List). Website: http://www.calepa.ca.gov/sitecleanup/corteselist/, accessed August 5, 2014.

33 United States Environmental Protection Agency, Pacific Southwest Region 9, Site List, Search by County. Website: http://yosemite.epa.gov/r9/sfund/r9sfdocw.nsf/WSOState!OpenView, accessed August 5, 2014.

34 United States Environmental Protection Agency, Final National Priorities (NPL) Sites – by State. Website: http://www.epa.gov/superfund/sites/query/queryhtm/nplfin.htm#CA, accessed August 5, 2014.

35 Airnav.com, Airports search. Website: http://www.airnav.com/airports/, accessed August 5, 2014.

roadway closures would be involved, no habitable structures would be added to the site, and the capacity of the existing building on the site would not be altered.

The City has an emergency plan (the West Hollywood Emergency Plan), which is an all-hazards preparedness, emergency evacuation, response, and recovery plan. It addresses hazards such as fires, earthquakes, floods, terrorism, transportation accidents, public health emergencies, and hazardous materials accidents.[36] The proposed project would not conflict with the implementation of this plan. In addition to the City's emergency plan, the Los Angeles County Department of Public Works maintains maps of the disaster routes in the County. On the map that depicts the City of West Hollywood, the disaster routes that are nearest to the project site are La Cienega Boulevard and Santa Monica Boulevard.[37] At its closest orientation to the project site, Crescent Heights Boulevard is a north-south roadway located approximately 0.7 mile east of the project site. At its closest orientation to the project site, Santa Monica Boulevard is an east-west roadway located approximately 0.45 mile south of the project site. Because no full roadway closures would be involved with the proposed project, the proposed project would not impede access to or from Crescent Heights Boulevard or Santa Monica Boulevard.

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

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

No Impact. The proposed project would not expose people or structures to a significant risk of loss, injury, or death involving wildland fires. The project site and surrounding area is completely developed as an urban environment. No wildlands exist within or adjacent to the project site. Therefore, no impact with respect to wildland fires would occur.

[36] City of West Hollywood. 2011. *City of West Hollywood General Plan 2035*: http://www.weho.org/city-hall/download-documents/-folder-155, accessed May 8, 2015.

[37] Los Angeles County Department of Public Works, Disaster Route Maps by City, City of West Hollywood Map. Website: http://dpw.lacounty.gov/dsg/disasterroutes/map/west%20hollywood.pdf, accessed August 5, 2014.

IX. Hydrology and Water Quality

Would the project:

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

No Impact. The proposed project would not violate a water quality standard or waste discharge requirement. The proposed project includes the drilling of a 5-foot diameter hole of approximately 35 to 45 feet in depth. Approximately 100 cubic yards of soil would be excavated from the hole and exported from the project site. Following excavation of the soil, the pole would be placed in the hole and cement would be poured to hold the pole in place. No large areas of exposed soils subject to erosion would be created or affected. Therefore, no grading that could expose soils would be required to implement the proposed project and there would be no potential for soil erosion or contamination. No impact would occur.

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

No Impact. No grading that could expose soils would be required to implement the proposed project. The proposed project includes the drilling of a 5-foot diameter hole of approximately 35 to 45 feet in depth. Approximately 100 cubic yards of soil would be excavated from the hole and exported from the project site. Following excavation of the soil, the pole would be placed in the hole and cement would be poured to hold the pole in place. Additionally, the proposed project would not involve any extraction of groundwater. Furthermore, throughout the construction and operation phases, the project site would remain covered primarily with impermeable surfaces, similar to existing conditions. The proposed project would neither decrease the amount of storm water entering the groundwater table through an increase in the amount of impermeable surfaces, nor deplete groundwater through extraction. Therefore, no impact to groundwater supply and recharge would occur.

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?

No Impact. The removal of the existing legally non-conforming, roof-mounted sign and installation of a new billboard on the project site would not alter the existing drainage pattern of the project site or surrounding area. These modifications would occur on a vertical surface over existing impermeable surfaces. Storm water flows would follow the same course as existing flows. Therefore, no erosion impact resulting from altered drainage patterns would occur.

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

No Impact. As discussed in Section IX(c) above, storm water flows would follow the same course as existing flows following implementation of the proposed project. 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) 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. The removal of the existing legally non-conforming, roof-mounted sign and installation of a new billboard on the project site would not generate an increase in the amount of runoff water coming from the project site, nor would it generate polluted runoff. Storm flows would generally be of the same volume as existing flows. Therefore, no impact to storm water drainage systems or polluted runoff would occur.

f) Otherwise substantially degrade water quality?

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

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

No Impact. A 100-year flood is a flood defined as having a 1% chance of occurring in any given year. The project site is located within areas designated as Other Areas Zone X on the Federal Emergency Management Agency flood insurance rate maps. The Other Areas Zone X designation indicates areas determined to be outside the 0.2% annual chance floodplain.[38] Therefore, the project site is not known to experience flooding and is not anticipated to flood in the future. Further, no housing is proposed to be constructed as part of the project. No impact would occur.

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

No Impact. As discussed in Section IX(g) above, the project site is not located within a 100-year flood hazard area. Additionally, the proposed project involves limited exterior modifications to impermeable surfaces and to an existing structure (i.e., the removal of an existing roof-mounted sign), and would not impede or redirect flood flows. No impact would occur.

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

No Impact. The closest body of water to the project site is Franklin Canyon Reservoir, located approximately 1.5 miles northwest of the project site. However, due its distance and location, the project site is not within the inundation area for this reservoir. Additionally, the proposed project would not change the use of any existing buildings or otherwise subject people or structures to increased flood hazards. No impact would occur.

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 IX(i) above, the Franklin Canyon Reservoir is located approximately 1.5 miles northwest of the project site. However, the distance between

[38] Federal Emergency Management Agency, Flood Insurance Rate Maps, Search by Street Address. Website: https://msc.fema.gov/portal/search?AddressQuery=9015%20sunset%20blvd%2C%20west%20hollywood%2C%20ca, accessed August 5, 2014.

the project site and this body of water would result in a decreased risk of a seiche resulting in damage to the proposed project.

Tsunamis are large ocean waves caused by the sudden water displacement that results from an underwater earthquake, landslide, or volcanic eruption. Tsunamis affect low-lying areas along the coastline. The project site is located approximately 9 miles northeast of the Pacific Ocean. As such, the project site would not be susceptible to inundation by tsunami.

As discussed in Section VI(a)(iv) above, the project site is not in an area identified as being susceptible to landslides. As such, the project site is not likely to be susceptible 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.

X. Land Use And Planning

Would the project:

a) Physically divide an established community?

No Impact. The proposed project would not divide an established community. The proposed project involves removal of an existing roof-mounted sign and installation of a billboard. No streets or sidewalks would be permanently closed as a result of the proposed project, and no separation of uses or disruption of access between land use types would occur. Therefore, no impact would occur.

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

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

As previously discussed, the project site is located within the boundaries of the Sunset Specific Plan and, accordingly, is designated and zoned SSP in the General Plan. The Sunset Specific Plan area roughly encompasses all street fronting parcels to the north and south of Sunset Boulevard along approximately 1.2 miles in the City between Sunset Hills Road on the west and just west of Havenhurst Drive on the east. The Sunset Specific Plan is intended to be used in conjunction with the City's General Plan and Zoning Ordinance, and includes policies, standards, and guidelines that promote and

preserve the unique qualities of Sunset Boulevard. The Sunset Specific Plan provides design guidelines for development within the Sunset Specific Plan area, which contains the project site.

Specifically, Chapter II, Section 1. Policies-8 of the Sunset Specific Plan provides guidelines for the use of billboards:

3. Creative Billboards

b. A creative billboard shall not be included in the total permitted sign area. The City may approve or renew a Creative Billboard Permit […] if all of the following findings of fact can be made in a positive manner:

i) the creative billboard 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 context;

iv) the billboard structure is compatible with and enhances the architectural elements of the site.

5. Billboard Design Standards

a. Size – Billboard size should use the industry standard of 14 feet high by 48 feet wide as a guideline.

b. Height – Billboard heights shall not exceed height limits.

c. Views, Lighting – Billboards must not negatively impact public views. All new projects will be reviewed by the City on a site-specific basis, and for possible impacts to residents.

6. Sites for New or New Creative Billboard Structures:

b. New billboards may be allowed in conjunction with new development on Geographic Area 7: Site 7-C. New billboards should be integrated into new development so as not to significantly increase the number of billboards.

Objective 3 for the San Vicente to Doheny Area (Geographic Area 7) of the Sunset Specific Plan aims to "improve the appearance and marketability of existing buildings by encouraging distinctive façade, roofscape, and signage improvements."

Where the Sunset Specific Plan standards are inconsistent with or contradictory to the City's General Plan and/or Zoning Ordinance, the specific plan standards prevail and govern development of those properties contained within the boundaries of the Sunset Specific Plan.

The proposed project would involve the removal of the existing legally non-conforming roof-mounted sign and installation of a new billboard on the project site. The new static doubled-sided billboard would be mounted vertically, with dimensions measuring 48-feet high and 14-feet wide and a total height of the sign structure measuring 83 feet tall. The billboard would be mounted on a freestanding pole with a 42-inch base. The billboard would be lit in accordance with the City of West Hollywood lighting standards for billboards. The existing legally non-conforming double-sided 16-foot by 9-foot roof-mounted sign would be removed.

The billboard exceeds the applicable development standards pertaining to height, new construction, and locational standards. The proposed billboard would be more than 14 feet in height, would not be associated with new construction, and would not be located on a site that has been identified in the SSP as a possible site for a new billboard. The Sunset Specific Plan allows the approval of a Development Agreement to approve alternative development standards on a site-by-site basis subject to findings that the project "furthers the goals stated by [the Sunset Specific Plan] and is consistent with the purpose and intent of the design and development requirements, guidelines, and standards that would otherwise apply to the project." The proposed project enhances the Sunset Strip with a new, uniquely oriented billboard and creatively designed billboard without detracting from the existing visual aesthetics of the Sunset Strip, which is characterized by extensive signage and advertising. The proposed project is also consistent with the overall purpose and intent of the requirements for billboards, which is as follows: "Billboards are one of the signature features of the Sunset Strip. These requirements are designed to allow the Sunset Strip's billboards to continue to represent the Boulevard's unique character, as well as to encourage possibilities for creative and innovative billboards." 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. Billboards and tall wall signs are dominant elements of the visual environment, and unique and creative billboards and tall wall signs are key elements of the iconic image of the Sunset Strip. The proposed project is consistent with

the vibrant character of the Sunset Strip and furthers the Sunset Strip's unique character by introducing a billboard with a creatively designed pole structure. The creatively designed pole structure and unique orientation of the billboard (i.e., a vertically mounted billboard) are features that support the intent of encouraging creative and innovative billboards. Furthermore, the proposed project would enhance the visual mixture on Sunset Boulevard, creating a more vibrant environment.

For the reasons described above, the proposed project would be consistent with the purpose and intent of the design and development requirements, guidelines, and standards that apply to the project. As such, the proposed project is allowable under the Sunset Specific Plan upon approval of a Development Agreement. In order to allow for the Development Agreement, the project must also include the approval of a Zoning Map Amendment to place the site within a Development Agreement Overlay Zone. Approval of the proposed project's Development Agreement and Zoning Map Amendment would place the project site within a Development Agreement Overlay Zone and would provide specific standards for the project site, allowing the proposed billboard to be developed on the project site. With approval of the Billboard Permit, Development Agreement, and Zoning Map Amendment, the proposed project would be consistent with the applicable land use classifications at the time of project buildout. The granting of the requested approvals would have no environmental effects beyond the physical impacts already assessed throughout this environmental document.

In summary, the Sunset Specific Plan provides the City with discretion to approve billboards and art advertisements with specifications that differ from those set forth in the Sunset Specific Plan, so long as the intent and goals of the Sunset Specific Plan are achieved and furthered by the project. For these reasons, the proposed project is allowable under applicable City regulations, and the impacts of the proposed project to applicable land use plans, policies, and regulations would be less than significant, upon approval of the Development Agreement and Zoning Map Amendment.

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

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

XI. Mineral Resources

Would the project:

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

No Impact. According to the State of California Department of Conservation, Division of Oil, Gas, and Geothermal Resources, there are no oil, gas, geothermal or other known wells located on or in the vicinity of the project site.[39] No mineral resource zones are present in the City.[40] As such, the project site is not mapped as or known to contain an important mineral resource. Therefore, the proposed project would not result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state. No impact would occur.

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

No Impact. The project site is not delineated as a locally-important mineral resource recovery site in the General Plan.[41] Further, as discussed in Section XI(a) above, no active oil wells exist on or in the vicinity of the project site. Therefore, implementation of the proposed project would not result in the loss of availability of a locally important mineral resource recovery site, and no impact would occur.

XII. Noise

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

Less Than Significant Impact. Short-term construction activities would create intermittent elevated noise levels at and near the project site generated by construction equipment. Construction work would occur in a highly developed and urbanized area proximal to several residential uses. As discussed in Section 1.7 above, project construction would occur on three consecutive Sundays, which would require City Manager approval and an extended hours construction permit. In order to minimize noise

[39] California Department of Conservation, Division of Oil, Gas, and Geothermal Resources, DOGGR Online Mapping System. Website: http://maps.conservation.ca.gov/doggr/index.html#close, accessed August 5, 2014.

[40] City of West Hollywood Community Development Department, West Hollywood General Plan 2035, adopted September 6, 2011.

[41] Ibid.

effects on the three Sundays, a condition of project approval would be required, limiting Sunday construction to between 10:00 a.m. and 5:00 p.m. During the first day of construction, a drill rig would drill a 5-foot diameter hole approximately 35 to 45 feet deep and would remove approximately 100 cubic yards of soil from the hole. The pole would be placed in the hole and concrete poured in to hold the pole in place. On the second day of construction, a column would be placed in the ground and welded to the pole already placed in the ground. On the third day of construction, the head of the sign would be assembled on the ground, then raised and bolted onto the column. Construction of the proposed project would result in temporary increases in ambient noise levels in the project area on three consecutive Sundays. The increase in noise would likely result in a temporary annoyance to project area sensitive receptors during daytime hours, which are the residential uses to the north and east of the proposed project. However, the most noticeable noise nuisance, associated with the use of the drill rig, would occur only on day one of construction. The nearest sensitive receptor to the location of project construction on the site is approximately 105 feet to the east and adjacent to intervening development. The Sunset Strip is a highly developed and urbanized area, which has a high level of existing ambient noise. Due to the temporary nature of the construction nuisance, as well as the implementation of the condition of approval discussed above, City Manager approval, and the extended hours construction permit, the construction noise impacts would be less than significant.

Maintenance activities during the operation of the proposed project would occur Mondays through Fridays between the hours of 8:00 a.m. and 7:00 p.m. in accordance with the City Noise Ordinance. Operational activities would typically occur over a maximum of four hours up to 12 times per year. Due to the limited nature and scope of operation activities and required compliance with the City Noise Ordinance, the operational noise impact would be less than significant.

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

Less Than Significant Impact. Construction activity can result in varying degrees of vibration, depending on the equipment and methods employed. Operation of certain types of construction equipment can cause vibrations that spread through the ground and diminish in strength with distance. The proposed project would not require the use of heavy construction equipment (e.g., a large bulldozer or pile driver) that is typically associated with groundborne vibration. The drill rig used on day one of project construction is not be considered heavy construction equipment typically associated with groundborne vibration. Therefore, no vibration impact would occur.

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

No Impact. A significant impact would occur if the proposed project would cause a substantial permanent increase in noise levels above existing ambient levels. As previously discussed, the proposed project would require periodic copy changes, which would occur up to a maximum of 12 times per year and would take a maximum of four hours to complete. While equipment used to deliver materials and change the copy could generate additional noise during project operation, the noise generated would not represent a substantial increase in noise levels. Therefore, the proposed project would not create a substantial permanent increase in noise levels above existing ambient levels, and no impact would occur.

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

Less Than Significant Impact. As discussed in Section XII(c) above, equipment used to deliver materials to change the copy during project operation could generate additional noise at the project site. However, noise generated would not represent a substantial increase in noise levels. The temporary noise impact would be less than significant.

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

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

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

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

XIII. Population and Housing

Would the project:

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

No Impact. The proposed project does not include construction or operation of any new residential or commercial land uses, and therefore, would not result in a direct population increase from construction of new homes or businesses. No extension of roads or other infrastructure would be required to implement the proposed project. During construction of the proposed project, approximately ten construction workers would be required for approximately three days. During operation of the proposed project, changing the copy on the proposed tall wall sign would require several construction personnel working for a maximum of four hours at a time approximately 12 times per year. Due to the minimal number of workers required for both construction and operation and due to the routine, temporary nature of the construction processes, the need for these workers would be accommodated within the existing and future labor market in the City and the surrounding metropolitan area. As such, the proposed project would not generate employment growth to the extent that population growth would result in the City or in the region. Therefore, the proposed project would not result in indirect population growth. No impact to population growth would occur.

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

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

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

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

XIV. Public Services

Would the project:

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

i) Fire protection?

No Impact. The proposed project would not generate population growth or increase the number of people requiring fire protection services at the project site or in the project area. As such, the proposed project would not require additional fire protection services or facilities, and no impact would occur.

ii) Police protection?

No Impact. The proposed project would not generate population growth. Additionally, the proposed project would not increase the number of people requiring police protection services at the project site or in the project area. Therefore, construction and operation of the proposed project would not require additional police protection services or facilities. No impact to police protection services would occur.

iii) Schools?

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

iv) Parks?

No Impact. Residential development typically has the greatest potential to result in impacts to parks since these types of developments generate a permanent increase in residential population. The proposed project does not include development of any residential uses and would not generate any new permanent residents or employees that would increase the demand for local and regional park facilities. Furthermore, the number of construction personnel (approximately ten workers) and duration of construction activities (three days) would be limited and no short-term impacts to local park facilities would occur. Therefore, no impact to parks would occur.

v) Other public facilities?

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

XV. Recreation

Would the project:

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

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

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

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

XVI. Transportation/Traffic

Would the project:

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

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

Measures of effectiveness for several selected intersections are also established in the Los Angeles County Metropolitan Transportation Authority's 2010 Congestion Management Program (CMP). There are two intersections in the City that are monitored as indictors of the performance of the CMP Highway and Roadway System: the intersection of Santa Monica Boulevard and Doheny Drive (located approximately 0.7 mile from the project site) and the intersection of Santa Monica Boulevard and La Cienega Boulevard (located approximately 0.7 mile from the project site)[42]. The CMP criteria established for intersections is based on level of service and/or on increases in traffic demand measured using a volume to capacity ratio.

While there are no quantitative measures of performance that have been established for the pedestrian, bicycle, or mass transit circulation networks, goals, policies, and specific strategies for these modes of transportation are established in the mobility element of the City's General Plan[43] and in the West Hollywood Bicycle and Pedestrian Mobility Plan.[44] 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

[42] Los Angeles County Metropolitan Transportation Authority. 2010. 2010 Congestion Management Program for Los Angeles County: http://www.metro.net/projects/congestion_mgmt_pgm/, accessed May 11, 2015.

[43] City of West Hollywood. 2011. City of West Hollywood General Plan 2035: http://www.weho.org/city-hall/download-documents/-folder-155, accessed December 30, 2014.

[44] City of West Hollywood. 2003. "Goals, Objectives, and Policy Actions" in the Final West Hollywood Bicycle and Pedestrian Mobility Plan. Adopted 2003: http://www.weho.org/city-hall/city-departments/community-development/long-range-and-mobility-planning/ped-bike-mobility-plan-update/2003-bicycle-and-pedestrian-mobility-plan, accessed January 5, 2015.

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.

During project construction, there would be an increase in vehicle traffic, including construction worker commute trips and delivery truck trips. Vehicle traffic would access the project site via US 101, then use local roads to access the project site. Construction activity would be minimal and temporary, with the construction period lasting approximately three consecutive Sundays and expected to result in an increase of a maximum of 10 vehicle trips each Sunday of construction or approximately 30 vehicle trips total during the construction period. These trips would not occur during peak hours. For this reason, the minimal number of additional trips that would occur during project construction would not cause intersection level of service to decline, would not lead to an increase in average daily trips, and would not substantially alter the volume to capacity ratios of nearby intersections.

Implementation of the proposed project would require a temporary closure of two lanes on the north side of Sunset Boulevard and temporary closure of the Sunset Boulevard public sidewalk adjacent to the project boundary during a portion of the construction period, potentially impeding the flow of pedestrian and vehicular traffic past the project site. One of the goals for the pedestrian environment established in the West Hollywood Bicycle and Pedestrian Mobility Plan is to enhance pedestrian safety. While the three-day closure of a small portion of sidewalk could temporarily interfere with this goal, safe pedestrian movement around the sidewalk closure would be facilitated by construction workers with signal flags. While the one-day sidewalk closure could result in a brief inconvenience, it would not substantially affect the movement of pedestrian traffic to the extent that the goals of enhancing pedestrian transportation and pedestrian safety would be significantly affected. The construction period would last for three consecutive Sundays and advanced signage and construction workers with signal flags would be used to facilitate vehicular and pedestrian movement during the temporary closure. These closures on Sunset Boulevard would only occur on Sunday, and would require further approval by the City Manager in accordance with City Ordinance Section 9.08.060(d). The use of advanced signage and construction workers with signal flags would ensure that impacts to vehicles and pedestrian facilities would be less than significant. There are no bicycle paths or transit stops located adjacent to the project site.[45] As such, construction activities would not substantially affect the use of these

[45] City of West Hollywood Community Development Department, *West Hollywood General Plan 2035*, adopted September 6, 2011.

transportation modes and would not impede the implementation of the goals, objectives, and policy actions related to these transportation modes. For these reasons, the potential construction impact from the proposed project would be less than significant.

Operation of the proposed project would require periodic changes of the copy displayed on the billboard. Operational activities would result in an increase of up to 12 vehicle trips per year to the project site over existing conditions. The number of net new daily trips during project operation would be minimal and would not significantly impact roadway volumes. Therefore, the operational impact would be less than significant.

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

Less Than Significant Impact. The applicable congestion management program for the project site and the surrounding metropolitan areas is the Los Angeles County Metropolitan Transportation Authority's 2010 Congestion Management Program (CMP). This program monitors and sets performance indicators for a transportation network comprised of numerous highway segments, freeways, and key roadway intersections throughout Los Angeles County (called the CMP Highway and Roadway System). Santa Monica Boulevard is located within the CMP Highway and Roadway System. At its closest orientation to the project site, Santa Monica Boulevard is an east-west roadway located approximately 0.5 mile south of the project site. There are also two intersections in the City that are monitored as indictors of the performance of the CMP Highway and Roadway System: the intersection of Santa Monica Boulevard and Doheny Drive (located approximately 0.7 mile from the project site) and the intersection of Santa Monica Boulevard and La Cienega Boulevard (also located approximately 0.7 mile from the project site)[46].

The proposed project would not result in permanent impacts to traffic congestion. As discussed in Section XVI(a) above, it is anticipated that the proposed project would result in an increase of approximately 30 vehicle trips total during the construction period, and a maximum of approximately 12 vehicle trips per year during project operation. As such, neither construction nor operation of the proposed project would result in substantial increases in traffic levels over existing conditions that would conflict with the applicable

[46] Los Angeles County Metropolitan Transportation Authority. 2010. 2010 Congestion Management Program for Los Angeles County. Accessed May 11, 2015. http://www.metro.net/projects/congestion_mgmt_pgm/.

congestion management plan. Therefore, the impact to county congestion management agency roads and highways would be less than significant.

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

No Impact. The proposed project would not result in a change to air traffic patterns. Construction and operation of the proposed project would not generate air traffic. Further, the proposed project would not include any high-rise structures that could act as a hazard to aircraft navigation. No impact would occur.

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

Less Than Significant Impact. As previously discussed in Section XVI(a), implementation of the proposed project would require a temporary closure of two lanes on the north side of Sunset Boulevard and temporary closure of the Sunset Boulevard public sidewalk adjacent to the project boundary during a portion of the construction period. The construction period would last approximately three consecutive Sundays and advanced signage and construction workers with signal flags would be used to facilitate vehicular and pedestrian movement during the temporary closure. These closures on Sunset Boulevard would only occur on Sunday, and would require further approval by the City Manager in accordance with City Ordinance Section 9.08.060(d). The use of advanced signage and construction workers with signal flags would ensure that impacts to increased hazards during construction would be less than significant. Operation of the proposed project, including periodic changes of the copy displayed on the billboard, would not otherwise increase roadway hazards due to design features or incompatible uses. Impacts would be less than significant.

e) Result in inadequate emergency access?

Less Than Significant Impact. As previously discussed in Section VIII(a), implementation of the proposed project would involve the temporary closure of two lanes and the public sidewalk on the north side of Sunset Boulevard in front of the project site. However, full roadway closures are not anticipated and the temporary lane and sidewalk closures would only occur on a Sunday during non-peak hours. Following the removal of the existing roof-mounted sign and installation of the new billboard, the lanes and sidewalk would be re-opened. Approval for the lane and sidewalk closure would be granted by the City Manager in coordination with emergency service providers. Construction impacts would be less than significant.

Operation of the proposed project would require periodic copy changes of the billboard sign, which would occur a maximum of 12 times per year. The copy change activities would not involve lane or sidewalk closures. Therefore, no long-term impacts would result from operation of the proposed project. Impacts to emergency access would be less than significant.

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

Less Than Significant Impact. As previously discussed, implementation of the proposed project would require a temporary lane closures on Sunset Boulevard and temporary closure of the Sunset Boulevard public sidewalk along the project boundary during a portion of the construction period. However, full roadway closures are not anticipated and the temporary lane and sidewalk closures would only occur on a Sunday during non-peak hours. Following the removal of the existing roof-mounted sign and installation of the new billboard, the lane and sidewalk would be re-opened. Advanced signage and construction workers with signal flags would be used to facilitate pedestrian and vehicular movement during the temporary closures. Therefore, the impact to pedestrian facilities would be less than significant.

There are no bicycle paths or transit stops located adjacent to the project site.[47] As such, neither construction nor operation activities would require the removal or relocation of such facilities. Therefore, no impact would occur to bicycle or public transit safety.

XVII. Utilities and Service Systems

Would the project:

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

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

[47] City of West Hollywood Community Development Department, *West Hollywood General Plan 2035*, adopted September 6, 2011.

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

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

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

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

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

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

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

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

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

Less Than Significant Impact. Construction activities would generate relatively minor amounts of debris for disposal. The proposed project would incorporate source reduction techniques and recycling measures to divert waste away from area landfills in accordance with City and state requirements. Any non-recyclable construction waste generated would be disposed of at a landfill approved to accept such materials.

Operation of the proposed project would involve periodic changes in the copy displayed on the billboard. However, as previously discussed in Section 1.6, the copy that is removed would be recycled or returned to the advertiser. Thus, operation of the proposed project would not generate solid waste that would need to be disposed of at an area landfill. Therefore, impacts to solid waste disposal during construction and operation of the proposed project would be less than significant.

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

No Impact. The proposed project would comply with federal, state, and local statutes and regulations related to solid waste. As discussed in Section XVII(f) above, construction 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.

XVIII. Mandatory Findings of Significance

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

Less Than Significant Impact. As discussed in Section IV, Biological Resources, above, the project site is located in a completely developed and urbanized area and does not support sensitive vegetation or wildlife species or sensitive habitat. Additionally, the project site does not function as a corridor for the movement of native or migratory wildlife. No impact to biological resources would occur.

As discussed in Section V, Cultural Resources, above, although there are no known historical or archaeological resources at the project site, the City is located within the Los Angeles Basin, part of the Los Angeles-Santa Ana prairies, and considered a sensitive setting that was seasonally exploited by indigenous people prehistorically. The proposed project would drill a 5-foot diameter hole approximately 35 to 45 feet deep and remove approximately 100 cubic yards of soil for the billboard. These excavation activities required during the construction of the proposed project could potentially uncover buried resources. In the unlikely event that cultural resources are encountered during ground disturbing activities, the City would be required to contact a qualified specialist to

evaluate and determine appropriate treatment for the resource in accordance with California Public Resource Code Section 21083.2(i). Work would temporarily be halted until the evaluation is complete. Therefore, compliance with these existing regulations would ensure that impacts to cultural resources would be less than significant.

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

Less Than Significant Impact with Mitigation Incorporated. As discussed in Section I(d) above, the proposed project would result in glare impacts to neighboring residential properties. However, impacts would be reduced to a less than significant level with implementation of mitigation measure VIS-1, which would require shielding of the four total light fixtures along the bottom of the new billboard. The section of Sunset Boulevard in which the project site is located is especially vibrant at night with relatively high average nighttime illuminance levels. Billboards and lighted signage are prevalent in the area surrounding the project site. Although the proposed project would contribute to increased lighting levels at the project site, compliance with site specific lighting levels for light trespass and glare, outlined in mitigation measure VIS-1, would ensure that the impact of light and glare would not be cumulatively considerable.

As discussed in Section III(c) above, the proposed project would generate minimal air pollutant emissions during construction and operations; however, these increases would not exceed the thresholds of significance established by the South Coast Air Quality Management District. Therefore, the impact to air quality would not be cumulatively considerable.

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

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

As discussed in Section XVI(a) above, construction and operation activities would generate some additional annual vehicle trips. However, these increases would not be substantial, and there would be no cumulative traffic impact during construction or operation of the proposed project.

Along the stretch of Sunset Boulevard located approximately between Phyllis Street to the west and the City boundary to the east (near Havenhurst Drive) there are approximately 65 existing off-site signs[48], totaling 81 sign faces. Along this same stretch of Sunset Boulevard, there are approximately 13 off-site signs that are entitled but un-built, equating to 15 sign faces. Of the existing off-site signs, 10 signs are tall wall signs, while the rest are billboards. Of the entitled but un-built off-site signs, 6 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 includes numerous off-site signs, the majority of which are pole-mounted billboards.

The nearest entitled but un-built off-site signs relative to the proposed project are located approximately 0.6 mile east of the project site, just west of Alta Loma Road at 8490 Sunset Boulevard. On this property, several billboards have been entitled, including four V-shaped, two-faced billboards and one tall wall. Due to the brief construction period required for signs, it is unlikely that the construction period for these reasonably foreseeable projects would overlap with that of the proposed project. Furthermore, the operation of several additional billboards 0.6 mile east of the project site would not substantially alter the existing setting of Sunset Boulevard to the extent that implementation of the proposed project would cause a cumulatively considerable affect to the visual environment of Sunset Boulevard. Additionally, new off-site signage will be analyzed in accordance with CEQA and will take into account development existing at that time, including the proposed project.

[48] 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 (City of West Hollywood Zoning Ordinance Section 19.90.020).

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

Less Than Significant Impact with Mitigation Incorporated. As discussed in Section I(d) above, the proposed project would result in glare impacts to neighboring residential properties. However, impacts would be reduced to a less than significant level with implementation of mitigation measure VIS-1, which would require shielding of the four total light fixtures along the bottom of the new billboard. The section of Sunset Boulevard in which the project site is located is especially vibrant at night with relatively high average nighttime illuminance levels. Billboards and lighted signage are prevalent in the area surrounding the project site. Although the proposed project would contribute to increased lighting levels at the project site, compliance with site-specific lighting levels for light trespass and glare, outlined in mitigation measure VIS-1, would ensure that the impact of light and glare would not be cumulatively considerable.

As discussed in Section XVI(f) above, implementation of the proposed project would require a temporary closure of the Sunset Boulevard sidewalk along the project boundary and of two lanes on the north side of Sunset Boulevard during a portion of the construction period. This closure could pose a potential safety hazard to human beings during construction. However, advanced signage and construction workers with signal flags would be used to facilitate both pedestrian and vehicular movement during the temporary sidewalk and lane closures. The impact would be less than significant.

4 ACRONYMS AND ABBREVIATIONS

CEQA	California Environmental Quality Act
CH_4	methane
City	City of West Hollywood
CO_2	carbon dioxide
CO_2e	carbon dioxide equivalent
GHG	greenhouse gas emissions
N_2O	nitrous oxide
proposed project	9015 Sunset Boulevard Billboard Project
SSP	Sunset Specific Plan
US 101	United States Route 101, Hollywood Freeway

INTENTIONALLY LEFT BLANK.

5 LIST OF PREPARERS

Lead Agency

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

Stephanie DeWolfe, Community Development Director
Adrian Gallo, Associate Planner

Environmental Consultant

Dudek
38 North Marengo Avenue
Pasadena, California 91101

Eric Wilson, Project Director
Michele Webb, Project Manager
Hannah Panno, GIS Analyst
Devin Brookhart, Publications Specialist Lead
Stephanie Schmidt, Publications Specialist

Light And Glare Consultant

Francis Krahe & Associates Inc.
304 South Broadway, Suite 500
Los Angeles, California 90013

Francis Krahe, President
Le Nguyen, Vice President
Tamara Voss, Project Manager

INTENTIONALLY LEFT BLANK.

6 REFERENCES

Airnav.com, Airports search. Website: http://www.airnav.com/airports/, accessed August 5, 2014.

California Geological Survey, Seismic Hazards Zonation Program, *Seismic Hazard Zone Map for the Beverly Hills Quadrangle*, March 25, 1999. Website: http://gmw.consrv.ca.gov/shmp/download/pdf/ozn_bevh.pdf, accessed August 4, 2014.

California Department of Conservation, *Seismic Hazard Zone Report for the Beverly Hills 7.5-Minute Quadrangle, Los Angeles County, California*, 1998. Website: http://gmw.consrv.ca.gov/shmp/download/evalrpt/bevh_eval.pdf, accessed August 4, 2014.

California Department of Conservation, Division of Land Resource Protection, Farmland Mapping and Monitoring Program, *Los Angeles County Important Farmland 2010 map*. Website: ftp://ftp.consrv.ca.gov/pub/dlrp/FMMP/pdf/statewide/2010/fmmp 2010_11_17.pdf, accessed July 31, 2014.

California Department of Conservation, Division of Land Resource Protection, Williamson Act Program. *Los Angeles County Williamson Act FY 2012/2013 Map*. Website: ftp://ftp.consrv.ca.gov/pub/dlrp/wa/LA_12_13_WA.pdf, accessed July 31, 2014.

California Department of Conservation, Division of Oil, Gas, and Geothermal Resources, DOGGR Online Mapping System. Website: http://maps.conservation.ca.gov/doggr/index.html#close, accessed August 5, 2014.

California Department of Toxic Substances Control, *DTSC's Hazardous Waste and Substances Site List – Site Cleanup (Cortese List)*. Website: http://www.calepa.ca.gov/sitecleanup/corteselist/, accessed August 5, 2014.

California Department of Toxic Substances Control, *EnviroStor Database*, Search by Map Location. Website: http://www.envirostor.dtsc.ca.gov/public/, accessed August 5, 2014.

California State Water Resources Control Board, GeoTracker Database, Search by Map Location. Website: http://geotracker.waterboards.ca.gov/, accessed August 5, 2014.

California Code of Regulations. California Environmental Quality Act Guidelines. Title 14, Division 6, Chapter 3, Sections 1500-15387, January 2014.

City of Los Angeles, Zoning Information and Map Access System (ZIMAS). Website: http://zimas.lacity.org/, accessed August 4, 2014.

City of West Hollywood Community Development Department, Figure *3.4-1, Designated Historical Resources in the City of West Hollywood*, *Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I,* June 2010. Website: http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_Vol_1.pdf, accessed August 4, 2014.

City of West Hollywood Community Development Department, Figure *3.5-2, City of West Hollywood Fault Location and Precaution Zone Map, Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I,* June 2010. Website: http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_Vol_1.pdf, accessed August 4, 2014.

City of West Hollywood Community Development Department, Figure *3.5-3, Seismic Hazards Map, Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I*, June 2010. Website: http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_Vol_1.pdf, accessed August 4, 2014.

City of West Hollywood Community Development Department, *Public Review Draft Program Environmental Impact Report, City of West Hollywood General Plan and Climate Action Plan, Volume I*, June 2010. Website: http://cms6ftp.visioninternet.com/weho/files/planning/environmental/09120175_West_Hollywood_GP_EIR_Vol_1.pdf, accessed August 4, 2014.

City of West Hollywood Community Development Department, *Sunset Specific Plan*, adopted July 1996.

City of West Hollywood Community Development Department, *West Hollywood General Plan 2035*, adopted September 6, 2011.

City of West Hollywood, *City of West Hollywood Climate Action* Plan, adopted September 6, 2011. Website: http://www.weho.org/city-hall/city-departments/community-development/general-plan-2035/west-hollywood-general-plan-2035-and-west-hollywood-climate-action-plan, accessed December 31, 2014.City of West Hollywood Municipal Code. May 2014. Website: http://qcode.us/codes/westhollywood/, accessed August 5, 2014.

City of West Hollywood, "Goals, Objectives, and Policy Actions" in the *Final West Hollywood Bicycle and Pedestrian Mobility Plan*, adopted 2003. Website: http://www.weho.org/city-hall/city-departments/community-development/long-range-and-mobility-planning/ped-bike-mobility-plan-update/2003-bicycle-and-pedestrian-mobility-plan, accessed January 5, 2015.

Federal Emergency Management Agency, Flood Insurance Rate Maps, Search by Street Address. https://msc.fema.gov/portal/search?AddressQuery=9015%20sunset%20blvd%2C%20west%20hollywood%2C%20ca, accessed August 5, 2014.

Fisher, Harvey Sid, "Mario Maglieri: The Rainbow Bar & Grill and The Whisky A-Go-Go, legendary founder of the L.A. music scene," *Hollywood Today*. August 21, 2012. Website: http://www.hollywoodtoday.net/2012/08/21/mario-maglieri-the-rainbow-room-and-the-whisky-a-go-go-legendary-founders-of-the-l-a-music-scene/, accessed August 5, 2014.

Kennedy, Gerrick D., "Jane's Addiction to headline 2014 Sunset Strip Music Festival," *Los Angeles Times*, June 23, 2014. Website: http://www.latimes.com/entertainment/music/posts/la-et-ms-janes-addiction-empire-of-the-sun-to-headline-2014-sunset-strip-music-festival-20140618-story.html, accessed August 5, 2014.

Los Angeles County Department of Public Works, Disaster Route Maps by City, *City of West Hollywood Map*. Website: http://dpw.lacounty.gov/dsg/disasterroutes/map/west%20hollywood.pdf, accessed August 5, 2014.

Los Angeles County Metropolitan Transportation Authority, *2010 Congestion Management Program for Los Angeles County*, adopted 2010. Website: http://www.metro.net/projects/congestion_mgmt_pgm/, accessed May 11, 2015.

Mclellan, Dennis, "Elmer Valentine, co-founder of Whisky a Go Go, dies at 85". *Los Angeles Times*. pp. B11. December 7, 2008. Website: http://www.latimes.com/local/obituaries/la-me-valentine7-2008dec07-story.html, accessed August 4, 2014.

SCAQMD (South Coast Air Quality Management District), *Final 2012 Air Quality Management Plan*, revised February 2013.

U.S. Department of Commerce, National Oceanic and Atmospheric Administration. Website: http://www.esrl.noaa.gov/gmd/grad/solcalc/sunrise.html, accessed: August 8, 2014.

United States Environmental Protection Agency, Final National Priorities (NPL) Sites – by State. Website: http://www.epa.gov/superfund/sites/query/queryhtm/nplfin.htm#CA, accessed August 5, 2014.

United States Environmental Protection Agency, Pacific Southwest Region 9, Site List, Search by County. http://yosemite.epa.gov/r9/sfund/r9sfdocw.nsf/WSOState!OpenView, accessed August 5, 2014.

United States Fish and Wildlife Service, National Wetlands Inventory, *Wetlands Mapper*, Search by Address. Website: http://www.fws.gov/wetlands/Data/Mapper.html, accessed August 4, 2014.

APPENDIX A

Lighting Analysis

FRANCIS KRAHE & ASSOCIATES

LIGHTING ANALYSIS

9015 Sunset Boulevard Billboard
West Hollywood, California
County of Los Angeles

Prepared For
Dudek

Prepared By

Francis Krahe & Associates, Inc.
Architectural Lighting Design
304 South Broadway, Suite 500
Los Angeles, California 90013

Phone 213.617.0477
Fax 213.617.0482

Project #DR130

2015 08 12

List of Figures and Tables (in order of appearance)

1.0 EXECUTIVE SUMMARY

1.1 Report Conclusions

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

Prior to mitigation, the lighting impacts resulting from the proposed billboard at 9015 Sunset Boulevard would not be in compliance with Los Angeles Municipal Code, West Hollywood Municipal Codes and design guidelines as follows:

- Calculations show the proposed design results in light trespass into the public rights of way as defined in West Hollywood Municipal Code G-12.040(B)6.f, which states that "all lighting should be shielded to confine light spread within the site boundaries".
- Calculations show the proposed design results in light trespass onto surrounding properties as defined in the West Hollywood Municipal Code section G-12.040(B)6.f. Three (3) of the adjacent five (5) nearby properties receive measurable light from the project, greater than 3.0 footcandle. (See Tables 3 and 4 for full calculation results.)

We recommend the Applicant implement the lighting design of the billboard by using visors as necessary to each fixture to mitigate light spread for the following reasons:

- Based on view angles from the properties north and south of Sunset Boulevard, the light sources would be visible without the shielding, creating glare impacts from direct views into the light sources from residential properties.

In our opinion, with modification, the proposed billboard lighting design will not constitute a negative lighting impact.

1.2 Organization and Methodology

The objective of this report is to evaluate the proposed illuminated billboard sign at 9015 Sunset Boulevard within the City of West Hollywood. This report identifies significant potential glare and lighting pollution impacts, based on illumination industry standards. It provides the background information to support these illumination concepts and analyzes the data and potential impacts resulting from the proposed design.

The Introduction, Section 2.0, outlines the scope and intent of this report. A preliminary discussion of basic lighting concepts and terminology is covered in Section 3.0. Existing site conditions are presented in Section 4.0. The report is organized according to the following outline:

A. Project Design Review (Section 5.0)
    1. A review of the proposed lighting design in relation to program objectives and construction constraints
    2. A review of the proposed lighting improvements to meet applicable codes and ordinances
        i. City of West Hollywood Municipal and Zoning Codes
        ii. Municipal Design Standards
        iii. Sunset Specific Plan

B. Computer Modeling and Calculation (Section 6.0)
    1. Modeling and simulation of the proposed project to predict the impact on surrounding areas
    2. Comparison of several alternative implementations based on the variability of the lighting equipment specified

C. Neighborhood Impact Analysis (Section 7.0)
    1. Comparison of the impacts of the proposed project with existing conditions at the site. Analysis of calculation data from the computer modeling, and sight line studies to the project site

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

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

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

2.0 INTRODUCTION

2.1 Report Scope and Intent

Traditionally, exterior illuminated environments have been comprised of street lighting, traffic signals, and basic signs and static sign lighting. With the ever changing quality of urban settings, lighting components are developing into a new kind of illuminated environment, with varying street lighting, building façade lighting, and dynamic billboard lighting. The quality of this luminous environment becomes a critical factor in both traffic safety and a pedestrian's or neighbor's sense of visual comfort. Quality outdoor lighting should communicate visual order, orientation, and urban character with consideration to lighting goals such as safety, security, light pollution sensitivity and light trespass.

Lighting technology is in a state of constant growth and change, and it is important to understand how these changes impact or alter traditionally held theories and concepts of lighting design. Specifically, LED sources cannot be understood in the same context as traditional lamps or light sources. Whereas most traditional billboards are solid surfaces that are externally illuminated, LED screens are internally illuminated or self-illuminating surfaces, which may introduce significant additional illumination into the nighttime environment. However, for this project, the LED sources are external to the billboard surface and produce illumination and surface brightness similar to traditional floodlit billboards. For this project, the highest brightness surface is the LED floodlight itself, mounted above and below the billboard surface, similar to a traditional billboard floodlight.

This study evaluates the contribution of the lighting from the proposed project at 9015 Sunset Boulevard, and the potential impacts to the surrounding properties. The evaluation is conducted with commonly accepted definitions and standards in the field of lighting design.

This study focuses on the proposed externally illuminated billboard mounted sixty-two feet above the subject property, facing east and west. The specific execution of the design elements will be evaluated in the context of municipal codes and design standards as established by the City of West Hollywood.

To document and qualify the potential impact of the billboard lighting proposed at 9015 Sunset Boulevard, a computer simulation calculation provides quantifiable data of the potential lighting impacts. These calculations measure the amount of light incident at the adjacent properties from the new billboard lighting.

This information is further analyzed to determine the impact of the lighting on adjacent properties. This analysis will include both quantitative calculation data and qualitative assessments of potential lighting impacts.

2.2 West Hollywood Municipal Code

The City of West Hollywood has established various codes and design guidelines that regulate the design of outdoor lighting and signs. Several issues that are specifically related to the review of the 9015 Sunset Boulevard project are as follows:

- West Hollywood Municipal Code stipulates limitations for exterior lighting as follows:

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

  6. Lighting.

  f. All lighting should be shielded to confine light spread within the site boundaries.

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

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

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

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

1. External light sources shall be directed and shielded to limit direct illumination of any object other than the sign;

2. Sign lighting shall not be of an intensity or brightness that will create a nuisance for residential properties in a direct line of sight to the sign;

3. Signs shall not have blinking, flashing, or fluttering lights, or other illuminating devices that have a changing light intensity, brightness, or color, except for large screen video signs approved in compliance with Section 19.34.070(H), and creative signs approved in compliance with Section 19.34.060;

4. Signs shall not use colored lights or other design elements that may be confused with or mistaken for traffic-control devices;

5. Reflective type bulbs and incandescent lamps that exceed fifteen watts shall not be used on the exterior surface of signs so that the face of the bulb or lamp is visible from a public right-of-way or adjacent property; and

6. Light sources shall utilize energy-efficient fixtures to the greatest extent possible.

City of West Hollywood Municipal Code, Section 19.34.060 Creative Signs.

E. Design Criteria. In approving an application for a creative sign, the review authority shall ensure that a proposed sign meets the following design criteria:

4. Neighborhood Impacts. The sign shall be located and designed not to cause light and glare impacts on neighboring residential uses.

2.3 Los Angeles Municipal Code

Los Angeles Municipal Code defines design guidelines and specific illumination thresholds regarding outdoor lighting and signs. Several issues that are specifically related to the review of the 9015 Sunset Boulevard project are as follows:

- Los Angeles Municipal Code stipulates limitations for exterior lighting as follows:

  Los Angeles Municipal Code, Section 93.0117. Outdoor Lighting Affecting Residential Property.

  (b) No person shall construct, establish, create, or maintain any stationary exterior light source that may cause the following locations to be either illuminated by more than two footcandles of lighting intensity or receive direct glare from the light source:
  1. Any exterior glazed window or sliding glass door on any other property containing a residential unit or units.
  2. Any elevated habitable porch, deck or balcony on any other property containing a residential unit or units.

3. Any ground surface intended for uses such as recreation, barbecue, or lawn areas on any other property containing a residential unit or units.

- Los Angeles Municipal Code stipulates limitations for sign illuminations as follows:

  Los Angeles Municipal Code, Section 14.4.4. Sign Regulations. General Provisions.

  E. **Sign Illumination Limitations**. 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.

3.0 LIGHTING OVERVIEW AND CRITERIA

3.1 Luminance, Visual Perception, and Light Adaptation

As noted earlier, this study evaluates the lighting impacts from the proposed illuminated billboard at the 9015 Sunset Boulevard site. Light directly affects vision, therefore vision depends on light. Quality lighting provides visual conditions in which people can function effectively, efficiently, and comfortably. On the contrary, poor lighting environments can influence visual discomfort and create distracting visual noise.

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

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

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

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

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

The visual size of an object is also one of the most important factors in how one perceives an object. The larger the object is relative to our visual field, the easier it is to see. Thus, as things are closer to our eye, they appear larger, and we are able to discern smaller details. In addition, the higher the light levels, the more precisely we can see detail. Lastly, humans can perceive smaller objects if they stand out against a contrasting background such as dark sky, just as a star is perceived against a black sky and a speck of dirt is visible against a clean white piece of paper. Size versus visual acuity is relative to the distance between an object and our eyes. This, as well as contract levels, is an important factor in perception.

In daytime, the visual system utilizes cone photoreceptors, operating under photopic, or pure cone vision. Under photopic vision, the human eye can detect a pulse of light that acts for only 1/1000 second. It can detect a second pulse if the time interval between the two pulses is 1/10s. In nighttime, rod photoreceptors function under low light levels less than 0.3 cd/ft^2, also known as scotopic vision. Rods are a thousand times more sensitive to intensity than the cones are at low levels of illuminance.

Time is another factor in visual acuity. The human eye lags in processing visual cues to the brain. As the level of background luminance increases, the time required to interpret details will decrease. Just as the

camera requires a longer exposure time in dim light than in bright light, so does the eye. The eye can distinguish and discriminate details at low luminance levels if given enough time.

3.1.1 Light Pollution

Light Pollution is a phrase that encompasses all potential negative impacts of artificial lighting. Lighting is an important character-defining aspect of Sunset Boulevard in West Hollywood, but the potential for light pollution must also be considered in lighting design for the area. The International Dark-Sky Association defines Light Pollution as, "Any adverse effect of artificial light including sky glow, glare, light trespass, light clutter, decreased visibility at night, and energy waste." While all of these factors are important considerations in lighting design, the key factors in the study of 9015 Sunset Boulevard are the following:

- Glare
- Light Trespass or Nuisance

The following sections describe how typical lighting installations can result in poor lighting environments with negative lighting and visibility impacts. This discussion supports the lighting analysis that follows in Sections 4.0, 5.0, 6.0 and 7.0.

3.1.2 Glare Impacts

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

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

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

3.1.3 Light Trespass or Nuisance

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

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

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

Table 26.4 | Nighttime Outdoor Lighting Zone Definitions

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

Figure 1: Excerpt From IES Handbook 10th Edition, Table 26.4

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

Table 26.5 | Recommended Light Trespass Illuminance Limits

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

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

Figure 2: Excerpt From IES Handbook 10th Edition, Table 26.5

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

3.2 Field of View

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

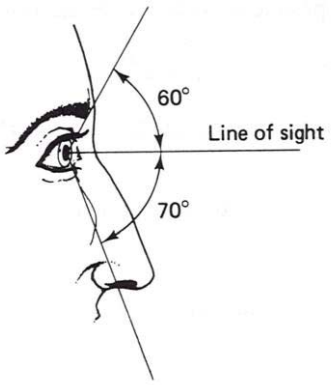


Figure 3: Vertical Limits of the Field of View

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

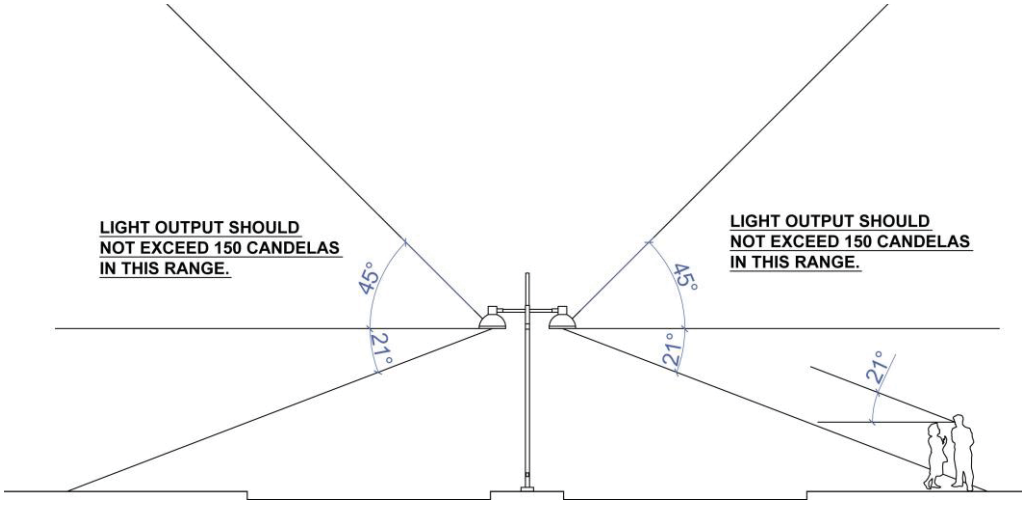


Figure 4: Direct Glare

3.2.1 Motion

The human eye, constantly in motion, scans fields of view for standard vision. When a moving object becomes the subject, the general scanning process is disrupted. Focusing on moving objects requires concentration and interferes with the general scanning process. The slower and more predictable the motion of an object, the easier it is to perceive. Thus, when focusing on moving objects, our peripheral vision becomes blurred. The faster an object is moving the less detail can be distinguished. In addition, the increase of object size and contrast between the object and its background will increase visibility and perception of the human eye.

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

3.2.2 Flicker

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

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

4.0 EXISTING SITE CONDITIONS

4.1 Existing Site Conditions

Sunset Boulevard in West Hollywood is currently a bright and vibrant streetscape. A variety of retail and entertainment options foster pedestrian activity, and the street serves as a major thoroughfare for automobile traffic. These factors, combined with the billboards that are a prominent feature of the Sunset Boulevard environment, create relatively high illuminance and luminance levels.

On a recent site visit, the authors of this study measured various illuminance and brightness values at the project site and surrounding areas. The section of Sunset Boulevard from Hilldale Avenue to North Doheny Drive is an especially vibrant area at night, with several large billboards, retail establishments, restaurants, cafes and bars, as well as surrounding residential uses nearby. Measurements were recorded between 9:30pm and 10:30pm on March 20, 2014, a clear night with no cloud cover.

Nighttime illuminance levels on the sidewalks in the area ranged from 2.4 footcandles to 13.4 footcandles (see Tables 1 and 2 below). The IESNA recommends a minimum illuminance level of 1.0 footcandles for highly trafficked pedestrian areas adjacent to major roadways, with a recommended average illuminance of 2.0 footcandles. The measured illuminance values appear to be significantly higher than these recommendations, as the average footcandle level along the sidewalk of this area was 5.35 footcandles.

In Section 3.1.2 above, significant glare impact is defined as any contrast ratio of absolute luminance values 30:1 or more. While several of the measurement areas listed in the previous paragraph exceed this contrast value, the impact of these contrast values is generally mitigated by the overall visual density of the area. Each billboard or building façade may contain high contrasts in brightness, but the average brightness of each of these areas is relatively consistent, and therefore not a significant source of glare. One notable exception is the large billboards that are elevated above surrounding context. Billboards that are surrounded primarily by dark sky can create significant sources of glare and visual distraction (see Figures 5 and 6).

Table 1: Sunset Blvd N Horizontal Illuminance Summary

SUNSET BOULEVARD NORTH HORIZONTAL ILLUMINANCE SUMMARY																		
WEST TO EAST (Foot-Candle)																Avg	Max	Min
4.7	13.4	9.9	6.0	3.4	2.5	2.6	2.5	2.6	8.7	3.6	8.9	7.1	2.4	3.5	4.9	5.42	13.4	2.4

Table 2: Sunset Blvd S Horizontal Illuminance Summary

SUNSET BOULEVARD SOUTH HORIZONTAL ILLUMINANCE SUMMARY																		
WEST TO EAST (Foot-Candle)																Avg	Max	Min
3.4	2.8	3.5	4.6	5.9	8.7	5.8	2.9	3.9	7.0	5.3	7.1	3.9	3.1	3.5	13.0	5.28	13.0	2.8

Nighttime illuminance levels were also measured at street level in three surrounding areas. Those recorded values are below in Tables 3, 4 and 5. Table 3 measurements were taken along the bend of Shoreham Drive, on the street adjacent to item 17 on Figure 13 following. Table 4 measurements were taken along the bend of North Wetherly Drive, on the street adjacent to item 15 on Figure 13. Table 5 measurements were taken in the parking area adjacent to 8980 Shoreham Drive, near items 13 and 14 on Figure 13.

Table 3: Corner of Shoreham Dr Horizontal Illuminance Summary

SHOREHAM DRIVE HORIZONTAL ILLUMINANCE SUMMARY								
WEST TO EAST (Foot-Candle)						Avg	Max	Min
0.1	0.4	1.3	0.9	0.4	0.2	0.55	1.3	0.1

Table 4: Corner of N Wetherly Dr Horizontal Illuminance Summary

NORTH WETHERLY DRIVE HORIZONTAL ILLUMINANCE SUMMARY								
WEST TO EAST (Foot-Candle)						Avg	Max	Min
0.3	0.0	0.1	0.1	0.7	0.1	0.22	0.7	0.0

Table 5: 8980 Shoreham Dr Horizontal Illuminance Summary

8980 SHOREHAM DRIVE HORIZONTAL ILLUMINANCE SUMMARY								
WEST TO EAST (Foot-Candle)						Avg	Max	Min
0.2	0.3	0.2	0.3	0.2	0.1	0.22	0.3	0.1

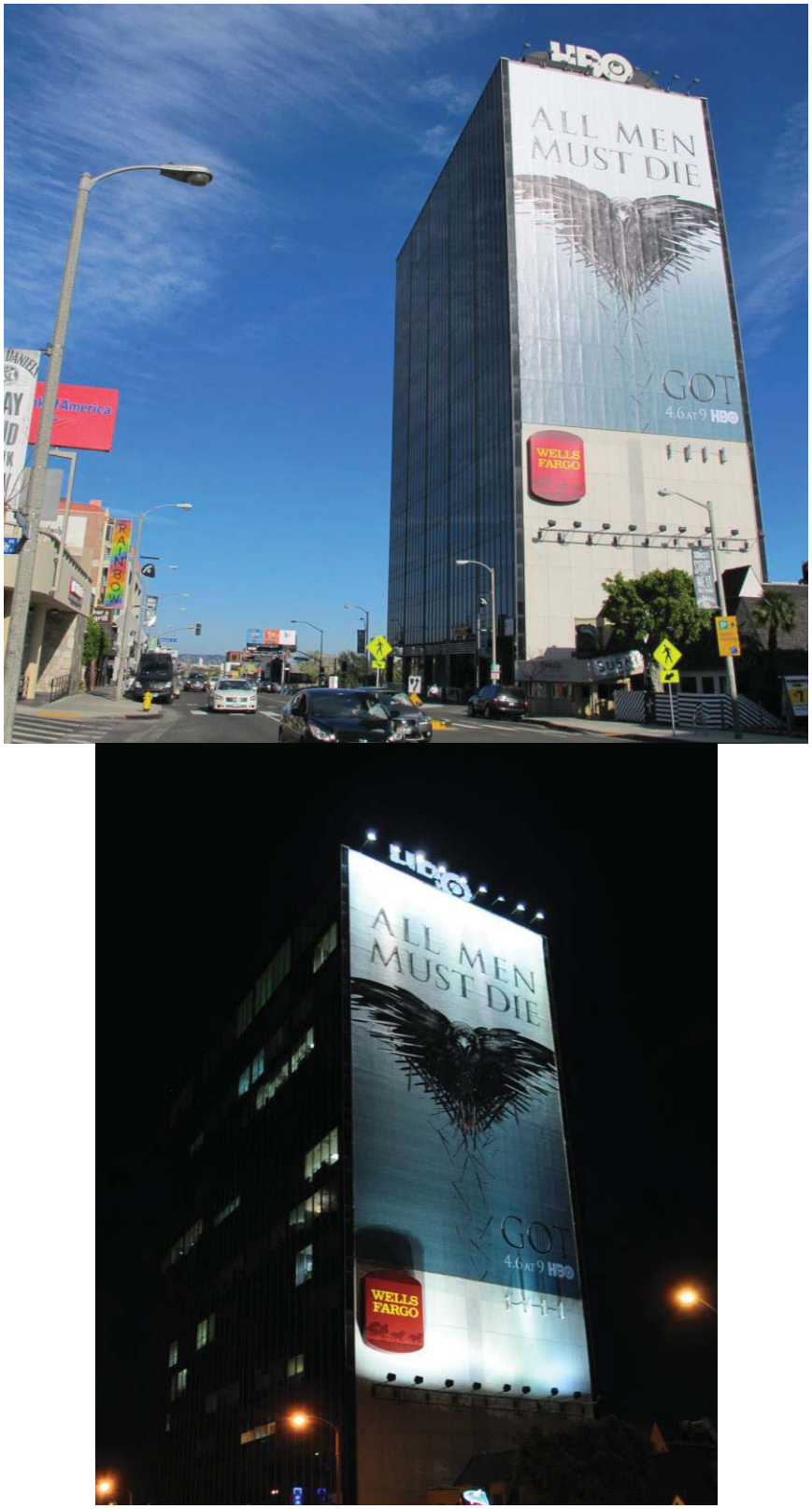


Figure 5: Billboard Across Sunset Boulevard; View East Towards the Project Site

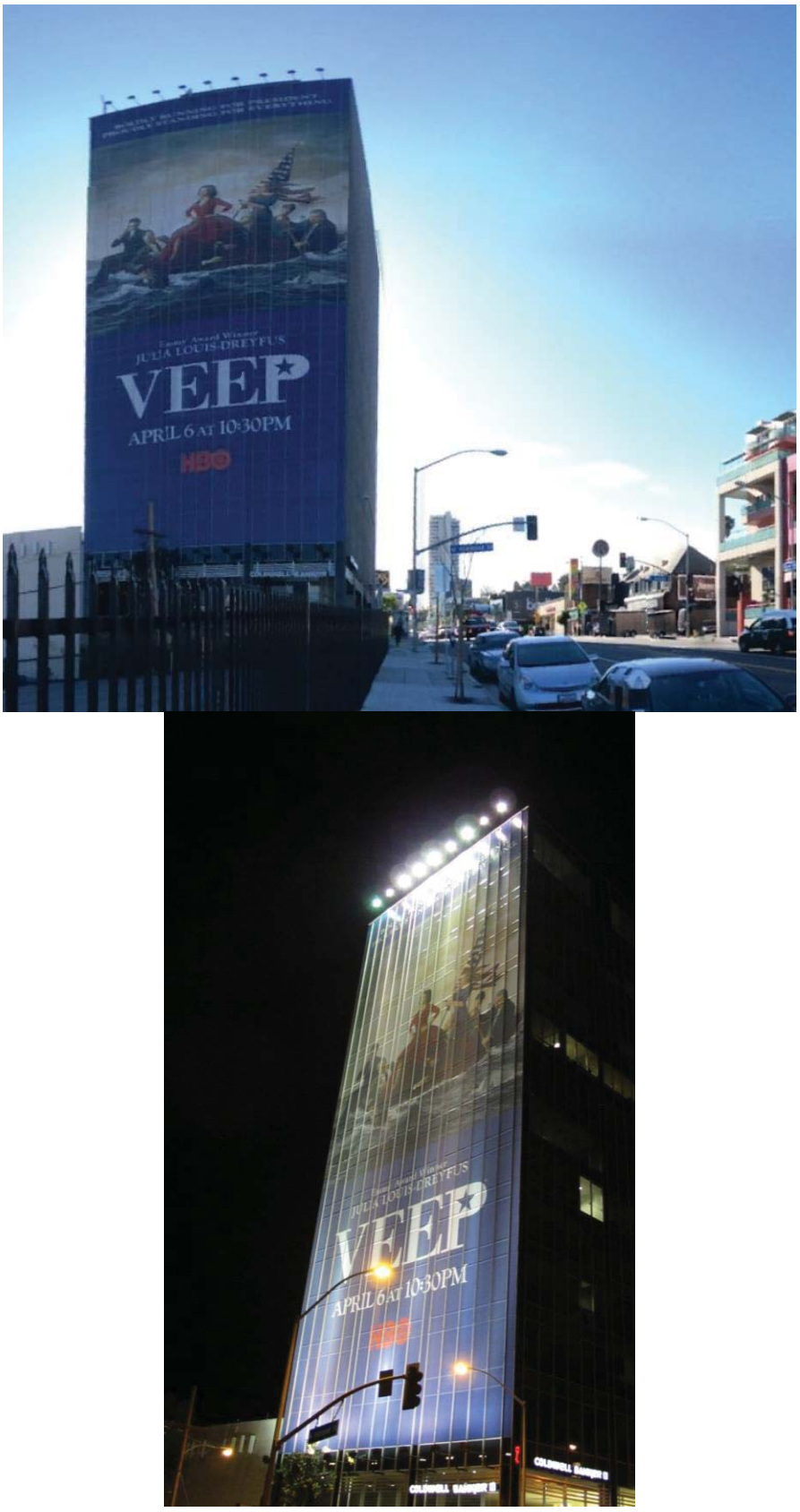


Figure 6: Billboard across Sunset Boulevard; View West Towards the Project Site

5.0 PROJECT DESIGN REVIEW

5.1 Project Description

The proposed project on the site at 9015 Sunset Boulevard is in two parts. First is the removal of an existing billboard sign that sits atop the Rainbow Bar roof structure. After its removal, a new double sided, pole mounted billboard is to be erected on the south side of the property, above the existing sign's location. The proposed project would include a new illuminated billboard, thirty-two (32) feet above the sidewalk elevation to eighty-three (83) feet above the sidewalk elevation, facing east and west on the north side of Sunset Boulevard.

5.2 Lighting Scheme and Equipment

The lighting scheme for the project consists of a metal halide version of a billboard flood light with fixtures at the bottom of the billboard. Two (2) metal halide floodlights are proposed below the bottom of each side of the billboard elevation approximately thirty-five (35) feet above the existing side walk elevation at Sunset Boulevard. All lights are to be aimed at the billboard surface.

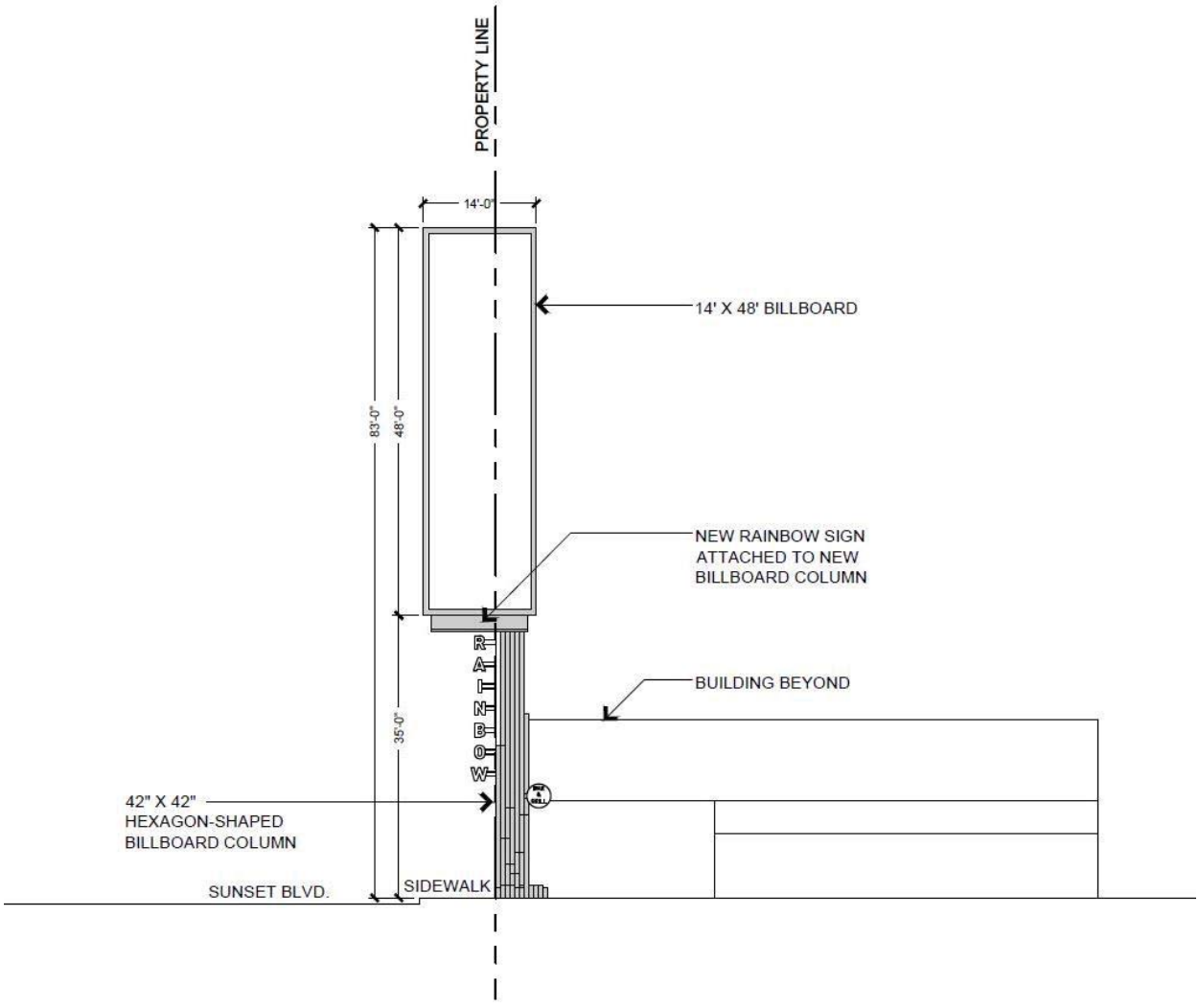
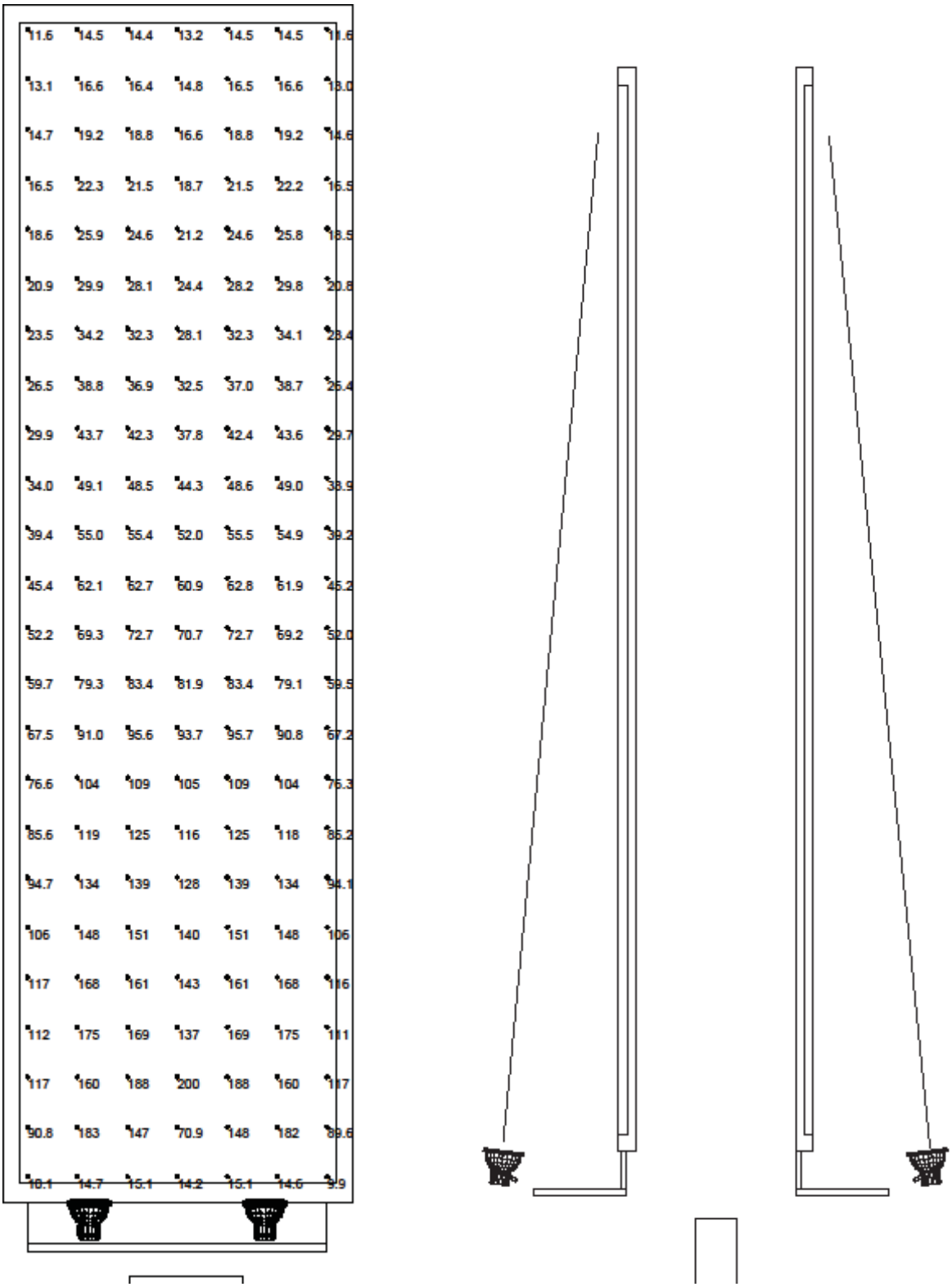


Figure 7: Proposed East Elevation

Figure 8: View Looking West



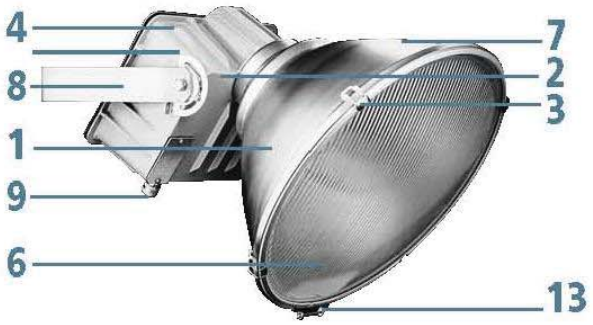
East/West Elevation

North/South Elevation

Figure 9: Billboard Lighting Calculation by Applicant

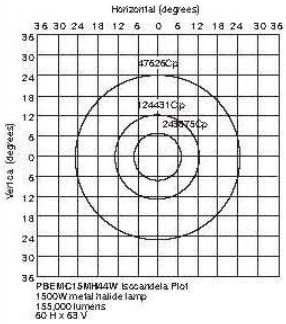
Product Features

1. Spun aluminum reflector
2. Vertical aiming protractor
3. Stainless steel latches
4. Die cast aluminum ballast housing
5. Horizontal aiming protractor
6. Prismatic or tempered glass lens
7. Optional heavy duty cover
8. Memory lock handle
9. Splice chamber
10. Aluminum door frame
11. Hollow core high temperature silicone gasket
12. Reflector rotates back for ease of relamping
13. Heavy duty captive hinge



Isocandela charts show beam pattern when aimed straight down

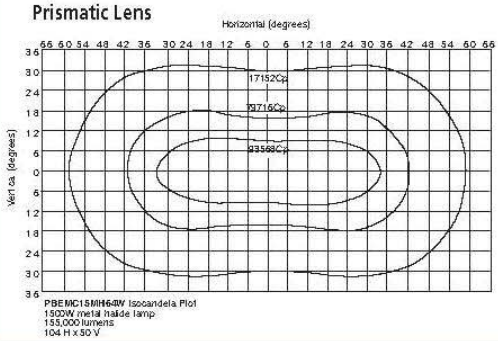
Clear Lens



Optical Control

Prismbeam II floodlights are designed using the most efficient parabolic reflector available with or without a prismatic lens. They provide unequaled visibility and viewer comfort for almost any application.

Prismatic Lens



Specifications

The Prismbeam II floodlight shall be Holophane catalog number _____. It shall consist of a single piece, die cast, aluminum housing and spun 22" aluminum reflector. All external hardware shall be stainless steel or aluminum. The housing shall include a cast-in-place splice box with its own externally accessible, gasketed cover plate. The unit shall be supplied with a threaded, water tight cord connector suitable for 90°C rated conductors having an assembled diameter ranging from 3/8" to 1/2". The mounting yoke shall be secured to the unit at its center of gravity. To withstand long term vibration, the yoke shall be made of 2 1/2" x 1/4" hot rolled steel which has been stamped with horizontal aiming angle marks and then zinc electroplated and yellow chromate finished for corrosion resistance. The unit shall have a breather to eliminate a vacuum within the optical chamber. The unit shall be UL listed and CUL listed. The fixture shall be suitable for wet locations. Four stainless steel, hand activated latches shall secure the lens to the reflector. The lens frame shall be secured to the reflector with a high temperature, hollow core durometer 60, silicone gasket. To prevent infiltration of insects and water into the optical assembly, there shall be no holes or slots in the reflector which are not gasketed. The lens shall be prismatic borosilicate glass to produce an asymmetric pattern, or clear tempered flat glass. Lamp voltage rise shall be minimized by fluting the reflector to direct reflected energy away from the arc tube of the lamp.

To minimize bright spots and harsh shadows, the maximum center beam intensity shall not exceed _____ candelas. To minimize glare and spill light, the intensity at 40° above beam center shall not exceed _____ candelas.

An optional louver shall be secured to the lens frame by the manufacturer. The louver shall be external to the reflector and hinge open with the lens.

Warranty

The electrical assembly shall be fully warranted for a period of 6 years and the housing for a period of 2 years from the date of manufacture.

Figure 10: Product Data Sheet for Proposed Billboard Light (page 1 of 2)

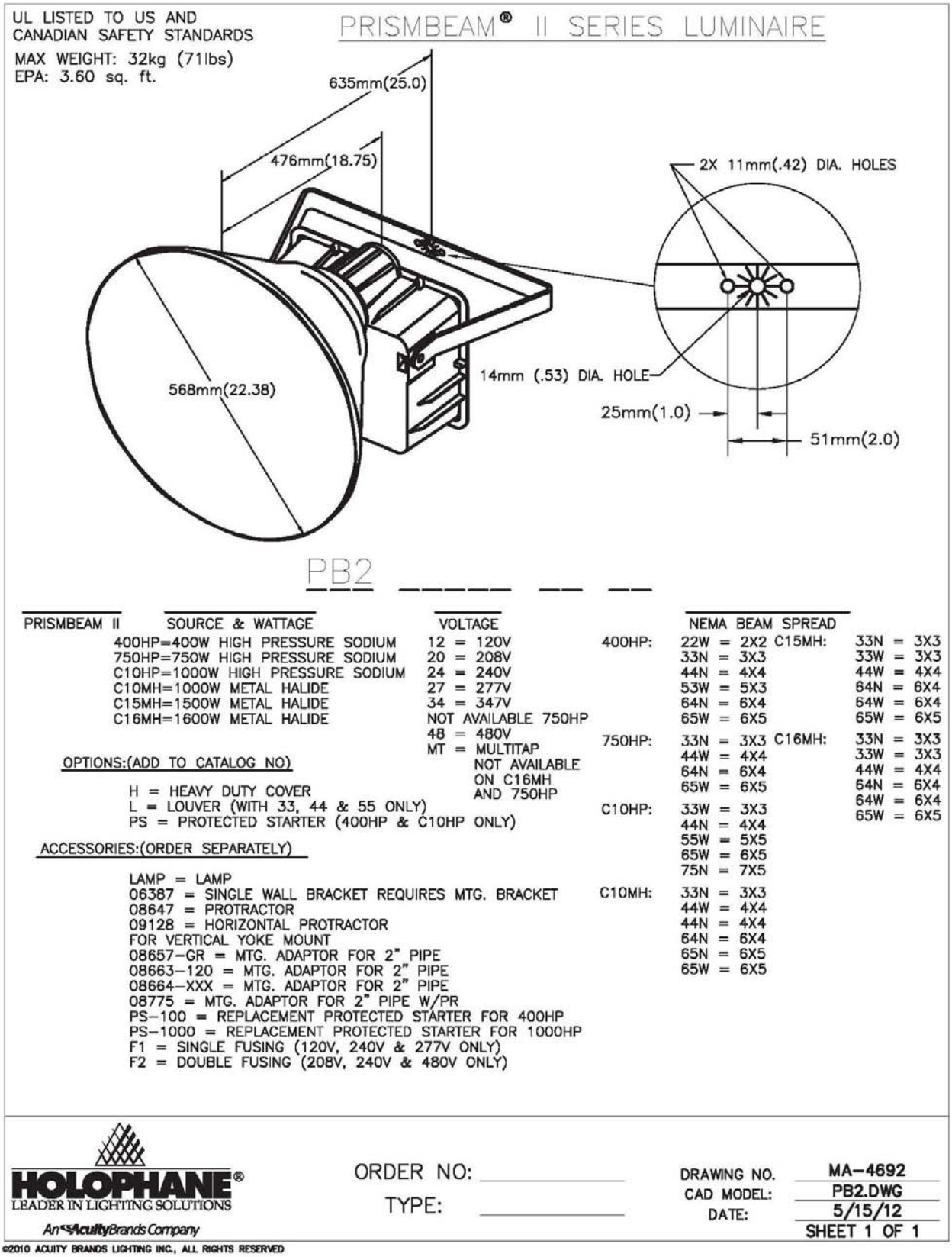


Figure 11: Product Data Sheet for Proposed Billboard Light (page 2 of 2)

6.0 COMPUTER CALCULATION

6.1 Methodology

A computer simulation model is used to evaluate the potential impacts of the proposed illuminated billboard at 9015 Sunset Boulevard in West Hollywood, CA. The calculations examine the impacts of the proposed project by calculating potential illuminance levels (the amount of light arriving on a surface) on surrounding public right of way, at surrounding property lines and at adjacent building façades.

Figure 12 illustrates the area surrounding the subject property at 9015 Sunset Boulevard. Figure 13 indicates the site and adjacent areas of analysis. Incident light from the sign is calculated on the ground plane of the adjacent properties and across Sunset Boulevard for the areas highlighted in Figure 14. Incident Light at the vertical plane extending above the property line is calculated for the segments highlighted on Figure 15, which shows the vertical faces of the adjacent or nearby property lines. Each of these areas is analyzed separately to best understand the intensity and direction of the light from the project and where the greatest impacts may be located.

This lighting calculation model considers only the impact of the proposed new billboard lighting on the surrounding area and adjacent properties. The calculation does not consider the existing lighting conditions including the overall contribution of the entire luminous environment: adjacent billboard lighting, street lighting and overall skyglow.

All calculations for this study were produced using a software program (AGI32 version 3.0 by Lighting Analysts, Inc., Littleton, Colorado) to model the building and site context, and light fixtures placed within the property. The computer modeling software utilizes radiance and ray trace calculations to accurately predict the direct illumination of surfaces as well as the inter-reflected light from adjacent surfaces. A virtual 3-dimensional model of the surrounding site and buildings created in AutoCAD was used to simulate the surrounding context, and a model of the building was provided by the architects for use in the calculation. The luminaires are simulated using the .ies file format. This file format was established by the Illuminating Engineering Society (IES) and is the professional standard for use by lighting designers and engineers in the United States. IES files for all proposed luminaires were obtained from the manufacturers who create the files based on standards established by the IES.

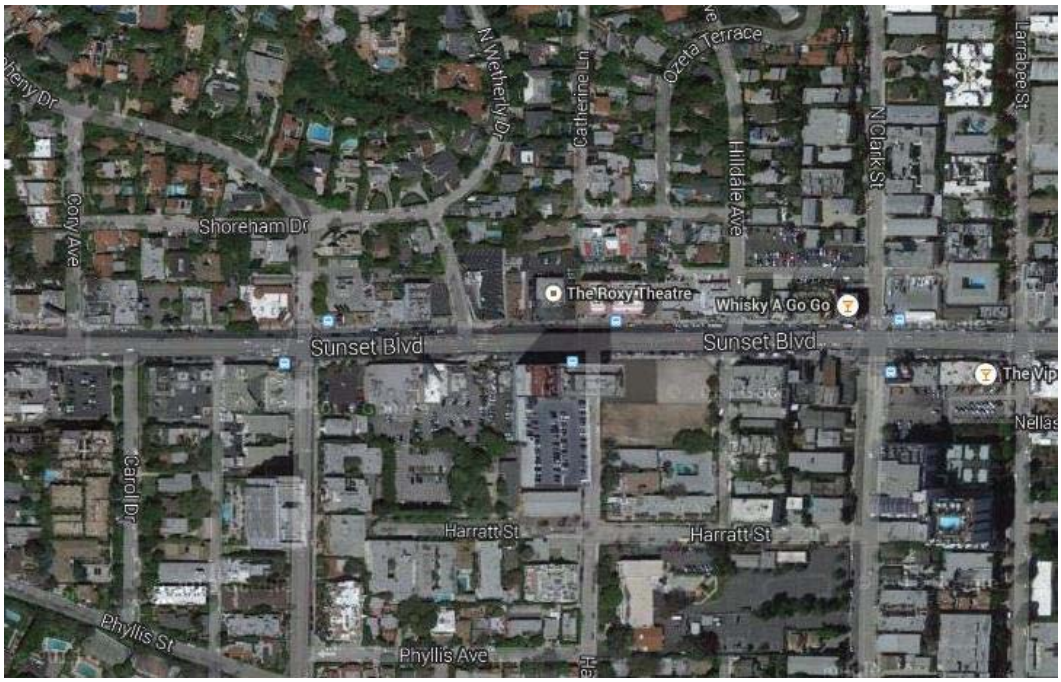


Figure 12: Aerial View of Site and Adjacent Properties

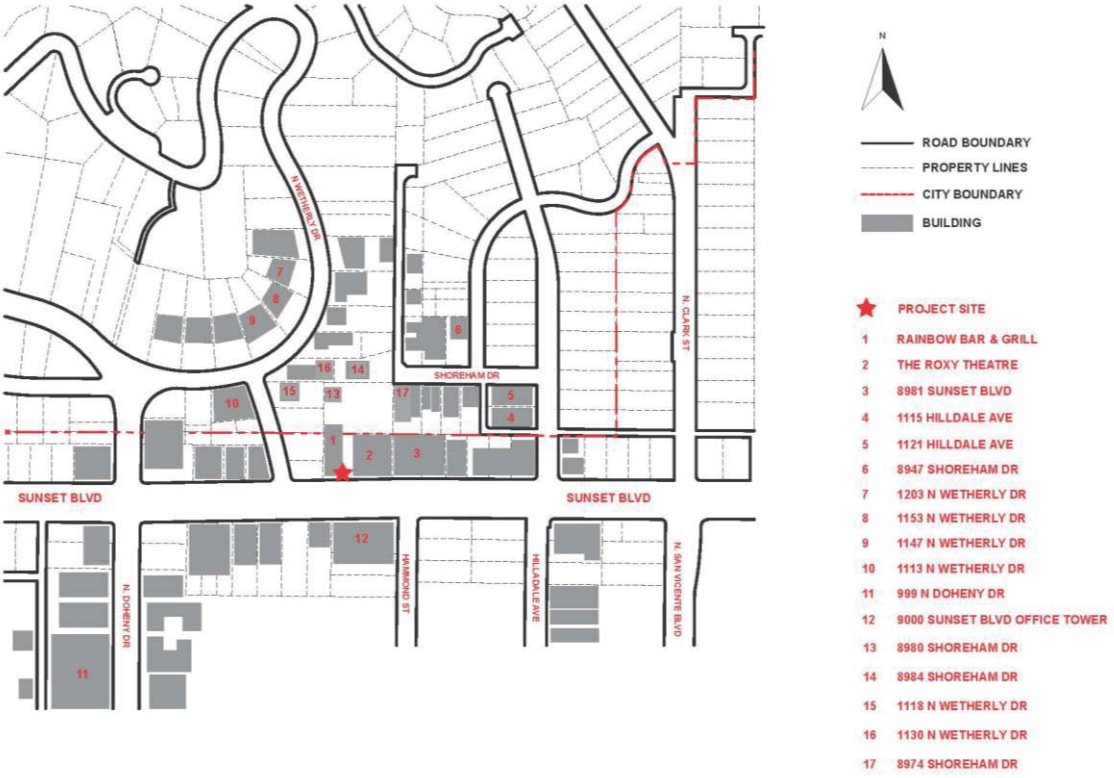


Figure 13: Key Map of Analysis Area

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

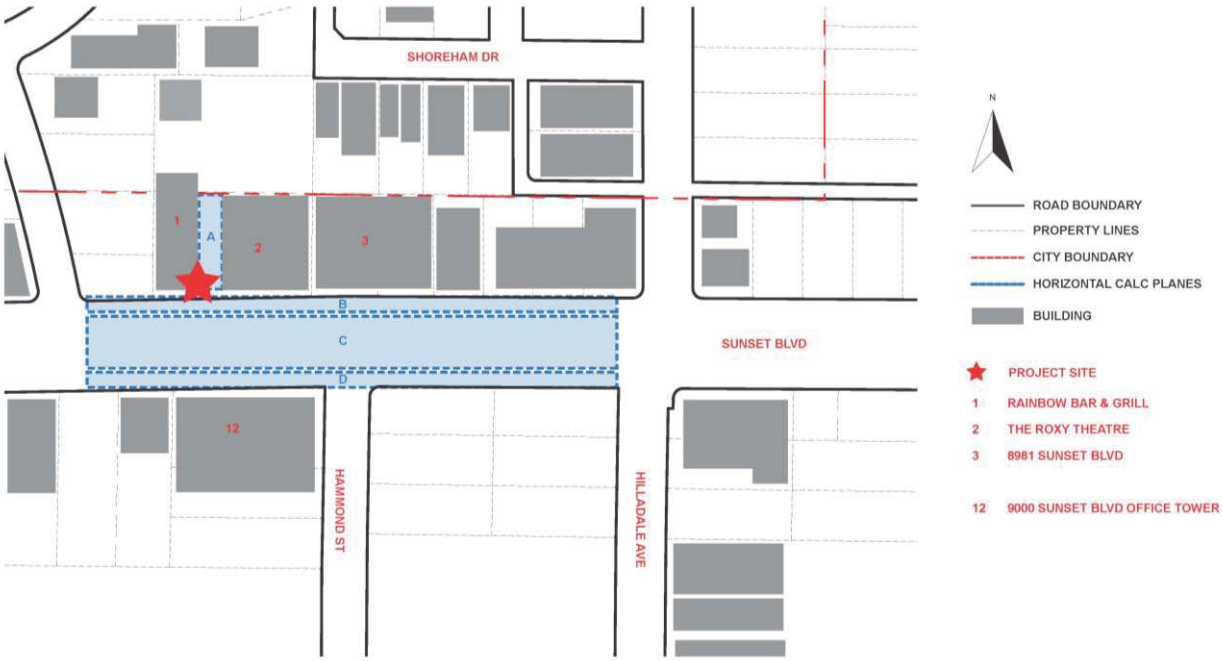


Figure 14: Key Map of Horizontal Illuminance Calculation Areas

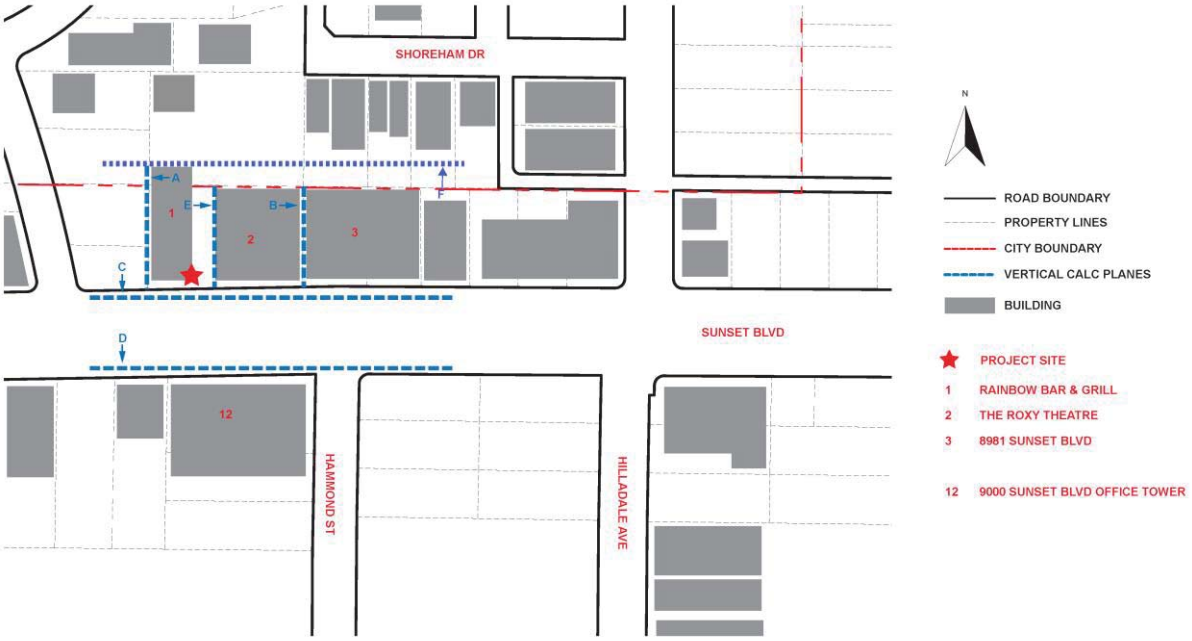


Figure 15: Key Map of Vertical Illuminance Calculation Planes

6.2 Calculation Results – Applicant's Proposed Sign Lighting

According to design documentation submitted by the Applicant, the standard design condition for nighttime use will include exterior metal halide floodlights mounted below the proposed billboard attached to the east and west elevations of the sign structure.

The results of this calculation, outlined in Tables 6 and 7, demonstrate the lighting impacts resulting from the proposed project on surrounding buildings and public rights of way.

The values calculated at the surrounding street areas (Horizontal Illumination Calculation Plane) are summarized in Table 6, below, and presented in elevation view in Figure 16. In order to further distinguish the calculated illuminance values, recorded levels over 0.5 foot-candles are highlighted in yellow, and any levels over 1.0 foot-candles are highlighted in red. All subsequent tables in this report will be highlighted in the same manner.

Table 6: Horizontal Illuminance Impacts of Billboard

HORIZONTAL ILLUMINANCE CALCULATION SUMMARY				
		Foot-Candle		
LOCATION	DESCRIPTION	Avg	Max	Min
A	RAINBOW BAR & GRILL	0.07	0.3	0.0
B	SUNSET BLVD NORTH	0.32	1.0	0.0
C	SUNSET BLVD	0.13	0.5	0.0
D	SUNSET BLVD SOUTH	0.07	0.2	0.0

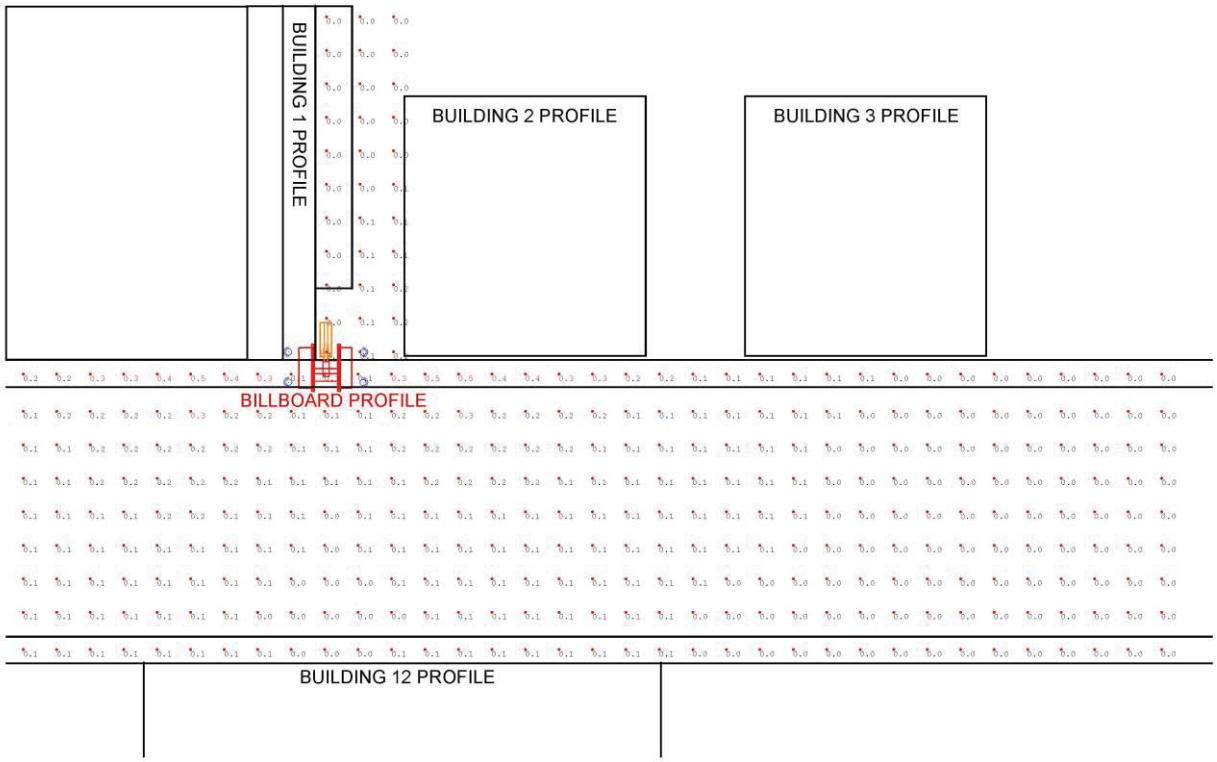


Figure 16: Horizontal Illuminance Calculation

Table 7, below, outlines calculated illuminance values on the façades of surrounding buildings prior to mitigation. As previously described, values over 0.5 foot-candles are highlighted in yellow and values over 1.0 foot-candles are highlighted in red.

Table 7: Vertical Illuminance Impacts of Billboard (Before Mitigation)

VERTICAL ILLUMINANCE CALCULATION SUMMARY				
		Foot-Candle		
LOCATION	DESCRIPTION	Avg	Max	Min
A	RAINBOW BAR & GRILL	2.15	36.9	0.0
B	8981 SUNSET BLVD	0.36	0.5	0.1
C	SUNSET BLVD NORTH	1.48	109	0.0
D	SUNSET BLVD SOUTH	0.26	2.6	0.0
E	THE ROXY THEATRE	1.86	19.7	0.0
F	RESIDENTIAL NORTH	0.23	1.5	0.0

The calculated values at each of the five (5) Vertical Illumination Calculation Planes are summarized in Table 7 and presented in elevation view below in Figures 17, 18, 19, 20, 21 and 22.

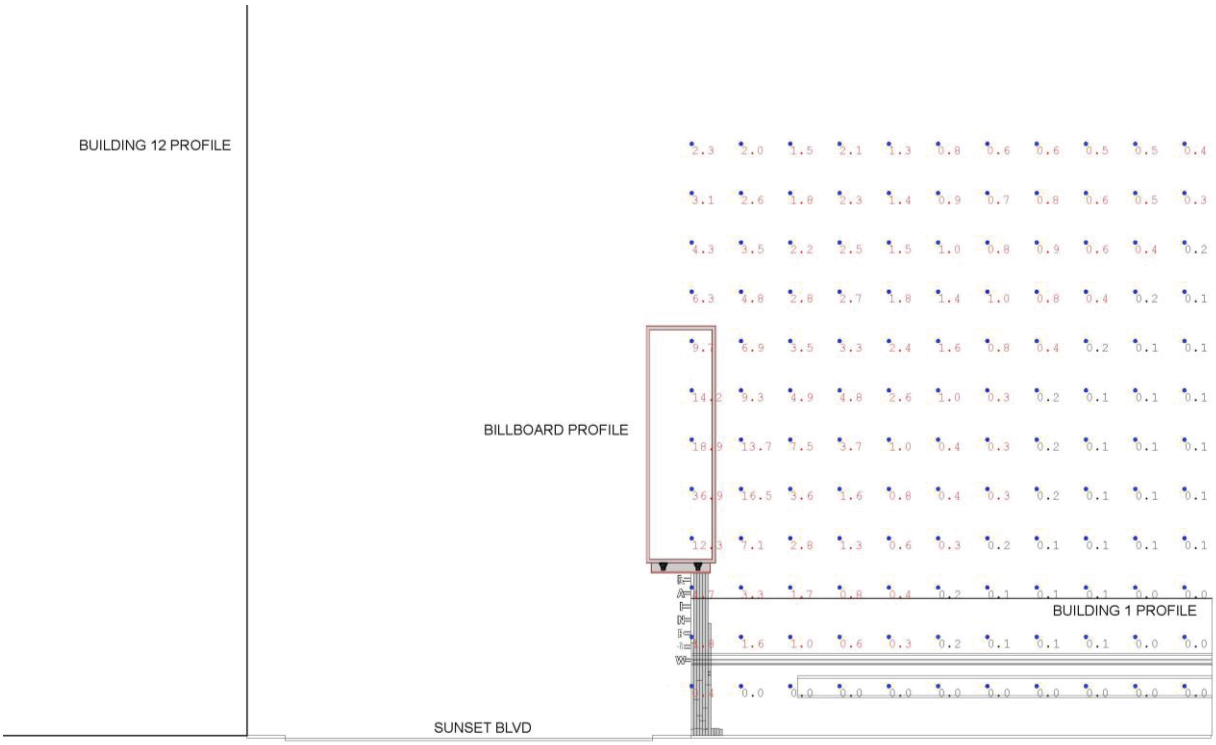


Figure 17: Vertical Illuminance Calculation Plane A

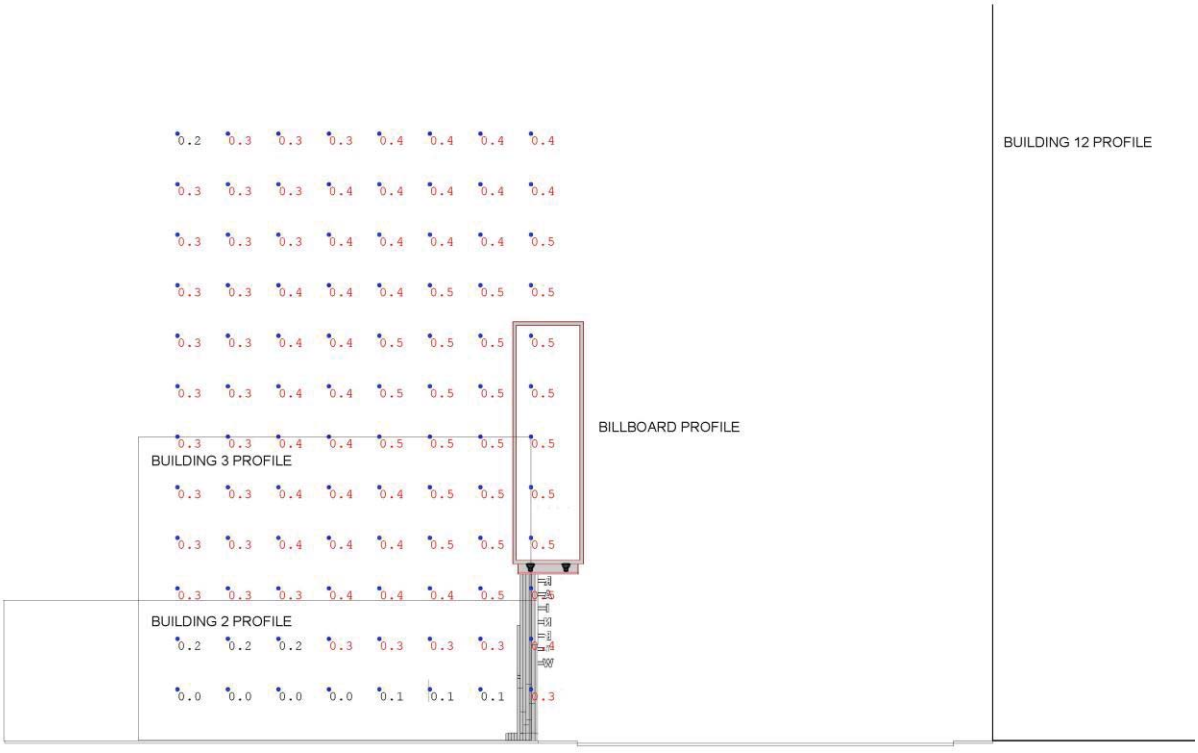


Figure 18: Vertical Illuminance Calculation Plane B

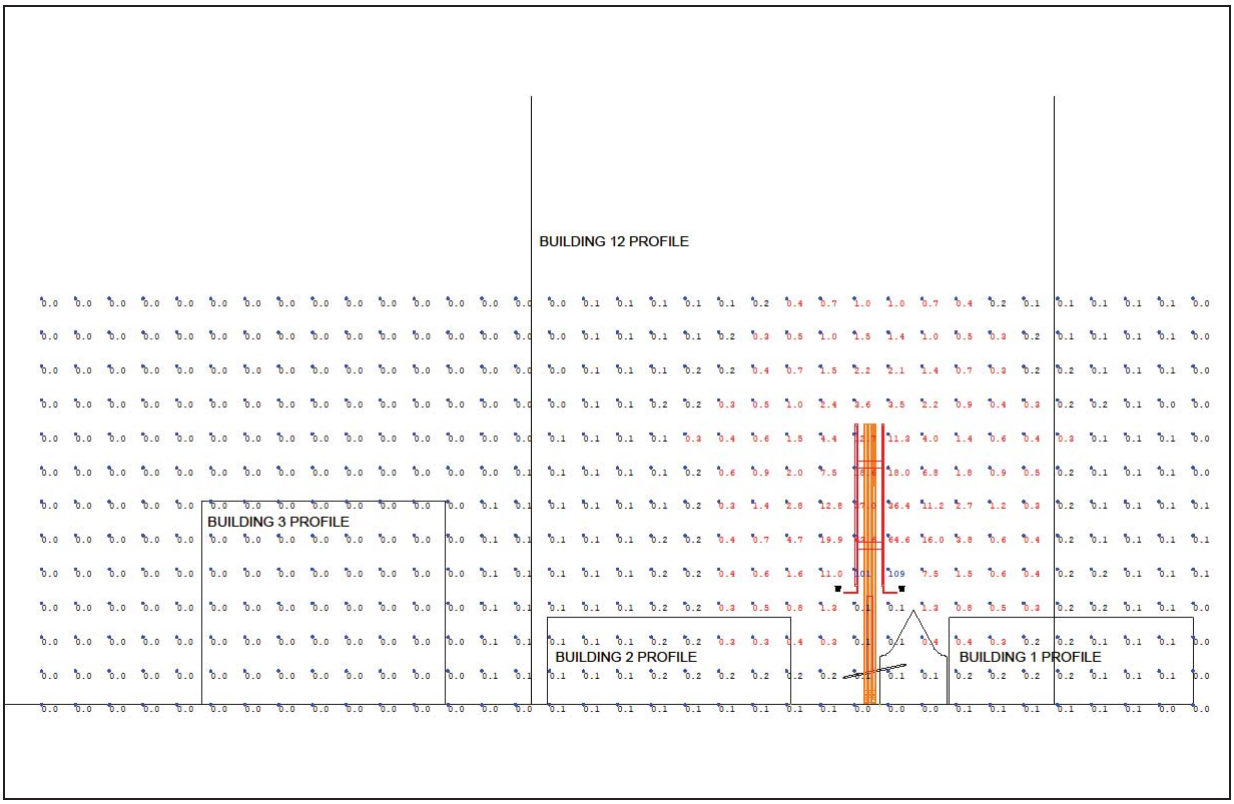


Figure 19: Vertical Illuminance Calculation Plane C

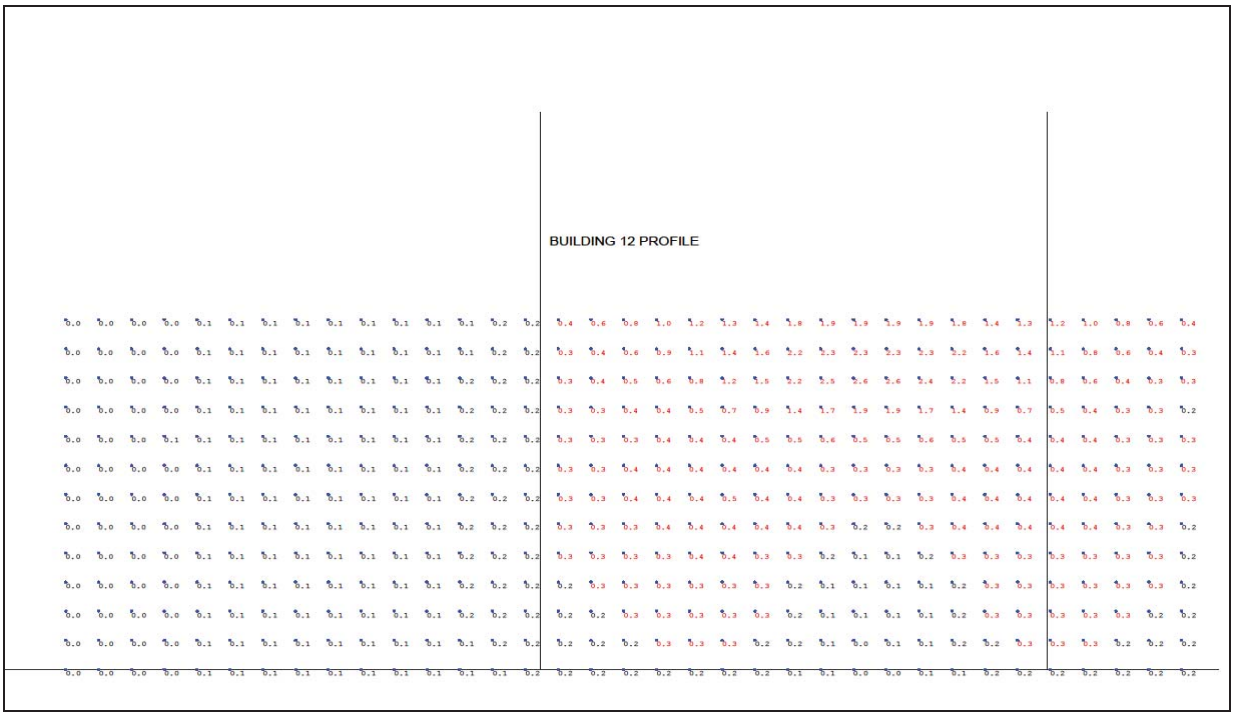


Figure 20: Vertical Illuminance Calculation Plane D

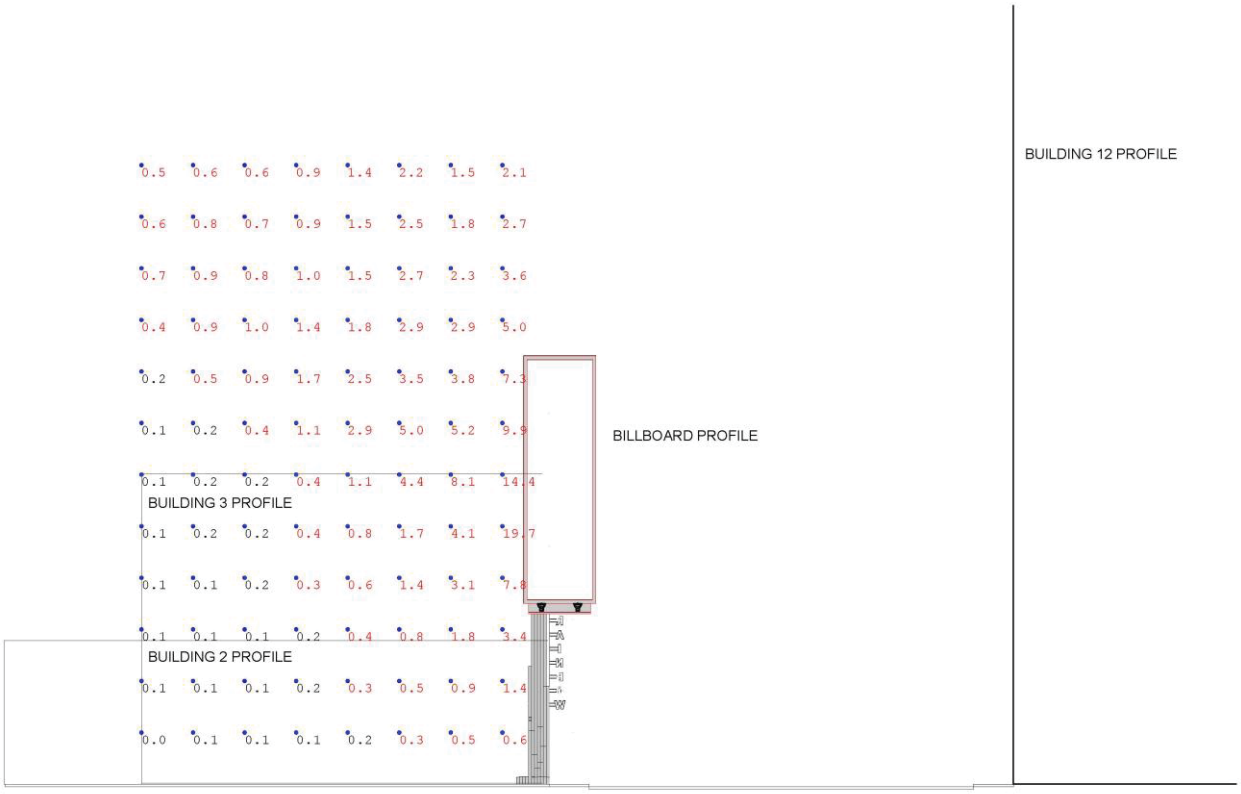


Figure 21: Vertical Illuminance Calculation Plane E

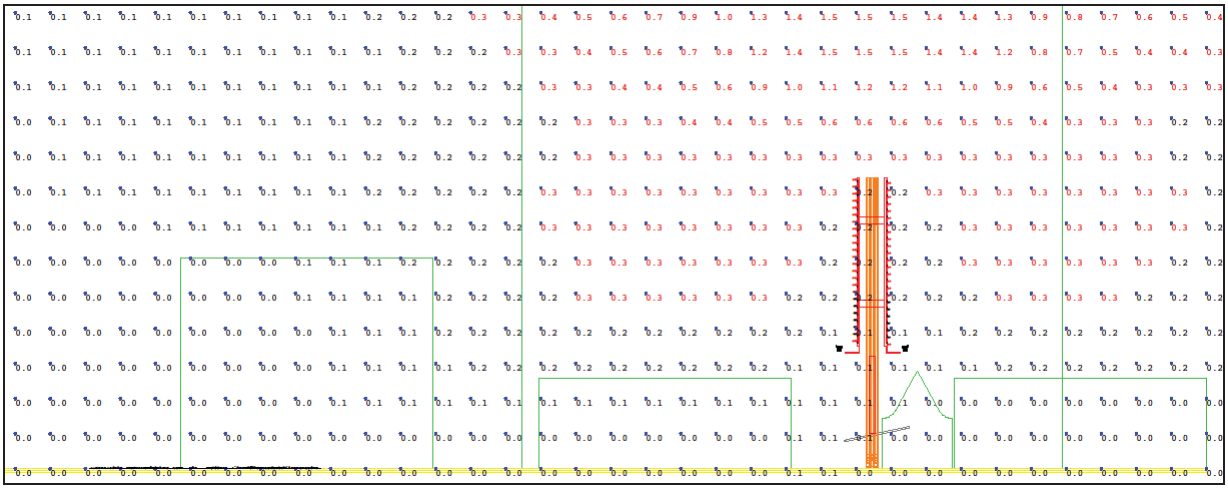


Figure 22: Vertical Illuminance Calculation Plane F

Figure 23: Simulated Rendering of Proposed Billboard Lighting Viewed From West

Figure 24: Simulated Rendering of Proposed Billboard Lighting Viewed From East

7.0 NEIGHBORHOOD IMPACT ANALYSIS

7.1 Summary and Analysis of Calculation Data

All calculations described in Section 6.0 are summarized above in Tables 6 and 7. The results of these calculations reveal how the proposed project would impact the adjacent properties, prior to mitigation.

Data outlined in Section 6.0 demonstrates the possible lighting impacts resulting from the proposed project at 9015 Sunset Boulevard as it is currently designed. The proposed billboard lighting results in measurable light impacts on surrounding property lines and at the public right of way. It is not unusual for building and signage lighting to have measurable impacts onto public rights of way, especially in urban areas such as this. Calculated vertical illuminance values include a maximum of 36.9 footcandles at the property line of Bank of America and 19.7 footcandles at the property line of The Roxy Theatre, the two commercial buildings directly adjacent to the project site. Additionally, calculated vertical illuminance values include a maximum of 109 footcandles adjacent to the property line along Sunset Boulevard along public right of way.

All of the surfaces analyzed at the nearby residential property lines and at residential horizontal ground planes received low or very low illuminance from the proposed billboard lighting (less than 0.6 foot-candles). By way of comparison to other regional standards applied to the issue of light trespass, the City of Los Angeles Municipal Code Section 14.4.4(E) states that no sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than three foot candles above ambient light, as measured at the property line of the nearest residentially zoned property.

It is our opinion that the proposed billboard lighting should be modified to shield the floodlights with a visor to reduce glare and visual distraction at neighboring properties. We believe that, with this modification, the proposed billboard lighting design will not constitute a negative lighting impact to neighboring properties.

In addition, because of the relatively bright context of Sunset Boulevard, it is possible that the light impacts calculated in this study may not be noticeable.

7.2 Sight Lines to Project

In order to investigate potential visual impacts from the proposed project, the study authors visited the site to study sight lines to the project site from neighboring residential properties. While the buildings along Sunset Boulevard are primarily of commercial and entertainment uses, the area also has many neighboring residential buildings just off of the Sunset Boulevard thoroughfare. However, the nearest residential properties on the two streets north and northeast of the site are located within the City of Los Angeles (see Figure 13 above).

While there are many residential properties surrounding the project site that may have a distant view of the sign, only two have street level views to the site: 8981 Sunset Boulevard (#3 on Figure 13) and 999 North Doheny Drive (#11 on Figure 13). Ten residential properties have direct distant views: 1113 North Wetherly Drive (#10 on Figure 13), 1147 North Wetherly Drive (#9 on Figure 13), 1153 North Wetherly Drive (#8 on Figure 13), 1203 North Wetherly Drive (#7 on Figure 13), 8947 Shoreham Drive (#6 on Figure 13), 1121 Hilldale Avenue (#5 on Figure 13), 1115 Hilldale Avenue (#4 on Figure 13), 8980 Shoreham Drive (#13 on Figure 13), 8984 Shoreham Drive (#14 on Figure 13), and 8974 Shoreham Drive (#17 on Figure 13). The nearby properties at 1118 North Wetherly Drive (#15 on Figure 13) and 1130 North Wetherly Drive (#16 on Figure 13) should not be affected, as the sign will have no impact due to heavy vegetation blocking direct views. The locations of these properties are shown on the map in Figure 13 above.

8981 Sunset Boulevard has the most direct line of sight to the billboard, being just two properties east of the project site (Figure 25). This property would receive glare impacts and visual distraction from the billboard lighting with a ratio of at least 41.6:1 (see Figure 9) when viewing the billboard surface against the dark sky above. However, views that include the proposed billboard will also include the existing tall wall illumination across the street at 9000 Sunset Boulevard, as well as other existing billboards nearby and the brightly lit Sunset Boulevard. In addition, there are no windows on the west side of this property.

Figure 25: View West towards the Project Site and 8981 Sunset Boulevard

999 North Doheny Drive is approximately two blocks southwest from the project site. While the building has no direct views to the project site from street level (Figure 26), some of the units in the tall residential tower will have views that include the billboard illumination proposed at 9015 Sunset Boulevard. However, views that include the proposed billboard will also include many existing billboards and the brightly lit Sunset Boulevard, and the potential for significant visual impact from the proposed billboard at this location is minimal.

Figure 26: View towards the Project Site from 999 North Doheny Drive Street Level

8980 Shoreham Drive is approximately half a block directly north of the project site. While the building has direct views to the project site from the entrance and a second story window (Figure 27), the view of the project will be a minor percentage due to the project being directly south in the view plane. There will also be no direct view of the light sources, as they will be at a height greater than the property. Additionally, views that include the proposed billboard will also include many existing billboards and the brightly lit Sunset Boulevard, therefore the potential for significant visual impact from the proposed billboard at this location is minimal. In addition, this property is within the City of Los Angeles (Figure 13).

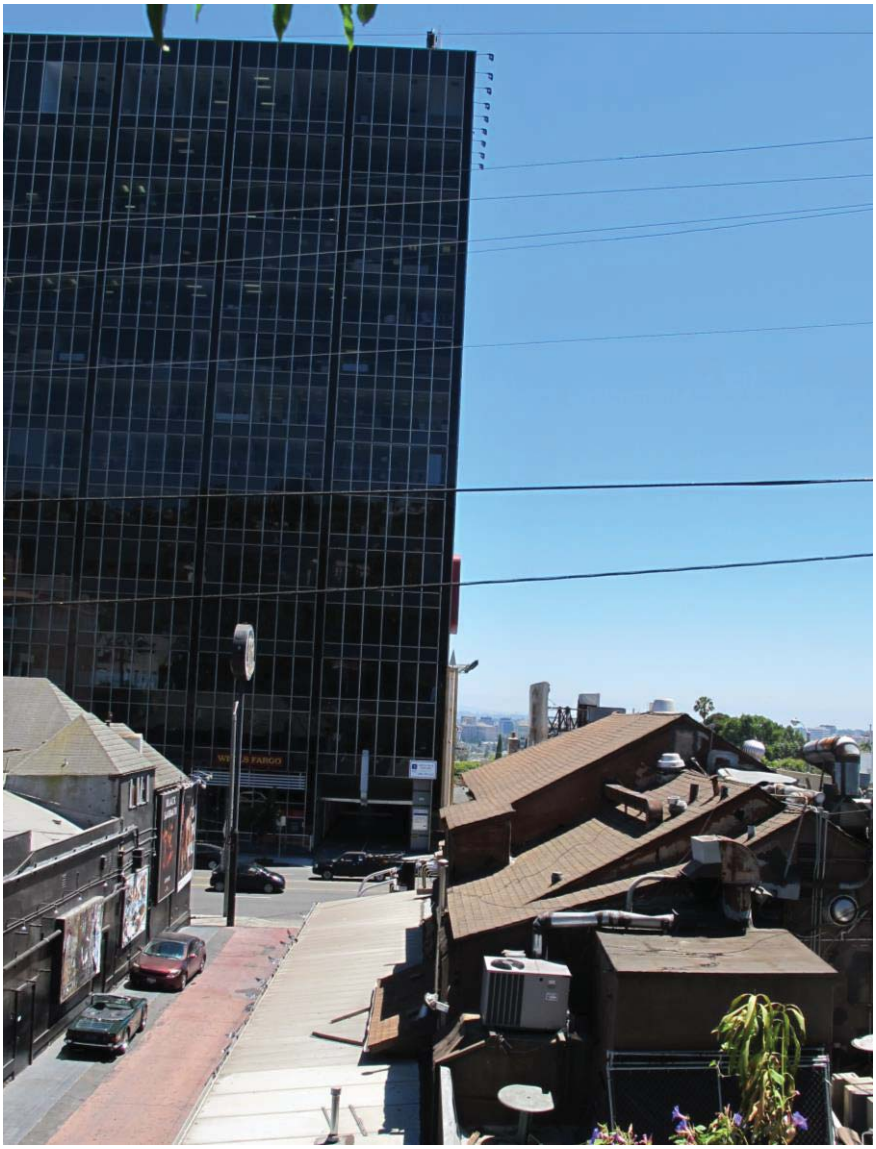


Figure 27: View towards the Project Site from 8980 Shoreham Drive

8984 Shoreham Drive is approximately half a block north of the project site. While the building has direct views to the project site from south facing windows on the south side of the property (Figure 28), the view of the project will be a minor percentage. There will also be no direct view of the light sources, as they will be at a height greater than the property. Additionally, views that include the proposed billboard will also include many existing billboards and the brightly lit Sunset Boulevard, therefore the potential for significant visual impact from the proposed billboard at this location is minimal. In addition, this property is within the City of Los Angeles (Figure 13).

No properties north of this location will have views of the project site due to vegetation.

Figure 28: View towards the Project Site from 8984 Shoreham Drive

8974 Shoreham Drive is approximately half a block northeast of the project site. While the building has direct views to the project site from west facing windows and balconies on the west side of the property (Figure 29), there will also be no direct view of the light sources, as they will be at a height greater than the property. Additionally, views that include the proposed billboard will also include many existing billboards and the brightly lit Sunset Boulevard, therefore the potential for significant visual impact from the proposed billboard at this location is minimal. In addition, this property is within the City of Los Angeles (Figure 13).

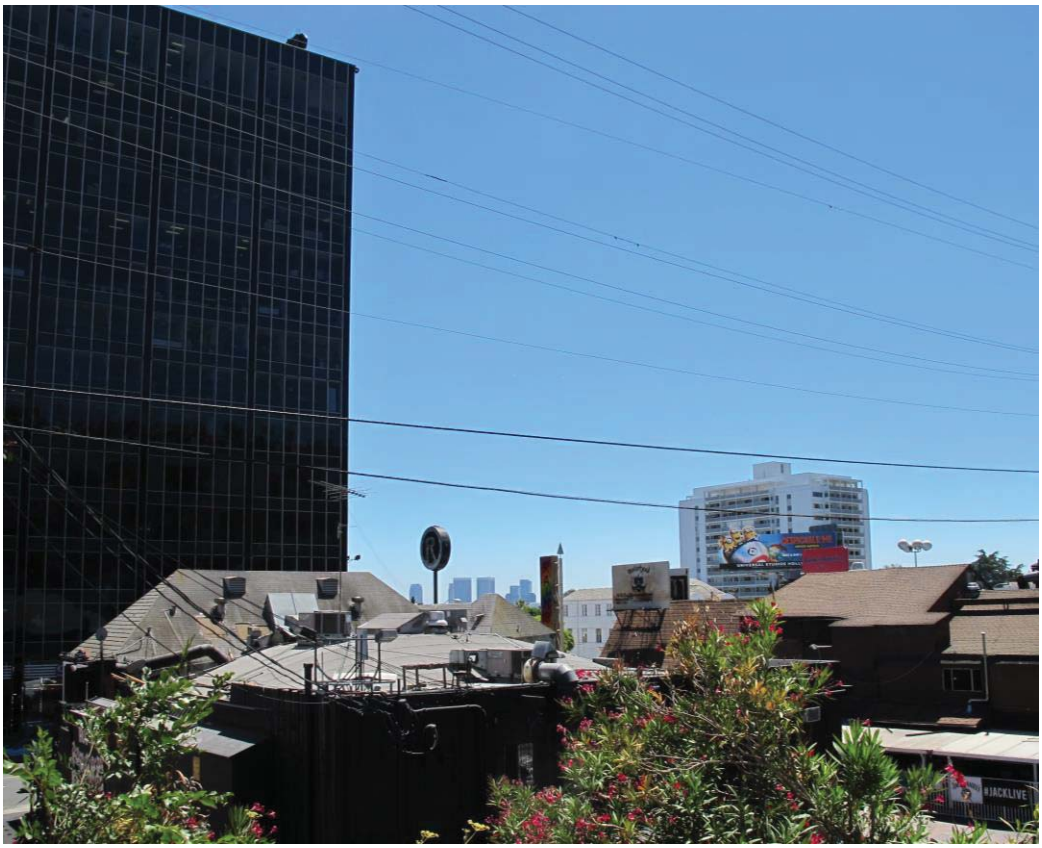


Figure 29: View towards the Project Site from 8974 Shoreham Drive

The direct distant views to the project site are from 1115 Hilldale Avenue, 1121 Hilldale Avenue, 8947 Shoreham Drive, 1203 North Wetherly Drive, 1153 North Wetherly Drive, 1147 North Wetherly Drive and 1113 North Wetherly Drive. The illuminated billboard may be visible from these properties, but the potential for significant visual impact at these locations is minimal. In addition, these properties are within the City of Los Angeles (Figure 13).

The nearby properties at 1118 North Wetherly Drive and 1130 North Wetherly Drive should not be affected by the project, as the sign will have no impact due to heavy vegetation blocking direct views. In addition, these properties are within the City of Los Angeles (Figure 13).

7.3 Adherence to the Sunset Specific Plan and Municipal Code Compliance

The City of West Hollywood Municipal Code, as noted in Section 2.2, states that lighting should be shielded to confine light spread within site boundaries. The pre-mitigation lighting conditions calculated in Section 6.0 do not comply with this guideline, as the proposed billboard lighting would result in light impacts beyond the site.

The Municipal Code requires that no light or glare impact neighboring residential uses. This code requirement applies to creative signs and is therefore not applicable to the proposed project. However, because the Municipal Code does not contain lighting requirements that apply to standard billboards, this regulation is used for the purposes of this analysis. Furthermore, to define a significant light impact, the 3.0 footcandle light trespass threshold for residential property lines in City of Los Angeles is used for the purposes of this analysis. To define a significant glare impact, the luminance ratio threshold of 30:1 is used for the purposes of this analysis. As determined in the calculations shown in Section 6.0, light trespass from the proposed billboard onto nearby residential property boundaries would be below the 3.0 footcandle threshold. However, glare impacts at residential properties would exceed the luminance ratio threshold of 30:1, prior to mitigation.

Upon implementation of the mitigation recommended in Section 8 (i.e., installation of visors on all proposed floodlights), the Project would be consistent with the Municipal Code requirements described above.

8.0 POTENTIAL MITIGATION OF IMPACT

As shown in Section 6.0, the proposed design at 9015 Sunset Boulevard will impact the surrounding area. However, some of these impacts are not entirely undesirable when considered in the context of the Sunset Specific Plan. At the same time, it is important to minimize negative or distracting impacts to neighboring residential properties. As discussed in Sections 5.0, 6.0 and 7.0, the most substantial lighting impacts from the proposed project are the light projected to the residential property to the east of the subject property. Additionally, based on the view angles from the properties north and south of Sunset Boulevard, the light sources would be visible and create glare impacts from direct views into the light sources.

The City of West Hollywood Municipal Code requires that lighting be shielded to confine light spread within site boundaries. Therefore, we recommend the Applicant modify the lighting design of the billboard by adding visors to each fixture as necessary to mitigate light spread and reduce glare impacts for the following reasons:

- Based on view angles from the properties north and south of Sunset Boulevard, the light sources would be visible without the shielding, creating glare impacts from direct views into the light sources from residential properties.

It is our opinion that the proposed billboard lighting should be modified to shield the floodlights with visors to reduce light trespass, glare impact and visual distraction at neighboring properties (see Figure 30). We believe that, with this modification, the proposed billboard lighting design will not constitute a negative lighting impact.

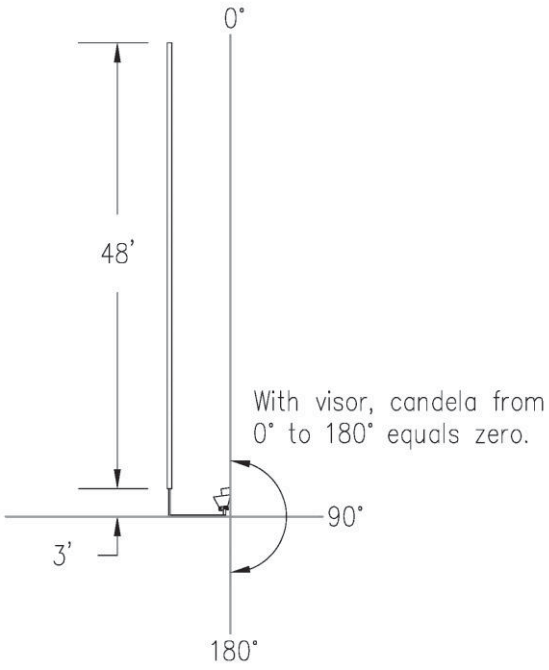


Figure 30: Mitigation Impact with Visor Illustration

Calculated values at the Vertical Illumination Plane C along Sunset Boulevard North with the visors added are presented in elevation view below in Figure 31. The maximum light output value with the visor has been reduced from 109 footcandles to 77.8 footcandles. With the implementation of shielding, the commercial properties north and south of Sunset Boulevard would not have direct views into the light sources; Thus reducing glare impacts to a less than significant level.

Figure 31: Vertical Illuminance Calculation Plane C with Visors Added

Calculated values at the Vertical Illumination Plane F along Residential North with the visors added are presented in elevation view below in Figure 32. The maximum light output value with the visor has been reduced from 1.5 footcandles to 1.1 footcandles. With the implementation of shielding, impacts related to light glare at nearby residential properties would be less than significant.

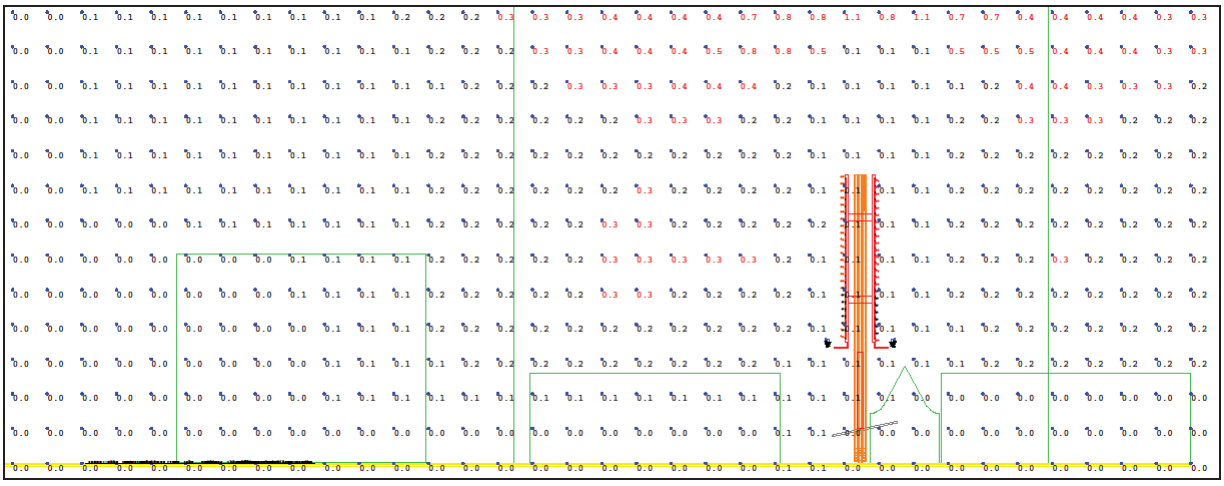


Figure 32: Vertical Illuminance Calculation Plane F with Visors Added

9.0 GENERAL LIGHTING GLOSSARY

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

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

Candela: Measure of light energy from a source at a specific standard angle and distance. A convenient measure to evaluate output of light from a lamp or light fixture in terms of both the intensity of light and the direction of travel of the light energy away from the source. The output of a 60-watt household incandescent lamp is approximately 150 candelas.

Context: Unobstructed portion of the site location view towards the project site, including ambient illuminance and visual obstructions.

Contrast: Calculated evaluation of high, medium and low contrast of visible light sources or surfaces within the site by a ratio of luminance values. Ratio of one surface luminance to a second surface luminance. Contrast values exceeding 30 to 1 are usually deemed uncomfortable; 10 to 1clearly visible; less than 3 to 1 appear to be of equal value.

Coverage: Extent portion of the field of view covered by the project site area.

Cutoff: Type of light distribution which includes a shield to restrict light to a direct (down) configuration. Cutoff is a luminaire light distribution classification where the candela per 1000 lamp lumens does not numerically exceed 25 (2.5%) at or above a vertical angle of 90° above nadir, and 100 (10%) at or above a vertical angle of eighty degrees above nadir. This applies to all lateral angles around the luminaire.

Extent: Visual description of prominence of the site and lighting elements within the field of view. Describes visible illuminated features, describe the extent of the field of view (180 degrees) covered by the project site and illuminated objects.

Full Cutoff: A luminaire light distribution where zero candela intensity occurs at an angle of 90° above nadir, and at all greater angles from nadir. Additionally, the candela per 1000 lamp lumens does not numerically exceed 100 (10%) at a vertical angle of 80° above nadir. This applies to all lateral angles around the luminaire.

Fully Shielded: Outdoor light fixtures shielded or constructed so that light rays emitted by the fixture are projected below the horizontal plane passing through the lowest point on the fixture from which light is emitted.

Glare: Visual discomfort experienced from high contrast. Describes visual evaluation of each visible source or surface relative to the surrounding background (sky, hills, and foreground). There are two types of glare: 1) *Disability Glare*, that which reduces the ability to see or identify objects, 2) *Discomfort Glare*, that which produces ocular discomfort, but does not reduce the ability to see. Glare is categorized into three levels. These levels are based on the contrast ratio as follows:

High glare sources:

View of light fixture emitting surface, such as lens, reflector or lamp where contrast ratio exceeds 30 to 1.

Medium glare sources:

Brightly lighted surfaces where contrast ratio exceeds 10 to 1, but is less than 30 to 1.

Low glare sources:

Illuminated surfaces where contrast ratio exceeds 3 to 1, but is less than 10 to 1.

Illuminance: Measure of light energy (luminous flux) incident at a specific point on a surface over a standard area (foot-candles (fc), or lumens per square foot). This term is commonly used to measure and describe light intensity on a surface.

Light Output Direction:

Luminaires for general lighting are classified in accordance with the percentages of total luminaire output emitted above and below horizontal. The light distribution curves may take many forms within the limits of upward and downward distribution, depending upon the type of light and the design of the luminaire. The following diagrams show examples of light output direction.

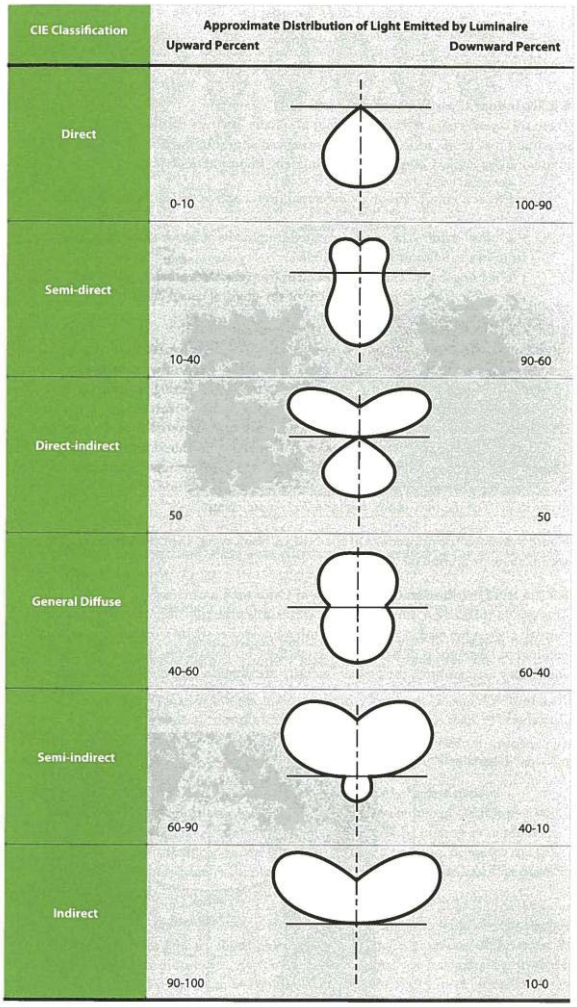


Figure 8.1 | CIE Luminaire Classification System
Polar intensity distributions typifying six classes of luminaire distributions in the CIE System. The system is based on both the fraction of upward and downwar directed lumens, and the shape of the intensity distribution.

Figure 33: Defined Directional Light Output Configurations

Light Pollution:
Any adverse effect of man-made light including sky glow, glare, light trespass, light clutter, decreased visibility at night, and energy waste.

Light Trespass:
Electric light from subject property incident onto adjacent properties measured in foot-candles, usually analyzed by measurement at or near the property line.

Line of Sight: An imaginary straight line from the eye to a perceived object.

Lumen: Mean value of total candelas produced by a light source. Lumen does not define direction.

Luminaire: A device to produce, control, and distribute light.

Luminance: Measure of reflected light energy from a specific surface in a specific direction over a standard area (foot-lambert). This term is the measure of the strength or intensity of the source.

Nadir: The direction of straight down, as would be indicated by a plumb line. Ninety degrees above nadir is horizontal. Eighty degrees above nadir is 10 degrees below horizontal.

View: Visual description of each location view towards the project site. Distance from the site; distance to visible sources. Describes extent of view in radian degrees; describe major physical features

10.0 REFERENCES

Lighting for Exterior Environments an IESNA Recommended Practice, IESNA RP-33-99, February 27, 1999.

International Dark-Sky Association – Information Sheet 76, http://www.darksky.org/infoshts/is076.html, *Exterior Lighting: Glare and Light Trespass*, July 1996.

American National Standard Practice for Roadway Lighting, ANSI/IESNA RP-8-00, *Illuminance Criteria* June 27, 2000.

American National Standard Practice for Roadway Lighting, ANSI/IESNA RP-8-00, *Illuminance Method Recommended Values*, pg. 8, June 27, 2000.

Title 24, www.energy.ca.gov/title24/, *Outdoor Lighting*, October 1, 2005.

Lighting for Energy Efficient Luminous Environments, by Helms, Ronald L., and Belcher, M. Clay, *Vertical Limits of the Field of View,* 1991.

International Commission on Illumination, CIE 112-1994

Advanced Lighting Guidelines, *Illumination Range – Lighting and Human Performance*, 2003 Edition.

Research Review of Potential Safety Effects of Electronic Billboards on Driver Attention and Distraction. Office of Safety Research and Development, Federal Highway Administration. September 11, 2001.

Recommendation Report, City Planning Commission, City of Los Angeles, Department of City Planning. January 22, 2009. Case Number CPC-2009-0008-CA.