Addendum to the Final Initial Study/Negative Declaration for the Sunset Strip Off-Site Signage Policy

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APPENDICES

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1 Introduction

The City of West Hollywood's City Council adopted a Negative Declaration (ND) for the Sunset Strip Off-Site Signage Policy (referred to as the "approved project" or the "policy") in 2019. The ND was prepared pursuant to the California Environmental Quality Act (CEQA) and is supported by an Initial Study that contains a disclosure and analysis of potential environmental effects associated with implementation of the approved project. Together, the Initial Study and the ND adopted in 2019 will be referred to as the "2019 IS/ND" or "IS/ND" in this addendum. Based on the analysis contained in the IS/ND and other considerations, the City Council approved the Sunset Strip Off-Site Signage Policy following adoption of the ND.

The 2019 IS/ND presents an environmental analysis for a signage development scenario, in order to analyze the environmental effects of policy implementation. The scenario is based on a number of factors, including the types of signage development and intensity of signage development that are allowed under the Sunset Strip Off-Site Signage Policy, along with reasonable assumptions for the nature and pace of signage development on the Sunset Strip. Since adoption of the ND and approval of the Sunset Strip Off-Site Signage Policy in 2019, the City has begun policy implementation. Screening applications for off-site signage projects were submitted to the City by applicant teams, and the City assembled a Design Excellence Review Committee to evaluate the applications. The committee concluded its review of the applications in May 2020 and selected 21 off-site signage applications that are now allowed to proceed through the entitlement process. These projects are all subject to the approved policy and were selected by the City based on their exemplification of the design standards and overall vision for the Sunset Strip set forth in the policy. This group of 21 off-site signage proposals is hereafter referred to as the "Top-Scoring Projects" in this document. Each Top-Scoring Project still requires individual discretionary review and approval from City decision makers.

The collection of projects that has emerged from the design screening process is consistent with the goals and objectives of the adopted policy but differs in some ways from the signage development scenario that was assumed in the IS/ND. The purpose of this addendum is to describe and analyze the changes to this signage development scenario, to ensure that the modified scenario would not lead to new or different environmental impacts than those originally analyzed in the IS/ND.[1]

2 CEQA Requirements

The California Code of Regulations, Title 14, Section 15000 et seq. (CEQA Guidelines) discuss a lead agency's responsibilities in handling new information that was not included in a project's ND. Section 15162 of the CEQA Guidelines provides:

(a) When an environmental impact report (EIR) has been certified or a negative declaration adopted for a project, no subsequent EIR shall be prepared for that project unless the lead agency determines, on the basis of substantial evidence in the light of the whole record, one or more of the following:

[1] In this document, the terms "sign," "signage," "off-site sign," and "billboard" are generally used interchangeably. Note that there are multiple types of off-site signs, including tall wall signs and billboards; however, this document is focused on the topic of billboard projects.

(1) Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;

(2) Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or Negative Declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or

(3) New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the Negative Declaration was adopted, shows any of the following:

(A) The project will have one or more significant effects not discussed in the previous EIR or negative declaration;

(B) Significant effects previously examined will be substantially more severe than shown in the previous EIR;

(C) Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or

(D) Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

An addendum to an adopted ND may be prepared if minor technical changes or additions are necessary or none of the conditions listed above calling for the preparation of a subsequent ND have occurred. In accordance with CEQA Guidelines Section 15164(e), the addendum should include a brief explanation of the decision not to prepare a subsequent ND pursuant to Section 15162, and the explanation must be supported by substantial evidence. The addendum need not be circulated for public review, but may simply be attached to the adopted ND. As further discussed below, although minor changes have occurred since adoption of the ND in 2019, these changes would not result in new significant impacts, substantial increases in previously identified significant impacts, or the requirement for new mitigation measures. Therefore, an addendum, rather than a subsequent ND, is appropriate.

CEQA Guideline Revisions

While the ND was adopted in 2019, the IS/ND and associated Notice of Intent to Adopt a Negative Declaration (NOI) was circulated for public review in 2017. In December 2018, the state adopted updates to the CEQA Guidelines to add efficiency and clarity to aspects of the guidelines and to incorporate recent case law and legislation that had not yet been reflected in the text of the guidelines. The recently adopted updates also include revisions to Appendix G of the CEQA Guidelines, which consists of environmental checklist questions that are used by many lead agencies as the framework for environmental documents prepared pursuant to CEQA. The recent updates to Appendix G can be summarized as follows: narrowing the scope of aesthetic impacts; moving the topic of paleontology from the cultural resources section to the geology section; adding threshold questions to address the topic of energy; expanding wildfire issues; combining airport safety and noise into one threshold question;

deleting the reference to private airstrips; incorporating vehicle miles traveled analysis into the transportation section; making the hydrology and utilities questions more concise and applicable to modern issues; clarifying that land use conflicts must relate to a physical impact on the environment; and adding "unplanned" to the population growth question, so that the question now focuses only on unplanned growth.

The revised CEQA Guidelines were adopted over a year after the NOI for the IS/ND was issued. As such, the environmental checklist questions used in the IS/ND for the approved project were based on the version of the CEQA Guidelines and Appendix G that was in place when the NOI and the IS/ND were released for public review in 2017. Section 15007(c) of the CEQA Guidelines states that "If a document meets the content requirements in effect when the document is sent out for public review, the document shall not need to be revised to conform to any new content requirements in Guideline amendments taking effect before the document is finally approved." Because the IS/ND was released for public review prior to adoption of the Guideline amendments, changes pertaining to the CEQA Guidelines updates do not need to be addressed in this addendum. Additionally, the legislation and court decisions that are reflected in the updates were already in effect at the time the IS/ND was circulated for public review in 2017. As such, the IS/ND is in compliance with the content requirements of the 2018 CEQA Guidelines revisions. For these reasons, no revisions are required in the CEQA analysis of the project as a result of the CEQA Guidelines updates. The recent adoption of these updates does not constitute substantial changes with respect to the circumstances under which the project will be undertaken, nor does it constitute new information of substantial importance that would change the impact conclusions in the adopted IS/ND.

Nevertheless, since this addendum is prepared after the CEQA amendments went into effect and in the interest of providing the public and decision makers as much information on the environmental consequences of the project as possible, this document includes discussions, for informational purposes only, of the modified project's potential effects in the environmental categories that were added to Appendix G of the CEQA Guidelines (i.e., energy, wildfire, and vehicle miles traveled). The other environmental topics with revised thresholds have already been addressed in the IS/ND: the topic of paleontology is addressed in Section 3.5 of the IS/ND; airport safety and airport noise are addressed in Sections 3.8 and 3.12, respectively; hydrology is addressed in Section 3.9; utilities is addressed in Section 3.18; land use is addressed in Section 3.10; and population growth is addressed in Section 3.13. Edits to the thresholds in these categories would not change the impact conclusions for the project (in either its approved or modified forms).

3 Project Location and Setting

The Sunset Strip Off-Site Signage Policy applies to existing, entitled, and future billboards located within the Sunset Specific Plan (SSP) area (project area). The project area consists of the portion of Sunset Boulevard that extends through the City and the street-fronting parcels to the north and south of Sunset Boulevard. This area is also referred to as the Sunset Strip and is described in the SSP as the area extending along Sunset Boulevard approximately 1.6 miles between Sunset Hills Road on the west and just west of Havenhurst Drive on the east. The City of Beverly Hills is to the west and the City of Los Angeles is to the east and north of the project area. Under the modified signage development scenario that is analyzed in this addendum, no changes would occur to the project area boundaries.

Regional access to the project area is provided via U.S. Route 101 (the Hollywood Freeway), which is located approximately 3 miles east of the City's eastern boundary. Local access to the project area is provided via major north/south and east/west roads. Major east/west roads include Sunset Boulevard, which extends through the center of the project area; Santa Monica Boulevard, located approximately 0.30 mile south of the project area; and Fountain

Avenue, located approximately 0.20 mile south of the project area. Major north/south streets that intersect the project area, listed from west to east, include Doheny Drive, San Vicente Boulevard, and La Cienega Boulevard. Crescent Heights Boulevard is another major north/south road that intersects Sunset Boulevard approximately 0.14 mile east of the eastern project area boundary.

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

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

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

4 Originally Analyzed Signage Development Scenario

The approved project consists of a policy document (the “Sunset Strip Off-Site Signage Policy”), which amended the City’s Zoning Ordinance and the SSP to revise regulations for digital billboards and new off-site signage along the 1.6-mile corridor of Sunset Boulevard known as the Sunset Strip. In summary, the regulations include the following:

1. Updated standards, requirements, and guidelines for integrating new billboards into new development and significant upgrade projects;
2. Opportunities for providing digital sign faces on the Sunset Strip, either integrated into new development or significant building upgrade projects, or as a conversion from a traditional billboard, if the billboard is on a site with a designated cultural resource (referred to as “digital conversions”); and
3. Updated regulations for modifications to existing static billboards (referred to as “modifications” or “standard modifications”).

For the purposes of CEQA, the IS/ND analyzes a reasonably foreseeable development scenario formulated based on the design criteria in the policy, in conjunction with the historical number of off-site signs that have been approved since adoption of the SSP. The development scenario, as analyzed in the IS/ND, is summarized below. (Refer to Chapter 2 of the IS/ND for further details on this development scenario.)

- Standard modifications for up to 71 existing billboard faces
- 4,000 square feet of static to digital conversions on historic resources (e.g., 4 sign faces of 1,000 square feet each, or 5 sign faces of 800 square feet each, etc.)
- 18 new billboard faces associated with new development or significant upgrades (17 of which could be digital)

The IS/ND analyzed 71 standard modification projects and 4,000 square feet of digital conversions at the project level and determined that construction and operation of any such projects would not have significant environmental impacts and would not require further analysis under CEQA. New billboard projects were analyzed to the extent feasible in the IS/ND. However, because any new billboard was expected to be incorporated into a larger development project (either a new building or an upgrade of an existing building), complete analysis of such projects could not be presented in the IS/ND. The nature, scope, scale, and location of new development or building upgrades is highly speculative and thus was determined to require separate, project-specific CEQA review, to be conducted when such projects are brought before the City. As such, it was assumed in the IS/ND that any new billboard face (static or digital) would be analyzed as part of the CEQA review for larger developments or building upgrade projects. However, for the purposes of addressing the potential effects of policy implementation, new billboards were described generally in the IS/ND as part of the signage development scenario and were analyzed to the extent practicable.

In addition to standard modifications, digital conversions, and new billboards, the policy also allows for signage projects to be proposed under the "alternative proposals" provision of the SSP, which provides for projects that meet the intent of the SSP vision but are not explicitly provided for in the SSP. This is a long-standing provision in the SSP, was retained in the SSP update, and is included in the Sunset Strip Off-Site Signage Policy. Due to the highly flexible and creative nature of this alternative proposals provision, it would have been too speculative to describe or analyze alternative signage projects in the IS/ND.

In summary, the following signage development scenario was described in the IS/ND: 71 standard modification projects; 4,000 square feet of digital conversions; and 18 new billboard faces as part of new development or significant upgrade projects. This scenario was an estimate at the time, since the actual signage proposals that would come before the City were unknown. As further described in Section 5 of this addendum, the signage development scenario that ultimately arose after policy approval does not precisely match the scenario analyzed in the IS/ND. This is primarily because a number of Top-Scoring Projects were proposed under the category of an "alternative proposal" as defined in the SSP and in the Sunset Strip Off-Site Signage Policy. The signage development scenario that is currently being set forth will be referred to generally as the "modified signage development scenario" and is described further in Section 5, below.

5 Modified Signage Development Scenario

The modified signage development scenario consists of the Top-Scoring Projects selected by the City to proceed through the entitlement process. While each of these signage projects still requires separate project-by-project discretionary review and approval by City decision makers, the purpose of this addendum is to update the overall scenario that is described in the IS/ND to reflect the real-life scenario that has emerged during policy implementation.

The three subsections below characterize the modified signage development scenario and demonstrate the changes between the modified scenario and the originally analyzed scenario from the IS/ND. Under the first subheading, the modified signage development scenario is characterized using the number of sign faces that have been proposed per project type/category. Under the second subheading, the modified signage development scenario is compared to the original scenario that was analyzed in the IS/ND. This comparison is then used to demonstrate the changes between the originally analyzed scenario and the modified scenario, which are listed under the third subheading. The purpose of this addendum is to analyze these changes.

(1) Description of Modified Signage Development Scenario

The modified signage development scenario, which consists of the Top-Scoring Projects selected by the City to proceed through the entitlement process, is characterized as follows:

- 5 projects involving static to digital conversions on historic resources (totaling 3,446 square feet)
- 10 billboard faces on a new development project or significant upgrade project (consisting of 6 digital faces and 4 static faces)
- 11 alternative proposals, categorized as follows:
    - 10 new static billboard faces
    - 4 new digital billboard faces
    - 1 advertising conversion (with 2 static billboard faces at one location)

(2) Modified Signage Development Scenario versus Originally Analyzed Signage Development Scenario

As described in Section 4 of this addendum, digital conversions on historic resources are analyzed in the IS/ND, and the analysis therein determined that no further CEQA review is required for up to 4,000 square feet of such conversions. The 5 digital conversion projects that are proposed under the modified signage development scenario meet the parameters for digital conversions that are described and analyzed in the IS/ND. As such, the analysis and conclusions for digital conversions, as presented in the 2019 IS/ND, do not need to be updated or reevaluated as part of this addendum. However, the following changes to the billboard development scenario have occurred, necessitating reevaluation in this addendum:

- 26 new billboard faces are being proposed, representing an increase of 8 billboard faces relative to the development scenario analyzed in the IS/ND.
- 9 of the proposed new/converted/relocated static billboard faces are not part of a new development project or significant upgrade. This type of project (i.e., a new static sign in the absence of new development or significant building upgrades) was not contemplated at the time of the IS/ND.
- 3 of the proposed new billboard faces are new digital signs that are not proposed in conjunction with new development or significant upgrades. This type of project (i.e., a new digital sign in the absence of new development or significant building upgrades) was not contemplated at the time of the IS/ND.
- 2 of the proposed billboard faces are advertising conversions, meaning that an existing on-site sign would convert to an off-site sign. This type of project (i.e., an advertising conversion) was not contemplated at the time of the IS/ND.

(3) Summary of Changes to the Signage Development Scenario

Given the above changes to the signage development scenario, the overall purpose of this addendum is to analyze the following:

- Additional Billboard Faces. Addition of 8 billboard faces to the overall signage development scenario on the Sunset Strip.
- New Billboards (Static and Digital). An additional category of signage project consisting of new billboards occurring in the absence of new development or significant building upgrades (totaling 9 new static billboard faces and 3 new digital billboard faces).
- Advertising Conversion. An additional category of signage project consisting of advertising conversions (totaling 2 new static billboard faces at a single location).

The following sections provide further details on these three categories.

Additional Billboard Faces

The IS/ND contemplated a total of 18 new billboard faces resulting from policy implementation, 17 of which could be digital. (In order to analyze a worst-case scenario, the IS/ND assumed that all possible 17 digital faces would be developed as digital rather than static, since digital signs are generally considered to be more intensive in terms of visual impacts and energy use.) However, under the modified signage development scenario, fewer digital signs have been proposed and more static signs have been proposed relative to the IS/ND assumptions. The modified development scenario consists of 10 digital billboard faces and 16 static billboard faces, for a total of 26 new billboard faces.[2] In balance, this results in 7 fewer digital sign faces than what was originally assumed and an overall increase in 8 billboard faces over what was originally assumed. This modified scenario is discussed and analyzed in Section 7 of this addendum. As demonstrated therein, an additional 8 billboard faces, particularly in conjunction with the decrease in digital billboard faces, would not change the environmental impact conclusions in the IS/ND. New digital and static signs associated with larger development projects (new development or significant upgrades) would still be required to undergo project-specific CEQA review, because the details of these projects (such as the construction scenarios and the finalized designs) remain too speculative at this time to analyze in a meaningful manner.

New Billboards (Static)

The IS/ND describes and analyzes new static billboards. However, conclusions regarding the effects of such billboard projects under CEQA were not reached, since any new static billboard was assumed to be part of a larger development project, requiring separate project-specific CEQA analysis. As such, under the adopted IS/ND, new static billboards cannot proceed without further CEQA review because CEQA review would be required for the overall development, including the new billboard. However, there are now 7 projects being set forth that consist of standalone static billboards (i.e., they are proposed without being part of a larger development project). Nevertheless, the construction and operational scenarios for standalone static billboards would be similar to the

[2] Of the 26 new sign faces that are proposed under the modified signage development scenario, 1 sign face would result from reallocating multiple existing signs at The Roxy, and 2 sign faces would result from converting an existing on-site sign at Eveleigh (currently displaying art installations) to an off-site sign. As such, 3 of the new sign faces would not involve new visual elements but rather changes to existing elements that are already present in the project area. However, these 3 sign faces are generally characterized herein as "new" signs in order to present a conservative interpretation of the potential effects of signage development.

scenarios for the standard modifications that are analyzed in the IS/ND. In fact, the construction intensity for a new sign may be less than that of a standard modification, since no demolition activities would be required to remove an existing sign (or portions thereof). Rather, construction would consist of installation only. For these reasons and as further demonstrated in Section 7, the IS/ND analysis can be assumed to encapsulate the new standalone static billboards that are being proposed in the absence of a larger development or building upgrade project. As demonstrated therein, the new standalone static billboard projects would not change the environmental impact conclusions in the IS/ND. As such, new standalone static billboard projects that are part of the modified signage development scenario (i.e., those included in the list of Top-Scoring Projects) and that comply with the policy are addressed in this addendum and would not require further CEQA review beyond the analysis in this addendum.

New Billboards (Digital)

The IS/ND describes and analyzes new digital billboards. However, conclusions regarding the effects of such billboard projects under CEQA were not reached, since any new digital billboard was assumed to be part of a larger development project, requiring separate project-specific CEQA analysis. As such, under the adopted IS/ND, new digital billboards cannot proceed without further CEQA review. There are now 2 projects being set forth that consist of standalone digital billboards (i.e., they are proposed without being part of a larger development project). The construction and operational scenarios for standalone digital billboards would be similar to the scenarios for digital conversions that are described and analyzed in the IS/ND. In fact, the construction intensity for a new digital sign may be less than that of a digital conversion, since no demolition activities would be required to remove an existing sign (or portions thereof). Rather, construction would consist of installation only. For these reasons and as further demonstrated in Section 7 of this addendum, the IS/ND analysis can be assumed to encapsulate the new standalone digital billboards that are being proposed in the absence of a larger development or building upgrade project. As demonstrated therein, the new standalone digital billboard projects would not change the environmental impact conclusions in the IS/ND. As such, new standalone digital billboard projects that are part of the modified signage development scenario (i.e., those included in the list of Top-Scoring Projects) and that comply with the policy are addressed in this addendum and would not require further CEQA review beyond the analysis in this addendum.

Advertising Conversion

At one location along the Sunset Strip, a project applicant has proposed to convert an existing two-sided on-site static sign (currently used to display art) to a two-sided off-site static sign. While such on-site to off-site conversions were not contemplated in the IS/ND, the construction and operational scenarios and impacts for this project would be identical to those of a standard modification, as described and analyzed in the IS/ND. For these reasons and as further demonstrated in Section 7, the IS/ND analysis can be assumed to encapsulate this proposed advertising conversion. As demonstrated therein, the advertising conversion from a static on-site sign to a static off-site sign would not change the environmental impact conclusions in the IS/ND and, therefore, does not require further CEQA review.

Summary of Top-Scoring Projects & Methodology for Environmental Analysis

Table 5-1 presents a list of the Top-Scoring Projects, categorized by project type and methodology for environmental analysis. Projects are listed by the address on which the billboard project is proposed. Some projects have been given titles based on the billboard design and/or the building on which the billboard would be located. These project titles are included in parenthesis in the table below, after the project address. For new static and digital billboards,

the number of proposed faces is also provided. Further details on these projects, including narrative descriptions and conceptual renderings, can be found in the City's *Sunset Boulevard Arts & Advertising Program Design Excellence Screening – Top Scoring Projects*, which is attached to this addendum as Appendix A.

Table 5-1. Top-Scoring Projects and Methodology for Environmental Analysis

Digital Conversions *Addressed under CEQA in the IS/ND; no further CEQA analysis required*	**New Static Billboards** *Addressed under CEQA in this Addendum; no further CEQA analysis required*	**New Digital Billboards** *Addressed under CEQA in this Addendum; no further CEQA analysis required*	**Advertising Conversion** *Addressed under CEQA in this Addendum; no further CEQA analysis required*	**New Billboards as part of Larger Projects** *Will require further CEQA review on a project-by-project basis*
9157 Sunset Boulevard (Streamlined Arbor)	9200 Sunset Boulevard new static billboard (2 faces)	8760 Sunset Boulevard (Mutato Muzika) new digital billboard (1 face)	8752 Sunset Boulevard (Eveleigh) advertising conversion (2 faces)	8830 Sunset Boulevard (Sunset Urban Theater) new billboards and amphitheater structure (1 static face, 1 digital face)
9101 Sunset Boulevard (Hand & Phone (Love Wins))	9165 Sunset Boulevard (The House on Sunset) new static billboard (1 face)	8433 Sunset Boulevard (The Comedy Store) new digital billboard (2 faces)	–	8730 Sunset Boulevard (Sunset Worl) new billboards on a significant upgrade project (1 static face, 1 digital face)
9015 Sunset Boulevard (The Rainbow)*	9009 Sunset Boulevard (The Roxy)* reallocation of multiple existing signs for a new static billboard (1 face)	–	–	8501 Sunset Boulevard (Suncienega Revival) new digital billboards on a significant upgrade project (2 faces)
8901 Sunset Boulevard (Whisky A Go-Go)	8590 Sunset Boulevard (The Sunset) new static billboard (1 face)	–	–	8497 Sunset Boulevard (The Now) new digital billboard on a new development project (1 face)
8743 Sunset (Invisible Frame)	8439 Sunset Boulevard (Piazza de Sol) new static billboard (1 face)	–	–	8301 Sunset Boulevard (The Source) new digital billboard on a new development project (1 face)

Table 5-1. Top-Scoring Projects and Methodology for Environmental Analysis

Digital Conversions *Addressed under CEQA in the IS/ND; no further CEQA analysis required*		**New Static Billboards** *Addressed under CEQA in this Addendum; no further CEQA analysis required*	**New Digital Billboards** *Addressed under CEQA in this Addendum; no further CEQA analysis required*	**Advertising Conversion** *Addressed under CEQA in this Addendum; no further CEQA analysis required*	**New Billboards as part of Larger Projects** *Will require further CEQA review on a project-by-project basis*
–		8847 Sunset Boulevard new static billboard (1 face)	–	–	8240 Sunset Boulevard (The Harper) new digital billboard on a new development project, new double-sided static billboard on rooftop, and new static billboard on building (1 digital, 3 static faces)
–		8539 Sunset Boulevard new static billboard (2 faces)	–	–	–
Totals:	**5 projects (3,446 square feet of digital conversions)**	**7 projects (9 new static billboard faces)**	**2 projects (3 new digital billboard faces)**	**1 project (2 new static billboard faces)**	**6 projects (7 new digital billboard faces & 5 new static billboard faces)**

Source: Appendix A.
Note: * The proposed billboards at 9015 Sunset Boulevard (The Rainbow) and 9009 Sunset Boulevard (The Roxy) are anticipated to be processed under a single application with the City. However, the proposed billboards at The Rainbow and The Roxy are presented separately herein, for the purposes of the environmental analysis. This is because the proposed billboard at The Rainbow is considered a digital conversion, and the proposed billboard at the Roxy is considered a reallocation of multiple existing signs for a new static billboard.

Section 7 of this addendum analyzes new standalone billboards under CEQA and describes how the prior analysis and conclusions in the IS/ND would not change as a result of these projects. Section 7 also addresses and analyzes the overall addition of 8 billboard faces to the signage development scenario. The new billboards that are part of larger projects will require further review under CEQA; however, they are considered in the analysis below to the extent practicable as part of the overall signage development envelope of 26 new sign faces.

Future Signage Development

The City has issued initial concept awards for 5 additional signage projects on the eastside of the Sunset Strip. Information regarding these projects is included below, to the extent it is available at this time. These projects are currently in the conceptual phases of design. As such, project details (e.g., square footages of sign faces, the extent of associated property improvements, etc.) are not currently available. It is anticipated that these projects would

require further CEQA review, due to the current conceptual nature of the projects and because each would be associated with property improvements beyond the off-site signage component.

- 8371 Sunset (Saddle Ranch). Conversion of an existing double-sided static billboard to a digital billboard, along with various property improvements.

- 8351 Sunset (Carney's Restaurant). Conversion of an existing single-sided static billboard to a double-sided digital billboard, along with various property improvements.

- 8300 Sunset (Standard Hotel/Hart Park). Conversion of an existing single-sided static billboard to a single-sided digital billboard, along with various property improvements that would incorporate and improve accessibility to the park.

- 8305 Sunset. Conversion of an existing single-sided static billboard to a single-sided digital billboard, along with various façade improvements to the existing building at this site.

- 8224 Sunset. Two new sign faces, along with a public seating and gathering space.

In the future, the City may also issue additional conceptual awards for signage projects on the Sunset Strip and may also initiate a second round of design excellence screening, resulting in new signage proposals beyond the Top-Scoring Projects and the associated modified signage development scenario that is addressed in this addendum. The nature, extent, and timing of such future proposals is currently unknown. As such, meaningful environmental analysis for any such future proposals cannot be conducted at this time, and future proposals would thus be subject to CEQA review at the time such proposals are brough forth for consideration by decision makers.

6 Summary of Environmental Effects Identified in the IS/ND

The adopted ND identified that the approved project would result in no impacts or less than significant impacts for the following environmental issue areas:

- Aesthetics
- Agriculture and Forestry Resources
- Air Quality
- Biological Resources
- Cultural Resources
- Geology and Soils
- Greenhouse Gas (GHG) Emissions
- Hazards and Hazardous Materials
- Hydrology and Water Quality
- Land Use and Planning
- Mineral Resources
- Noise
- Population and Housing
- Public Services
- Recreation
- Transportation and Traffic
- Tribal Cultural Resources
- Utilities and Service Systems

Impacts related to aesthetics, biological resources, cultural resources, GHG emissions, noise, and transportation and traffic were determined to be below a level significance due to provisions required by the policy that regulate ground-disturbing activities associated with billboards, lighting from billboards, size and height of billboards, and energy use of digital billboards.

7 Environmental Impact Analysis for the Modified Signage Development Scenario

Changes to the billboard development scenario since approval of the policy and adoption of the IS/ND in 2019 consist of adding 8 billboard faces to the overall development scenario (for a total of 26 new billboard faces, as opposed to 18 new faces) and adding three new project types to the originally contemplated categories. The new project types consist of the following: new static billboards that do not occur in conjunction with new development or significant building upgrades (totaling 9 new static billboard faces); new digital billboards that do not occur in conjunction with new development or significant building upgrades (totaling 3 new digital billboard faces); and, advertising conversions (2 new static billboard faces at one location). Potential changes to construction and operation of the billboard development scenario are summarized below.

Construction

The intensity of construction activities for the anticipated billboard development scenario would not substantially change relative to what was identified and analyzed in the IS/ND. The IS/ND defined and analyzed a construction scenario for digital conversions and standard modifications, using assumptions to analyze potential construction impacts over the course of project buildout, as well as assumptions for the reasonable worst-case scenario year and worst-case scenario day of billboard construction. See Section 2.5 of the IS/ND for further details. As stated in the IS/ND, construction of new signs would be similar to the scenarios described for digital conversions and/or standard modifications. The overall construction intensity and activity would be similar and may in fact be reduced, since no demolition and removal of existing signs would be involved (i.e., new off-site signs would consist of installation activities only). Over the course of project buildout, up to 8 more sign faces would be constructed under the modified development scenario. However, when these activities are spread across the approximately 15-year buildout horizon, changes in the daily and yearly construction scenarios described in the IS/ND would be negligible. Furthermore, the IS/ND analyzed a worst-case scenario in terms of construction intensity and frequency of off-site signage construction activities on the Sunset Strip. Overall, the modified development scenario would have minimal to negligible changes on overall construction effects, as further detailed in Sections 7.1 through 7.16, below.

Operation

The IS/ND describes the anticipated operational scenarios for standard modifications, digital conversions, new static billboards, and new digital billboards. In general, static signs involve approximately one copy change per month, requiring one roundtrip truck trip with several workers, and occasional lightbulb replacements. Digital billboards require bulb replacements approximately once every 5 years; as such, operational and maintenance activities are minimal. However, electricity use is greater for digital billboards. As stated in the IS/ND, it is anticipated that each digital billboard face would consume between 29,000 and 94,000 kilowatt-hours (kWh) of electricity per year. See Section 2.6 of the IS/ND for further details on operational scenarios for each billboard type.

The operational activities identified in the IS/ND for each sign type would not change under the modified signage development scenario. The overall increase of 8 billboard faces would increase overall billboard maintenance requirements on the Sunset Strip. However, due to the infrequency of maintenance activities and the minor nature of such activities, the addition of 8 billboard faces would have a minimal to negligible effect on operational impacts.

As such, the modified development scenario would have minimal to negligible changes in operational effects, as further detailed in Sections 7.1 through 7.16, below.

Sunset Strip Off-Site Signage Policy Requirements

The Sunset Strip Off-Site Signage Policy was designed to include provisions that reduce the environmental effects of billboard projects. Examples include and light and glare restrictions for billboards; limitations on visually intensive aspects of digital imagery; design requirements and guidelines for visual quality of billboard designs; nesting bird protections for billboard projects involving vegetation trimming or removal; protections for archaeological and paleontological resources for billboard projects involving ground disturbance; protections for historic resources located on or near the site of a billboard project; and, sustainability guidelines and clean energy requirements. These provisions are discussed further in the relevant environmental topical sections below. Overall, the environmentally protective provisions in the policy were found to minimize impacts of the originally analyzed signage development scenario to below a level of significance. As further detailed throughout Section 7 of this addendum, the environmentally protective provisions in the policy would also minimize the effects of the modified signage development scenario such that impacts would continue to be below a level of significance.

7.1 Agricultural, Forestry, and Mineral Resources

Environmental Analysis

The analysis in the IS/ND determined that no impacts would occur in the categories of agriculture and forestry resources and mineral resources, because no such resources are present within the project area (see Sections 3.2 and 3.11 of the IS/ND for details). The boundaries of the project area would not change as a result of the proposed modifications to the signage development scenario. As such, no impacts would occur because no such resources are present, and the impact analysis and conclusions in the IS/ND would not change. As such, the modified signage development scenario would not result in new significant environmental effects or a substantial increase in the severity of a previously identified significant effect in the categories of agricultural and forestry resources or mineral resources.

Changes in Circumstance/New Information

A comparison of aerial images from 2019 (when the IS/ND was adopted) and 2021 confirms that no new agricultural, forestry, or mineral resource-related uses or resources have been introduced to the project area. No new regulations have been implemented that would alter the conclusions or the analysis in the categories of agricultural and forestry resources or mineral resources. As such, there are no substantial changes with respect to circumstances under which the project will be undertaken, and there is no new information of substantial importance that has become available relative to these issue areas that would change the impact conclusions in the IS/ND.

7.2 Aesthetics

Environmental Analysis

As described in the adopted IS/ND, the aesthetic impacts of the Sunset Strip Off-Site Signage Policy, as analyzed based on the original signage development scenario, were determined to be less than significant. As demonstrated in the analysis below, the proposed modifications to the signage development scenario would not alter this conclusion. New significant impacts to aesthetics would not result, and substantial increases in the severity of impacts or the need for new mitigation measures would not result, for the reasons further described below.

As described in the IS/ND, the Sunset Strip Off-Site Signage Policy includes provisions that prevent new or modified billboards from obstructing public views (thereby reducing effects to scenic vistas), regulations pertaining to design excellence (thereby reducing effects to visual character/quality), and limits on the amount of light that can be produced by billboards (thereby reducing effects in the category of light and glare). These same provisions remain in place and would continue to reduce the effects of the project to below a level of significance, under either the original or the modified signage development scenarios.

The IS/ND analyzes a signage development scenario that included a development envelope of 18 new billboard faces along the Sunset Strip, 17 of which were anticipated to be digital and all of which were to be installed as part of a larger development project (either a new building or a building upgrade). Under the modified development scenario, there would be 26 new billboard faces, 10 of which would be digital and 12 of which would occur in the absence of a larger development project (i.e., they would be standalone new billboards). This modified development scenario is analyzed below, beginning with the 12 new/standalone billboard faces.

New Billboards

While the effects of new billboards are discussed in the IS/ND, the IS/ND states that all such projects are assumed to be part of a larger development or upgrade project, requiring future project-specific CEQA review. However, under the modified signage development scenario, 12 new billboard faces are proposed that are not associated with a larger project. These billboards would not be analyzed as part of future, larger development projects. As such, the aesthetic impacts of proposed new billboards that are not associated with larger projects are analyzed below.

Scenic Vistas. Public views of the Los Angeles Basin and the Hollywood Hills are available from Sunset Boulevard and are generally considered scenic. The new billboards are proposed on properties that are already developed with structures. As such, the new billboards would not introduce new visual features where there currently are none, thereby reducing potential new effects to scenic vistas that are available from Sunset Boulevard. Furthermore, the adopted Sunset Strip Off-Site Signage Policy contains several design provisions that would reduce the effects of the proposed new billboards on scenic vistas. For example, the policy promotes integration of billboards into the architecture and design of buildings. As such, the new billboards have been designed to be integrated within the architecture and design of the existing buildings on which they are located. Furthermore, billboards along the Sunset Strip are positioned so that they are visible to east-west travelers along Sunset Boulevard, as opposed to observers looking north toward the Hollywood Hills or south towards to the Los Angeles Basin. As with existing billboards, the new billboards would also be generally oriented for east-west viewing, thereby reducing north-south obstructions. Applicants for the new billboards would also be required to submit sightline studies demonstrating that visual

obstructions from public vantage points would not occur.[3] Due to the existing visual conditions along the Sunset Strip, the general orientation and massing of billboards, and policy requirements that prevent substantial visual obstructions, the new billboards are not expected to result in significant effects to scenic vistas.

Visual Character/Quality. As described in the IS/ND, the Sunset Strip Off-Site Signage Policy includes a number of standards that would prevent new billboards from causing visual blight or new obstructions. It is the intent of the policy to improve and protect the visual character and quality of the Sunset Strip, and new billboards developed in compliance with the policy are not expected to substantially degrade the visual character or quality of the project area, as stated in the IS/ND. The Sunset Strip is characterized by an abundance of signs, pedestrian and automobile traffic, entertainment venues, and other visual elements contributing to a vibrant and visually rich urban scape. Within the context of this baseline environment, 12 new billboard faces that are well designed and integrated into the design of existing structures, pursuant to the policy, would not substantially degrade the existing visual character or quality of the project area. Rather, such signs would contribute to achieving the City's established vision for the Sunset Strip, which includes a signage environment that is innovative and noteworthy and that would propel the Sunset Strip into the forefront of unique, creative outdoor media, consistent with its history of renowned signage. Furthermore, the 12 proposed new billboard faces have undergone a rigorous selection process facilitated by the City. During this process, experts in the fields of architecture, media, arts, advertising, and historic resources preservation reviewed billboard applications and selected the Top-Scoring Projects, which includes the 12 new billboard faces. The Top-Scoring Projects were chosen based on design excellence and exemplification of the City's vision for the Sunset Strip. As such, the 12 proposed new billboard faces have already undergone review by experts in relevant fields for their design and appearance in the context of the Sunset Strip. While the 12 new billboard faces would alter the appearance of the Sunset Strip, these changes would support planning and design goals for the project area and would be consistent with the vibrant, urban character of the project area. For these reasons, the 12 new billboard faces would not substantially degrade the existing visual character/quality of the project area.

Shade/Shadow. Additional shading and shadow could result from the proposed new billboards. However, as explained in the IS/ND, billboard structures are small in massing relative to most other structures along the Sunset Strip. Shadows cast by the new billboards would be small and would be generally subsumed within shadows created by nearby buildings and structures. While some new billboards could extend above existing buildings, the shadows cast by billboard structures are generally long and narrow and rarely cover the entirety of a structure or a property. Additionally, many of the buildings in the project area are commercial in nature with limited outdoor space and shade sensitive uses. Furthermore, the policy encourages new billboards to be integrated within buildings and architecture. As such, many of the proposed new static billboards are not designed such that substantial new shadows would be cast. For these reasons, the 12 new billboard faces would not create substantial shade/shadow in the project area, such that shade-sensitive uses would be adversely affected.

Light/Glare. The proposed new billboards would introduce new sources of light/glare on the Sunset Strip. However, as demonstrated in the IS/ND, the policy provisions protect light- and glare-sensitive receptors from the effects of additional illuminated billboards along the Sunset Strip. Upon compliance with the Sunset Strip Off-Site Signage Policy, new billboards are not expected to produce light or glare to the extent that daytime or nighttime views are adversely affected. The analysis and conclusions presented in the IS/ND relative to light and glare would continue to apply to the new static and digital billboards, and impacts would remain less than significant.

[3] The City does not have policies for protection of private views; as such, this analysis addresses views from public vantage points. Furthermore, effects on private views are not considered impacts on the environment generally under CEQA.

Advertising Conversion

The visual effects of the proposed advertising conversion would be the same as those identified for standard modifications in the IS/ND. This is because, consistent with a standard modification, the advertising conversion would involve expanding the dimensions of an existing sign on the Sunset Strip, incorporating a new pole structure, and relocating the pole foundation. As such, while the existing sign is currently categorized as an "on-site sign," the visual change that is anticipated would be consistent with those described for standard modification projects in the IS/ND. For the same reasons identified in the IS/ND, such changes would result in less than significant effects in the category of aesthetics.

New Billboards within Larger Projects

As explained in Section 5 and throughout the IS/ND, new development projects and significant upgrade projects with new billboards would be subject to project-specific CEQA review, during which time the new development project or significant upgrade would be analyzed along with any associated billboards. While some information regarding these future projects was made available during the design excellence screening process, the details of these projects (such as the construction scenarios and the finalized designs) remains too speculative at this time to analyze in a meaningful manner. As such, potential effects to aesthetics resulting from such projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

Cumulative Effects

The IS/ND analyzes the overall development envelope of 18 new billboard faces along the Sunset Strip, 17 of which were anticipated to be digital. Under the modified development scenario, there would be 26 new billboard faces, 10 of which would be digital. As such, the modified development scenario would result in 8 additional billboard faces relative to the scenario analyzed in the IS/ND but 7 fewer digital billboard faces. The Sunset Strip has an existing inventory of 89 off-site sign faces (including tall wall signs). The addition of 26 new billboard faces as opposed to 18 new billboard faces would marginally increase the magnitude of visual changes in the project area and would increase the number of new visual elements along the Sunset Strip relative to the scenario analyzed in the IS/ND. However, the addition of 8 billboard faces spread across the 1.6-mile Sunset Strip and when viewed in the context of a highly urbanized, visually rich environment is not anticipated to substantially change the aesthetic impacts of implementing the Sunset Strip Off-Site Signage Policy, as analyzed in the IS/ND. The 26 proposed billboard faces have already undergone a design excellence screening process and have been selected for their ability to achieve the City's goals and vision for the Sunset Strip. The requirements for sightline studies, integration of billboards within buildings and architecture, and limits on light/glare established in the policy would apply to all 26 proposed new billboard faces and would minimize the potential for adverse visual effects to occur. Furthermore, all signs would still be subject to approval by the Planning Commission and City Council on a project-by-project basis, and the 12 billboard faces that are part of larger development projects would still be subject to further CEQA review. For these reasons, the marginal expansions in the overall billboard development scenario would not result in new significant environmental effects or a substantial increase in the severity of previously identified significant effects in the category of aesthetics.

In conclusion, impacts in the category of aesthetics would remain less than significant for the modified signage development scenario, as described in the sections above. As such, the modified signage development scenario would not result in new significant environmental effects or in a substantial increase in the severity of a previously identified significant effect in the category of aesthetics.

Changes in Circumstance/New Information

Since the adoption of the IS/ND, development has continued to proceed on the Sunset Strip, in accordance with the goals and policies of the City's General Plan and the SSP. While some new light- and glare-sensitive uses have been proposed or constructed since the adoption of the IS/ND (namely, new hotels), the Sunset Strip Off-Site Signage Policy is designed to protect light- and glare sensitive receptors from the effects of new or modified billboards on the Sunset Strip. As such, the modified signage development scenario would not result in new or different light/glare impacts or other aesthetic impacts as a result of new development on the Sunset Strip that has been constructed or proposed since the time of the IS/ND.

Since certification of the EIR, updates to the CEQA Guidelines have gone into effect. The CEQA Guidelines updates involved a revision to Threshold C in the aesthetics section. For projects in urbanized areas, the revision involves analyzing whether a project would conflict with applicable zoning and other regulations governing scenic quality, as opposed to analyzing whether a project would substantially degrade the existing visual character or quality of the site and its surroundings. While the IS/ND pre-dated this revision, the aesthetics section in the IS/ND nevertheless references City policies and objectives related to aesthetics. Overall, the IS/ND determined that the Sunset Strip Off-Site Signage Policy would not conflict with existing policies and objectives for aesthetics. Rather, it would be consistent with and would further some of the City's goals and visions for the visual environment of the Sunset Strip. The modified signage development scenario would not change this determination. Under the modified signage development scenario, all new and modified billboards would still be required to comply with the Sunset Strip Off-Site Signage Policy, which has been written to improve and protect the visual character and quality of the Sunset Strip, to ensure that new and modified billboards do not compromise viewsheds, and to ensure that new and modified billboards do not result in adverse light/glare effects. As such, the modified signage development scenario would not conflict with regulations governing scenic quality.

Aside from the CEQA Guidelines updates discussed in the paragraph above, no changes in regulations or design standards have been implemented since IS/ND adoption that would alter the conclusions or the analysis in the category of aesthetics. As such, there are no substantial changes with respect to circumstances under which the project will be undertaken, and there is no new information of substantial importance that has become available relative to aesthetics in the project area that would change the impact conclusions in the IS/ND.

7.3 Air Quality

Environmental Analysis

As described in the adopted IS/ND, the air quality impacts of the Sunset Strip Off-Site Signage Policy, as analyzed based on the original signage development scenario, were determined to be less than significant. As demonstrated in the analysis below, the modified signage development scenario would not alter this conclusion. New significant impacts to air quality would not result, and substantial increases in the severity of impacts or the need for new mitigation measures would not result, for the reasons further described below.

New Billboards / Advertising Conversion

Construction. Section 3.3, Air Quality, in the IS/ND describes the construction scenario for a typical digital conversion and standard modification and compares the anticipated air emissions to the South Coast Air Quality Management District (SCAQMD) thresholds. The findings from the IS/ND are presented in Table 7.3-1 below.

Table 7.3-1. Estimated Maximum Daily Construction Emissions

Activity	VOC	NO_x	CO	SO_x	PM_{10}	$PM_{2.5}$
	Pounds per Day					
Digital Conversion/Standard Modification	0.47	5.49	2.49	0.01	0.39	0.23
Modifications Requiring Pole Location Adjustments	0.72	10.41	4.09	0.02	0.60	0.34
Maximum Daily	**0.72**	**10.41**	**4.09**	**0.02**	**0.60**	**0.34**
SCAQMD threshold	**75**	**100**	**550**	**150**	**150**	**55**
Threshold exceeded?	**No**	**No**	**No**	**No**	**No**	**No**

Source: SCAQMD 2019 (thresholds); City of West Hollywood 2019 (Sunset Strip Off-Site Signage Policy IS/ND).
Notes: VOC = volatile organic compound; NO_x = oxides of nitrogen; CO = carbon monoxide; SO_x = sulfur oxides; PM_{10} = coarse particulate matter; $PM_{2.5}$ = fine particulate matter; SCAQMD = South Coast Air Quality Management District.
The values shown are the maximum summer or winter daily emissions results from the California Emissions Estimator Model.
See Appendix B of the IS/ND for detailed results.

As described at the beginning of Section 7, construction of new billboards would be similar to the scenarios described for digital conversions and/or standard modifications, particular the scenarios involving pole location adjustments, which indicates that the scenario includes removal of an existing billboard pole and installation of a new billboard pole. The overall construction intensity and activity would be similar and may in fact be reduced, since no demolition and removal of existing signs would be involved (i.e., new billboards would consist of installation activities only). The findings shown in Table 7.3-1 for billboard modifications requiring pole location adjustments would apply to new billboards, as well as to the advertising conversion. (The advertising conversion would involve removing an existing sign and replacing it with a new billboard structure, which are the same activities that would be required for a standard modification with a pole location adjustment.)

The calculations in Table 7.3-1 are based on maximum daily emissions from a single billboard construction project. However, as shown in Table 7.3-1, a single billboard construction project would fall well below thresholds. As such, multiple billboard construction projects could be occurring on the Sunset Strip on a given day, and impacts would still fall below a level of significance. Due to the relatively minor construction activities that are involved for each billboard construction project (whether the project is a digital conversion, a standard modification, or a new standalone billboard), impacts would be below a level of significance, as demonstrated in Table 7.3-1.

The IS/ND analyzes the overall development envelope of 18 new billboard faces along the Sunset Strip, 17 of which were anticipated to be digital. Under the modified development scenario, there would be 26 new billboard faces, 10 of which would be digital. The addition of 8 billboard faces over the course of policy implementation would have a minimal to negligible effect on construction air emissions. Billboard construction (even multiple constructed simultaneously) would not exceed air quality thresholds. The additional construction activities for 8 billboard faces over the multi-year implementation horizon would not alter impact conclusions in the category of construction air quality. Impacts would remain less than significant.

Operation. As explained in the IS/ND, operational impacts to air quality would be minimal given the scale and periodic nature of the expected operational activities resulting from billboards. Digital billboards would require infrequent replacement of LED bulbs, anticipated to occur approximately once every 5 years. Static billboards

typically require monthly advertising copy changes. These activities (bulb replacements and copy changes) are associated with approximately one roundtrip truck trip and one to several workers. Heavy equipment is not required. The operational and maintenance activities for the advertising conversion would be similar to those of the on-site sign that currently exists, since the on-site sign undergoes periodic copy changes and lightbulb changes. Any increases in maintenance activities required for the new off-site sign would be minor and negligible within the context of Sunset Boulevard, resulting in minimal criteria air pollutant emissions.

The overall addition of 8 billboard faces associated with the modified billboard development scenario would represent a minor increase in operational intensity that would be negligible in the context of the Sunset Strip. The occasional and brief addition of several truck trips to the project area that would occur under either the original or the modified scenarios would not create a substantial increase in air emissions. As with the originally analyzed signage development scenario, the periodic nature of operational activities under the modified scenario would continue to result in minimal operational impacts that would affect air quality. For these reasons, impacts would remain less than significant.

New Billboards within Larger Projects

As explained in Section 5 of this addendum and throughout the IS/ND, new development projects and significant upgrade projects with new billboards would be subject to project-specific CEQA review, during which time the new development project or significant upgrade would be analyzed along with any associated billboards. While some information regarding these future projects was made available during the design excellence screening process, the details of these projects (such as the construction scenarios and the finalized designs) remains too speculative at this time to analyze in a meaningful manner. As such, potential effects to air quality resulting from such projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

Changes in Circumstance/New Information

There are no changes with respect to circumstances under which the project will be undertaken that would change the air quality emissions impact conclusions in the IS/ND. Because the air quality issue area is constantly evolving, new information has become available since the IS/ND was prepared. For example, the South Coast Air Quality Management District has issued a new CEQA thresholds document. However, the numerical thresholds used in the IS/ND have not changed; as such, the new thresholds document does not affect the analysis or impact conclusions from the IS/ND. There are no other changes with respect to circumstances under which the project will be undertaken and no new information of substantial importance that has become available would change the impact conclusions in the IS/ND.

7.4 Biological Resources

Environmental Analysis

As described in the adopted IS/ND, no impacts would occur in the category of biological resources, with the exception of potential impacts to nesting birds. As described in the IS/ND, billboard projects have the potential to disturb ornamental vegetation that could provide potential nesting sites for birds that are protected under Sections 3503, 3503.5, and 3513 of the California Fish and Game Code and under the Migratory Bird Treaty Act (1918). However, for any billboard-related construction activity occurring during the nesting season (February 1–August 31) that would involve vegetation trimming or removal, the Sunset Strip Off-Site Signage Policy requires that a qualified biologist survey

the immediate area for the presence of an active bird nest and that any active nests are not disturbed or otherwise adversely affected during construction. Upon compliance with this provision, the analysis in the IS/ND determined that the construction activities associated with billboard projects would not have an adverse effect on protected nesting birds.

The proposed modifications in the signage development scenario would not change the determinations in the IS/ND relative to biological resources. As described in the IS/ND, biological resources are not generally present along the Sunset Strip. As such, neither the original signage development scenario nor the modified signage development scenario would have the potential to adversely affect biological resources, with the exception of the potential nesting bird impacts that are identified in the IS/ND. As with the signage development scenario analyzed in the IS/ND, signs developed as part of the modified signage development scenario would also have the potential to affect nesting birds. However, all signs would continue to be subject to the regulations established in the Sunset Strip Off-Site Signage Policy. Upon compliance with the established provisions in the policy for the protection of nesting birds, construction activities associated with billboards developed under the modified signage development scenario would not have an adverse effect on protected nesting birds.

Due to the highly developed nature of the Sunset Strip and the types of operational activities that billboards entail (i.e., periodic truck trips and advertising copy changes), operations would not adversely affect nesting birds that may be present on the Sunset Strip. The modified signage development scenario would lead to a marginal increase in operational maintenance activities relative to the signage development scenario that was analyzed in the IS/ND, as explained in Section 7.3 above. However, in the context of the Sunset Strip, a marginal increase in periodic truck trips and maintenance activities would not pose an adverse effect to nesting birds.

For the reasons described above, potential nesting bird impacts would remain less than significant. As such, the modified signage development scenario would not result in new significant environmental effects or in a substantial increase in the severity of a previously identified significant effect in the category of biological resources.

Changes in Circumstance/New Information

The project area remains urbanized and continues to lack wetland vegetation, natural drainages, or sensitive natural communities. While some changes in ornamental vegetation may have occurred due to ongoing development and/or property improvements along the Sunset Strip, ornamental vegetation is not considered a sensitive biological resource. As described above, the Sunset Strip Off-Site Signage Policy includes protections for birds that may utilize ornamental vegetation along the Sunset Strip for nesting sites. As such, there are no substantial changes with respect to the circumstances under which the project will be undertaken, and there is no new information of substantial importance that has become available relative to biological resources that would change the impact conclusions in the adopted IS/ND.

7.5 Cultural Resources

Environmental Analysis

As described in the adopted IS/ND, cultural resource impacts of the Sunset Strip Off-Site Signage Policy, analyzed based on the original signage development scenario, were determined to be less than significant. As demonstrated in the analysis below, the modified signage development scenario would not alter this conclusion. New significant

impacts to cultural resources would not result, and substantial increases in the severity of impacts or the need for new mitigation measures would not result, for the reasons described below.

New Billboards / Advertising Conversion

Historic Resources. The modified billboard development scenario would not involve historic resources impacts beyond those addressed in the IS/ND. As stated in the IS/ND, the Sunset Strip contains numerous historic built environment resources. As with the original signage development scenario, some of the billboards developed under the modified signage scenario may occur on or adjacent to a historic resource. However, the Sunset Strip Off-Site Signage Policy includes specific protections for historic resources, which are further discussed below.

At the time of the IS/ND, the specific locations of future billboard projects were unknown. However, the Top-Scoring Projects have since been selected, and projects that are located on or adjacent to a historic resource can be identified. Table 7.5-1 shows the list of new static billboards, new digital billboards, and the advertising conversion that are proposed and identifies whether each project may be located on or adjacent to a historic resource, as defined in CEQA Guidelines Section 15064.5. As identified in Table 7.5-1, seven of the projects are located on or adjacent to a historic resource and therefore would require compliance with the historic resource protections established in the policy.

Table 7.5-1. Historic Resources

New Static Billboards, New Digital Billboards, & Advertising Conversion	On or Adjacent to a Historic Resource?
9200 Sunset Boulevard: new static billboard (2 faces)	No (found ineligible; status code 6Z)
9165 Sunset Boulevard (The House on Sunset): new static billboard (1 face)	Yes (designated as a historic resource at the local level)
9009 Sunset Boulevard (The Roxy): reallocation of multiple existing signs for a new static billboard (1 face)	Yes (designated as a historic resource at the local level)
8590 Sunset Boulevard (The Sunset): new static billboard (1 face)	Yes (adjacent to the Sunset Plaza Historic District)
8439 Sunset Boulevard (Piazza de sol): new static billboard (1 face)	Yes (designated as a historic resource at the national, state, and local level)
8847 Sunset Boulevard: new static billboard (1 face)	No (found ineligible; status code 6Z)
8539 Sunset Boulevard: new static billboard (2 faces)	No (not historic age; adjacent to buildings found ineligible with status code 6Z)
8760 Sunset Boulevard (Mutato Muzika): new digital billboard (1 face)	Yes (eligible for designation as a historic resource at the local level)
8433 Sunset Boulevard (The Comedy Store): new digital billboard (2 faces)	Yes (eligible for designation as a historic resource at the local level)
8752 Sunset Boulevard (Eveleigh): advertising conversion (2 faces)	Yes (adjacent to Mutato Muzika building, which is eligible for designation as a historic resource at the local level)

Source: City of West Hollywood 2021
Note: Status Code 6Z = Found ineligible for the National Register of Historic Places, California Register of Historical Resources, or local designation through survey evaluation.

As described in the IS/ND, the Sunset Strip Off-Site Signage Policy includes specific protections for historic resources. Under the policy, any off-site signage project located on or directly adjacent to historical resources (as

defined in CEQA Guidelines Section 15064.5(a)) would be required to conform with the Secretary of the Interior's Standards for Rehabilitation (SOI Standards). Conformance with the SOI Standards would ensure that installation of new billboards do not obscure the important character-defining features of historical resources and would contribute to the protection of historic street views. Proposed designs for new off-site signage would be reviewed for compatibility in scale, size, and proportion to historical resources, so as not to adversely impact the integrity of the resource or its setting. Additionally, for any new billboard located on or directly adjacent to properties containing historical resources, the billboard owner would be required to submit a Certificate of Appropriateness, which would be reviewed by the City's Historic Preservation Commission prior to approval. The requirement to submit a Certificate of Appropriateness for review by the City's Historic Preservation Commission would ensure that new billboards located on or adjacent to properties with designated cultural resources would be designed and constructed in conformance with the SOI standards. Through compliance with these provisions, the new static and digital billboards and the advertising conversion project that would be developed as part of the modified signage development scenario would not have adverse effects to historic resources. Impacts would remain less than significant, for the same reasons as identified in the IS/ND.

Archaeological Resources; Human Remains. As described in the IS/ND, no prehistoric or historic archaeological resources have been identified within the project area. However, there is the unlikely potential that previously undiscovered resources may be present below ground, especially at the depths that may be required to install new pole foundations for new billboards and for the proposed advertising conversion. Adverse effects to archaeological resources can occur if significant resources are uncovered during ground disturbance and subsequently destroyed, otherwise harmed, and/or not properly preserved in accordance with applicable laws. However, the Sunset Strip Off-Site Signage Policy requires that any modification to existing signage involving ground disturbance must be reviewed by a qualified archaeologist prior to any ground disturbance taking place. The archaeologist must provide an assessment of archaeological sensitivity and the potential to impact subsurface deposits and may provide recommendations for archaeological and/or Native American monitoring, additional study, or testing, if warranted. Additionally, In the event that archaeological resources (sites, features, or artifacts) are exposed during construction activities, all construction work occurring within 100 feet of the find must immediately stop until a qualified archaeologist can evaluate the significance of the find. The City will apply these requirements as conditions of approval to each new billboard project and to the advertising conversion. As such, in the unlikely event that archaeological resources or human remains are encountered during excavation activities for a new billboard or for the advertising conversion, such resources would be identified and protected to the extent required by law. Impacts would remain less than significant, for the same reasons as identified in the IS/ND.

Paleontological Resources. Due to the depth of typical billboard pole foundations, there is the potential that paleontological resources or unique geologic features could be encountered during excavation associated with billboard projects involving excavation for poles. While destruction of a paleontological resource or unique geologic feature is unlikely to occur, the Sunset Strip Off-Site Signage Policy requires that any modification to existing signage involving ground disturbance must adhere to the following requirement for the protection of paleontological resources: If paleontological resources are encountered during excavation, all work within 100 feet of the find must stop and the City shall be immediately notified. A qualified paleontologist shall be retained to evaluate the finds and recommend appropriate handling and recovery methods. The City will apply this requirement as a condition of approval to each new billboard project and to the advertising conversion for the protection of any paleontological resources that may be uncovered during excavations. As such, in the unlikely event that paleontological resources are encountered during excavation activities for a new billboard or for the advertising conversion, such resources would be identified and protected to the extent required by law. Impacts would remain less than significant, for the same reasons as identified in the IS/ND.

New Billboards within Larger Projects

As explained in Section 5 of this addendum and throughout the IS/ND, new development projects and significant upgrade projects with new billboards would be subject to project-specific CEQA review, during which time the new development project or significant upgrade would be analyzed along with any associated billboards for their potential effects to cultural resources. While some information regarding these future projects was made available during the design excellence screening process, the details of these projects (such as the construction scenarios and the finalized designs) remains too speculative at this time to analyze in a meaningful manner. As such, potential effects to cultural resources resulting from such projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

Cumulative Effects

The IS/ND analyzes the overall development envelope of 18 new billboard faces along the Sunset Strip, 17 of which were anticipated to be digital. Under the modified development scenario, there would be 26 new billboard faces, 10 of which would be digital. As described above, the Sunset Strip has numerous historic built environment resources. However, because all proposed billboards would be required to comply with the protections for historic resources established in the Sunset Strip Off-Site Signage Policy, new adverse impacts would not occur as a result of the minor expansion in the signage development envelope. Pursuant to the Sunset Strip Off-Site Signage Policy, properties with historic resources would be protected from any adverse effects associated with billboard development, regardless of the number of billboards that are ultimately developed. While archaeological resources, human remains, and paleontological resources are unlikely to be encountered due to the limited amount of excavation required for billboards and the previously developed/disturbed nature of the Sunset Strip, requirements from the policy would be applied to protect such resources in the event of an inadvertent discovery. For these reasons, the marginal expansions in the overall billboard development scenario would not result in new significant environmental effects or a substantial increase in the severity of previously identified significant effects in the category of cultural resources.

In conclusion, impacts in the category of cultural resources would remain less than significant for the modified signage development scenario, as described in the sections above. As such, the modified signage development scenario would not result in new significant environmental effects or in a substantial increase in the severity of a previously identified significant effect in the category of cultural resources.

Changes in Circumstance/New Information

No changes to the project area have occurred that would alter the conclusions or the analysis in the category of cultural resources. No new regulations or design standards have been implemented since IS/ND adoption that would alter the conclusions or the analysis in the category of cultural resources. As such, there are no substantial changes with respect to circumstances under which the project will be undertaken and no new information of substantial importance that has become available relative to this issue area that would change the impact conclusions in the IS/ND.

7.6 Geology and Soils

Environmental Analysis

As described in the adopted IS/ND, the geology and soils impacts of the Sunset Strip Off-Site Signage Policy, as analyzed based on the original signage development scenario, were determined to be less than significant. As demonstrated in the analysis below, the modified signage development scenario would not alter this conclusion. New significant impacts in the category of geology and soils would not result, and substantial increases in the severity of impacts or the need for new mitigation measures would not result, for the reasons further described below.

While 8 additional billboard faces would be developed under the modified signage development scenario, an increase in the number of potential sign faces along the Sunset Strip would not alter effects in the category of geology and soils. As described in the IS/ND, a number of geological hazards are present along the Sunset Strip, and new billboards would introduce new structures that could be subject to such hazards. However, as identified in the IS/ND, installation of new billboards would be required to be conducted in accordance with existing federal, state, and City laws and guidelines concerning seismic and structural safety, thereby ensuring maximum feasible stability. Upon compliance with seismic safety regulations, impacts from new billboards were identified as being less than significant. This same conclusion would continue to apply under the modified signage development scenario. The analysis presented in the IS/ND would not change based on the addition of 8 potential sign faces. Furthermore, billboards do not have the potential to increase the probability or exacerbate the potential for a geologic or soils-related hazard to occur.

Regarding soil erosion and loss of topsoil, the minor increase in the proposed billboard development envelope could increase the amount of soil erosion that would occur as a result of billboard construction, since more billboard-related construction activities would occur. However, as identified in the IS/ND, pole installations for billboards would not result in large areas of exposed soils, and the limited areas of exposed soils would be covered with the new pole or with pavement and landscaping within a few days of initial ground disturbance. Therefore, substantial soil erosion or loss of topsoil would not result. The additional construction activities associated with the modified signage development scenario would represent a minor to negligible increase in potential soil exposure, and impacts would remain less than significant for the same reasons as identified in the IS/ND.

In conclusion, impacts in the category of geology and soils resources would remain less than significant for the modified signage development scenario, as described in the sections above. As such, the modified signage development scenario would not result in new significant environmental effects or in a substantial increase in the severity of a previously identified significant effect in the category of geology and soils.

Changes in Circumstance/New Information

No changes to geologic features have occurred since adoption of the IS/ND. However, several changes to regulatory geological maps have occurred at the state and local level. While these changes do not alter the significance conclusions in the adopted IS/ND, they are summarized below for informational purposes.

In 2018, the California Geological Survey issued revisions to the Earthquake Fault Zones shown on the Earthquake Zones of Required Investigation for the Beverly Hills Quadrangle. (The project area is located partially within the

Beverly Hills Quadrangle. This map was not available at the time that the IS/ND was drafted and circulated for public review.) The revised map shows a new Alquist-Priolo Earthquake Fault Zone along the western portion of the Sunset Strip, in association with the Hollywood Fault (California Geological Survey 2018). However, the IS/ND identifies that the project would be implemented in an area where a known earthquake fault could potentially rupture. As such, while more properties along the Sunset Strip are now within an Alquist-Priolo Earthquake Fault Zone, this would not change the environmental impacts identified in the IS/ND.

In 2020, the City adopted an updated Local Fault Precaution Zones map. This map shows local fault precaution zones along and within proximity to the Hollywood Fault. Different regulations and requirements are applied to properties within the different zones. Most properties along the Sunset Strip were located within the "Fault Precaution Zone 1" in the prior map that was in place at the time of the IS/ND, and most properties remain within this zone on the updated map (City of West Hollywood 2020). As identified in the IS/ND, several portions of the project area are located within the City of West Hollywood Fault Precaution Zone. This statement has not changed as a result of the updated Local Fault Precaution Zones map. As such, the updates to this map have not affected or changed the environmental impacts identified in the IS/ND.

Aside from the updated geological maps described above, no other new regulations or design standards have been implemented that would alter the conclusions or the analysis in the category of geology and soils. As such, there are no substantial changes with respect to circumstances under which the project will be undertaken, and there is no new information of substantial importance that has become available relative to geology and soils that would change the impact conclusions in the IS/ND.

7.7 Greenhouse Gas Emissions

Environmental Analysis

As described in the adopted IS/ND, the greenhouse gas (GHG) impacts of the Sunset Strip Off-Site Signage Policy, as analyzed based on the original signage development scenario, were determined to be less than significant. As demonstrated in the analysis below, the modified signage development scenario would not alter this conclusion. New significant impacts in the category of GHGs would not result, and substantial increases in the severity of impacts or the need for new mitigation measures would not result, for the reasons further described below.

New Billboards / Advertising Conversion

The IS/ND estimates the construction and operational GHG emissions that would result from standard modifications and digital conversions completed pursuant to the Sunset Strip Off-Site Signage Policy. In the analysis that follows, these calculations have been updated to reflect construction and operation of the 14 new standalone billboard faces that would be associated with the modified signage development scenario (consisting of 9 new static billboard faces, 3 new digital billboard faces, and 2 new static billboard faces associated with the advertising conversion). The new billboard faces that are proposed as part of larger development projects are not included in this calculation, as their GHG emissions would be calculated and analyzed as part of those larger development projects during project-specific CEQA review.

Construction GHG Emissions. Construction of the signage development scenario analyzed in the IS/ND was anticipated to result in total GHG emissions of approximately 61 metric tons (MT) carbon dioxide equivalent (CO_2E).

Per the SCAQMD guidance, construction emissions should be amortized over the operational life of the project, which is generally assumed to be 30 years. As such, the amortized emissions of the signage development scenario analyzed in the IS/ND is 2 MT CO_2E. Under the modified signage development scenario, construction emissions would increase to approximately 79 MT CO_2E, as shown in Table 7.7-1. When amortized over the course of 30 years, this would equate to 2.6 MT CO_2E. As such, the modified signage development scenario would result in greater GHG emissions, due to the addition of 14 standalone new billboard faces to the overall construction scenario. However, the GHG emissions of the modified signage development scenario would still be considered minor to negligible and would still fall below the SCAQMD threshold.

Table 7.7-1. Estimated Annual Construction Greenhouse Gas Emissions

Activity	CO_2	CH_4	N_2O	CO_2E
	metric tons per year			
Digital Conversion or Standard Modification without Pole Location Adjustment (59 billboard faces; part of original	42.08	<0.01	0.00	42.24
Digital Conversion or Standard Modification Requiring Pole Location Adjustment (15 billboard faces)	18.75	<0.01	0.00	18.82
New Billboards (14 billboard faces)	17.50	<0.01	0.00	17.57
Total	**78.33**	**<0.01**	**0.00**	**78.63**

Source: City of West Hollywood 2019 (Sunset Strip Off-Site Signage Policy IS/ND)

Operational GHG Emissions. As stated in the IS/ND, the electricity usage of billboards on the Sunset Strip is estimated to be approximately 518,592 kWh per year, which equates to annual GHG emissions of approximately 167 MT CO_2E. As further described in the IS/ND, the annual electricity usage of billboards along the Sunset Strip is anticipated to increase to approximately 663,132 kWh, once all allowable digital conversions and standard modifications are completed. This would result in approximately 134 MT CO_2E, representing a decrease relative to existing conditions. The calculated decrease in GHG emissions is largely attributable to the increasing stringency of state standards for procurement of renewable energy that would occur during the anticipated multi-year implementation horizon for the Sunset Strip Off-Site Signage Policy. Once the 14 new standalone billboard faces are added to this scenario, the annual electricity usage of billboards along the Sunset Strip is anticipated to be approximately 870,744 kWh per year, resulting in annual GHG emissions of approximately 175.83 MT CO_2E per year. This would be a 42 MT CO_2E increase relative to the operational scenario analyzed in the IS/ND. After accounting for amortized construction emissions from the modified scenario, the modified scenario would result in an increase of 11 MT CO_2E of GHG emissions per year, when compared to the GHG emissions of the existing billboards on the Sunset Strip (Appendix B). The numerical threshold of significance used in the IS/ND is 1,400 MT CO_2E, which is a threshold that has been recommended by the SCAQMD. As such, while GHG emissions would slightly increase under the modified signage development scenario, the emissions would still fall well below the threshold of significance. Additionally, GHG emissions may even be lower than the estimates shown herein, due to a policy requirement for new billboard operations to use the highest available clean energy tier from the City's energy provider.

For these reasons, impacts would remain less than significant, and the modified signage development scenario would not result in new significant environmental effects or a substantial increase in the severity of previously identified significant effects in the category of greenhouse gas emissions.

New Billboards within Larger Projects

As explained in Section 5 of this addendum and throughout the IS/ND, new development projects and significant upgrade projects with new billboards would be subject to project-specific CEQA review, during which time the new development project or significant upgrade would be analyzed along with any associated billboards. While some information regarding these future projects was made available during the design excellence screening process, the details of these projects (such as the construction scenarios and the finalized designs) remains too speculative at this time to analyze in a meaningful manner. As such, potential effects related to GHG emissions resulting from such projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

Changes in Circumstance/New Information

New GHG Reduction Plans and Policies

Research and regulations for GHG emissions are constantly evolving, and requirements for GHG emission reductions have become more stringent since the time of the IS/ND. The electricity use of billboards on the Sunset Strip is expected to become more efficient over time, particularly as outdated lighting technologies are replaced with modern technologies that are more efficient. Additionally, the GHG emissions associated with electricity production are expected to decrease over time. As such, changes in circumstances that have occurred since the time of the IS/ND in the category of GHGs are expected to reduce the GHG emissions of the project, as increasingly stringent emissions targets are put in place at the local and state level.

The IS/ND provides a discussion of the City's 2011 Climate Action Plan (CAP) and the Sunset Strip Off-Site Signage Policy's consistency with the CAP. The City is currently in the process of drafting a new CAP, which is referred to as a Climate Action and Adaptation Plan (CAAP). The CAAP is expected to be adopted in late summer 2021. Until the updated version is adopted, the 2011 CAP remains in place. As such, the CAP consistency analysis provided in the IS/ND would continue to apply, and the changes in billboard types and total number of billboard faces that are part of the modified signage development scenario would not alter the CAP consistency analysis or conclusions that are presented in the IS/ND. The Sunset Strip Off-Site Signage Policy would remain consistent with the CAP for the same reasons described in the IS/ND.

Energy Use

Since adoption of the IS/ND, updates to the CEQA Guidelines have gone into effect. One of the updates involves the introduction of recommended thresholds for impacts associated with energy consumption. The thresholds currently presented in the revised CEQA Guidelines are as follows: (a) would the project result in potentially significant environmental impacts due to wasteful, inefficient, or unnecessary consumption of energy resources during project construction or operation; and (b) would the project conflict with or obstruct a state or local plan for renewable energy or energy efficiency. While the IS/ND does not analyze energy as a standalone topic, the GHG section (Section 3.7 of the IS/ND) contains information regarding the expected electricity consumption of billboards on the Sunset Strip, after policy implementation. The expected electricity consumption has been updated for the modified signage development scenario in the GHG analysis above. While electricity consumption would increase

relative to existing conditions and relative to the originally analyzed signage development scenario, this electricity consumption would not be considered wasteful, inefficient, or unnecessary. Pursuant to the Sunset Strip Off-Site Signage Policy, all new billboard operations are required to use the highest available clean energy tier from the City's energy provider to the extent feasible. The City subscribes to the Clean Power Alliance, a service that allows electricity customers to purchase renewable power. Through the Clean Power Alliance, electricity users in the City can purchase electricity from three different tiers: 100% Green Power (indicating 100% renewable energy), Clean Power (50% renewable), and Lean Power (36% Renewable). Under the Sunset Strip Off-Site Signage Policy, billboard operators would be required to obtain electricity via the 100% Green Power option, thereby ensuring that all electricity used by new and modified billboards is obtained from renewable sources. For digital signs, the policy dictates that the incremental energy usage attributable such signs should be fully offset to the extent feasible through demonstrated improvements in energy performance for new or renovated buildings. Due to the requirements to use renewable energy to power new billboards, as well as the provision for enhanced building energy efficiency, signage projects implemented pursuant to the Sunset Strip Off-Site Signage Policy would not cause wasteful or inefficient electricity use. Furthermore, the electricity use calculated above for the modified signage development scenario would be negligible in the context of regional demands (see Section 7.15 for details).

Electricity is the primary form of energy that would be consumed by billboard projects. Minor amounts of petroleum fuel would be used for construction and maintenance, due to equipment use and vehicle trips to and from the project area. As described in this section and in Section 7.3, Air Quality, the construction and maintenance activities required for billboards are minimal to negligible in intensity. An occasional and brief addition of several truck trips and equipment pieces to the project area would not lead to wasteful or inefficient energy use. Furthermore, over time, the efficiency of vehicles and equipment pieces would increase as more stringent emission requirements are put in place. As such, petroleum use associated with such activities would be minor and would not be considered wasteful or inefficient. Billboard projects are not expected to use natural gas. Overall, construction and operation of billboards pursuant to the Sunset Strip Off-Site Signage Policy would be consistent with the City's established vision for the Sunset Strip and would help further the City's goals and policies for the Sunset Strip. For these reasons, energy use associated with billboards would not be considered wasteful, inefficient, or unnecessary.

With regards to threshold (b) ("would the project conflict with or obstruct a state or local plan for renewable energy or energy efficiency"), billboards constructed pursuant to the Sunset Strip Off-Site Signage Policy would be required to the adhere to the sustainability goals and renewable energy use requirements that are established in the policy. Additionally, as described above, the policy is considered consistent with the City's CAP. At the statewide level, the electricity used by billboards would become increasingly efficient, as increasingly stringent statewide GHG reduction standards are implemented. Similarly, while billboards are associated with few vehicle trips, vehicles used for construction and maintenance would become increasingly more efficient over time, as statewide efficiency standards are achieved, and newer vehicles replace older fleets. For these reasons, billboards that are constructed and operated under the Sunset Strip Off-Site Signage Policy would not conflict with or obstruct state or local plans for renewable energy or energy efficiency.

As such, while there are new guidelines for the evaluation of energy impacts under CEQA, implementation of the Sunset Strip Off-Site Signage Policy (under either the original or modified development scenarios) would not result in significant effects under the new guidelines, as demonstrated herein.

As demonstrated above, there are no substantial changes with respect to circumstances under which the project will be undertaken, and there is no new information of substantial importance that has become available relative to GHG emissions that would change the impact conclusions in the IS/ND.

7.8 Hazards and Hazardous Materials

Environmental Analysis

As described in the adopted IS/ND, the hazards and hazardous materials impacts of the Sunset Strip Off-Site Signage Policy, as analyzed based on the original signage development scenario, were determined to be less than significant. As demonstrated in the analysis below, the modified signage development scenario would not alter this conclusion. New significant impacts to hazards and hazardous materials would not result, and substantial increases in the severity of impacts or the need for new mitigation measures would not result, for the reasons further described below.

Hazardous Materials

The IS/ND describes the types of materials that are anticipated to be used, transported, and disposed during the construction and operation of billboard projects implemented under the Sunset Strip Off-Site Signage Policy. The analysis in the IS/ND determines that use of these anticipated materials in accordance with established federal, state, and local regulations would not pose a significant hazard to the public or to the environment. The materials that are expected to be used for billboard construction and operation are not considered acutely hazardous and are used routinely throughout urban environments for construction projects and small-scale structural improvements. The modified signage development scenario would not result in changes to the types of materials that are expected to be used for billboard projects. Upon compliance with existing regulations, construction and operation of billboards under either the original or modified development scenarios would not result in significant impacts involving the use of hazardous materials. Impacts would remain less than significant for the same reasons presented in the IS/ND. As such, the modified signage development scenario would not result in new significant environmental effects or in a substantial increase in the severity of a previously identified significant effect relative to the use of hazardous materials.

Hazardous Materials Sites

As stated in the IS/ND, there are few properties within or adjacent to the project area that are identified on regulatory databases of hazardous materials sites compiled pursuant to Government Code Section 65962.5. However, as reported in the IS/ND, several properties within the project area are listed on the Regional Water Quality Control Board's GeoTracker site and the California Environmental Protection Agency's Enviro Mapper site. The majority of the listed sites are leaking underground storage tanks, mostly associated with automotive uses. All of the listed sites (with one exception) have reached a "case closed" status, indicating that the leak, spill, cleanup, and/or investigation has been addressed. One remaining open case is located within the project area: a leaking underground storage tank cleanup site at 8873 Sunset Boulevard, which has a status of "open." There are no billboards proposed for this site; as such, ground disturbance at this property would not occur as a result of the modified signage development scenario. Furthermore, because remediation has been completed and the site is being monitored, the previous leak is not anticipated to cause a significant hazard on nearby sites. In the unlikely event that construction workers were to encounter contaminated soils during ground disturbance associated with billboard construction, the suspect soils would be tested, removed, and disposed of in accordance with applicable local, state, and federal regulations for proper treatment of contaminated soils. Compliance with such regulations would further minimize the likelihood of a release of hazardous materials into the environment during billboard construction projects. Impacts would remain less than significant, for the same reasons identified in the IS/ND. As

such, the modified signage development scenario would not result in new significant environmental effects or in a substantial increase in the severity of a previously identified significant effect relative to hazardous materials sites.

Proximity to Airports, Schools, and Wildland Fire Hazard Areas

The modified signage development scenario would occur in the same setting and location as the originally analyzed signage development scenario (i.e., the Sunset Strip). As such, the findings and analysis in the IS/ND regarding proximity to airports, schools, and wildland fire hazard areas would not change as a result of the modified signage development scenario. For the same reasons identified in the IS/ND, impacts involving proximity to schools would be less than significant, and no impacts would occur involving proximity of the project area to airports or wildland fire hazard areas. As such, the modified signage development scenario would not result in new significant environmental effects or in a substantial increase in the severity of a previously identified significant effect relative to proximity of the project to airports, schools, and wildland fire hazard areas.

Emergency Response and Evacuation Plans

The IS/ND evaluated the potential for policy implementation to impair or interfere with an adopted emergency response plan or emergency evacuation plan and determined that no impacts would occur. Under the modified signage development scenario, this determination would not change. The modified scenario would result in an increase of 8 billboard faces along the Sunset Strip, relative to the development envelope analyzed in the IS/ND. The number of vehicle trips involved with billboard construction and operation is minor to negligible; as such, the addition of 8 billboard faces across the 1.6-mile Sunset Strip would not increase the potential for policy implementation to generate traffic to the degree that emergency response or evacuations would be impeded. Traffic associated with policy implementation would remain minor to negligible under the modified scenario. As stated in the IS/ND, construction of some billboards may require temporary sidewalk closure. However, these closures would not impede emergency access routes or implementation of evacuation plans, as they would be site-specific, would be limited to a small portion of the sidewalk, and would include detour signage as necessary. The addition of 8 potential sidewalk closures over the multi-year policy implementation horizon would not change these conclusions. For the same reasons provided in the IS/ND, no impacts would occur. As such, the modified signage development scenario would not result in new significant environmental effects or in a substantial increase in the severity of a previously identified significant effect relative to emergency response and evacuation.

Changes in Circumstance/New Information

Databases of hazardous materials sites were consulted to ensure that no new hazardous materials sites or releases have been listed in the project area or in the immediate vicinity subsequent to the adoption of the IS/ND. This investigation confirmed that no new listings with the potential to adversely affect the project have occurred (DTSC 2021, SWRCB 2021).

Since adoption of the IS/ND, updates to the CEQA Guidelines have gone into effect. One of the revisions to Appendix G of the CEQA Guidelines involves a more extensive wildfire analysis for projects located in or near state responsibility areas for firefighting or lands classified as very high fire hazard severity zones (14 CCR 15000 et seq., as amended December 28, 2018). Wildfire hazards were addressed in the IS/ND; however, additional information regarding wildfire hazards are provided in this paragraph based on the updates to the CEQA Guidelines. The project area is not located in a state responsibility area. The nearest state responsibility area is located approximately 10 miles to the west (in the Santa Monica Mountains). The nearest very high fire hazard severity zone (VHFHSZ) is

located just north of the project area, along the base of the Hollywood Hills. While the properties immediately fronting the north side of Sunset Boulevard are not within the VHFHSZ, most properties adjacent to the Sunset Boulevard–fronting properties are mapped within the VHFHSZ. As such, most portions of the project area are adjacent to a VHFHSZ (CAL FIRE 2021). However, the area of the Hollywood Hills directly north of the project area is developed with residential uses. While some vegetation is present between the residences, Sunset Strip does not directly abut wildland areas. Rather, the project area and its surroundings are highly urbanized and surrounded on all sides by development. Development of the modified signage scenario would not, therefore, expose people to significant risks related to wildfire hazards, nor would it exacerbate wildfire risks in the area. The updates to the CEQA Guidelines also involve addressing effects related to emergency response and evacuation plans within or near a VHFHSZ or state responsibility area. Effects to emergency response and evacuation plans were addressed in the IS/ND, and no impacts were identified. The modified signage development scenario would not affect this conclusion, for the reasons described above under the subheading for "Emergency Response and Evacuation Plans." As such, while there are new guidelines for the evaluation of development projects and wildfire risk, the modified signage development scenario would not result in significant effects under the new guidelines, as demonstrated herein.

Aside from the CEQA Guidelines updates discussed in the paragraph above, no new regulations or design standards have been implemented that would alter the conclusions of the hazards and hazardous materials analysis. As such, there are no substantial changes with respect to circumstances under which the project will be undertaken, and there is no new information of substantial importance that has become available relative to hazards and hazardous materials in the project area that would change the impact conclusions in the IS/ND.

7.9 Hydrology and Water Quality

Environmental Analysis

As described in the adopted IS/ND, the hydrology and water quality impacts of the Sunset Strip Off-Site Signage Policy, as analyzed based on the original signage development scenario, were determined to be less than significant. As demonstrated in the analysis below, the modified signage development scenario would not alter this conclusion. New significant impacts to hydrology and water quality would not result, and substantial increases in the severity of impacts or the need for new mitigation measures would not result, for the reasons further described below.

The analysis in the IS/ND determined that the hydrology and water quality impacts of policy implementation would be below a level of significance primarily due to the minor nature of construction activities, ground disturbing activities, and development footprints that are associated with billboards. Furthermore, the Sunset Strip is highly urbanized under existing conditions and does not contain streams, rivers, or other water resources having the potential to be altered by billboard development. Under the modified signage development scenario, these same conclusions would continue to apply. While the modified signage development scenario would increase the total number of sign faces by 8, this minor increase would not substantially alter the project's overall potential to affect hydrology and water quality. Billboard projects constructed and operated over the multi-year policy implementation horizon and along the 1.6-mile Sunset Strip would continue to have minimal to negligible effects on hydrology and water quality. Such projects would involve limited ground disturbance, and any areas of disturbance would be covered upon construction completion, thereby precluding any long-term erosion or sedimentation effects. Construction equipment at billboard sites could result in spilled or leaked petroleum products; however, standard site management practices and typical equipment maintenance would generally preclude leaks and spills of a

magnitude that would adversely affect water quality. During operations, proper operation and maintenance of billboards would ensure that such structures do not contribute pollutants to stormwater runoff. While some of the Top-Scoring billboard projects are associated with landscaping, such landscaping would be required to adhere to City requirements for drought-resistant landscaping, thereby reducing water use. Any such water use would be negligible in the context of City-wide water demands. Furthermore, most of the billboards do not have a landscaping component and would therefore involve little to no water use during operation. For these reasons, impacts in the category of hydrology and water quality would not change as a result of the modified signage development scenario. Impacts would remain less than significant for generally the same reasons identified in the IS/ND. As such, the modified signage development scenario would not result in new significant environmental effects or in a substantial increase in the severity of a previously identified significant effect relative to hydrology and water quality.

Changes in Circumstance/New Information

The project area and vicinity remain urbanized and mostly paved, with no natural drainages. No new regulations or design standards have been implemented that would alter the conclusions or the analysis presented in the IS/ND for the category of hydrology and water quality. As such, there are no substantial changes with respect to circumstances under which the project will be undertaken, and there is no new information of substantial importance that has become available relative to hydrology and water quality that would change the impact conclusions in the IS/ND.

7.10 Land Use and Planning

Environmental Analysis

As described in the adopted IS/ND, no land use and planning impacts would occur as a result of the Sunset Strip Off-Site Signage Policy, as analyzed based on the original signage development scenario. As demonstrated in the analysis below, the modified signage development scenario would not alter this conclusion. New significant impacts in the category of land use and planning would not result, and substantial increases in the severity of impacts or the need for new mitigation measures would not result, for the reasons further described below.

Physical Division of a Community

Neither the modified nor the originally analyzed signage development scenarios would involve features such as a highway, aboveground infrastructure, or an easement through an established neighborhood, which would have the potential to physically divide an established community. As described in the IS/ND, billboard projects do not have the potential to physically divide a community. No impacts would occur, for the same reasons as identified in the IS/ND. As such, the modified signage development scenario would not result in new significant environmental effects or a substantial increase in the severity of a previously identified significant effect relative to physical divisions within an established community.

Land Use Plan/Policy Consistency

The modified signage development scenario would not substantially change the land use policy consistency analysis presented in the IS/ND. The IS/ND sets forth a policy consistency analysis between the Sunset Strip Off-Site Signage Policy and the City's goals and policies for Sunset Boulevard, as set forth in the General Plan, the SSP, and the Zoning Ordinance. The analysis demonstrates that the Sunset Strip Off-Site Signage Policy is consistent with the

other goals and policies that the City has established for Sunset Boulevard. Because the modified signage development scenario would not represent changes in the provisions of the Sunset Strip Off-Site Signage Policy itself, the policy consistency analysis and associated conclusions presented in the IS/ND would not be affected by changes in the signage development scenario. The modified signage development scenario is representative of the billboard projects that were ultimately selected by the City as part of a design excellence screening process and have been selected for their ability to achieve the City's goals and vision for the Sunset Strip. As such, the Sunset Strip Off-Site Signage Policy and the signage development scenario that has emerged from the design excellence screening process remain consistent with the City's land use plans and policies. No impacts would occur, for generally the same reasons as identified in the IS/ND. As such, the modified signage development scenario would not result in new significant environmental effects or a substantial increase in the severity of a previously identified significant effect relative to consistency with land use plan and policies.

Changes in Circumstance/New Information

Since the adoption of the IS/ND, development has continued to proceed on the Sunset Strip, in accordance with the goals and policies of the City's General Plan and the SSP. While some new uses have been proposed or constructed since the adoption of the IS/ND, this has not changed the City's overall goals and vision relative to signage development on the Sunset Strip. As such, continued land use changes and development in the project area would not affect the consistency of the Sunset Strip Off-Site Signage Policy with City land use goals and policies. The same general plan that was analyzed and addressed in the IS/ND remains in effect, as does the SSP. As such, there are no substantial changes with respect to circumstances under which the project will be undertaken, and there is no new information of substantial importance that has become available relative to land use and planning in the area that would change the impact conclusions in the IS/ND.

7.11 Noise

Environmental Analysis

As described in the adopted IS/ND, the noise impacts of the Sunset Strip Off-Site Signage Policy, as analyzed based on the original signage development scenario, were determined to be less than significant. As demonstrated in the analysis below, the modified signage development scenario would not alter this conclusion. New significant impacts in the category of noise would not result, and substantial increases in the severity of impacts or the need for new mitigation measures would not result, for the reasons further described below.

Additional Billboard Faces / Advertising Conversion

Construction Noise. The IS/ND analyzes noise that would be anticipated during construction of a typical billboard project (a digital conversion, standard modification, and/or new billboard project). As determined in the IS/ND, the anticipated noise levels of a billboard project would not be expected to cause adverse exposure of persons to excessive noise levels. Under the modified signage development scenario, a total of 8 additional sign faces would be constructed along the Sunset Strip over the multi-year policy implementation horizon. Due to the brief duration of construction per site, the size of the overall project area, and the multi-year duration of policy implementation, it is not expected that multiple construction projects associated with digital conversions, standard modifications, or new billboard projects would occur simultaneously within the same area. In the unlikely event that multiple billboard construction projects were to occur in the same vicinity, impacts are still expected to be below a level of significance,

due to the limited intensity and duration of construction activities and the existing ambient noise environment of the Sunset Strip. As such, the addition of 8 total billboard construction events would not alter the analysis or conclusions presented in the IS/ND. Construction noise impacts would remain less than significant for the same reasons as presented in the IS/ND. As such, the modified signage development scenario would not result in new significant environmental effects or a substantial increase in the severity of a previously identified significant effect relative to construction noise.

Operational Noise. Operational noise associated with billboards developed pursuant to the Sunset Strip Off-Site Signage Policy would be limited to periodic maintenance activities and associated vehicle trips, such as advertising copy changes for static billboards and LED bulb replacements for digital billboards. As explained in Section 7.3, Air Quality, any increase in operational vehicle trips associated with the modified signage development scenario would be minimal to negligible. The overall addition of 8 billboard faces associated with the modified scenario would represent a minor increase in operational intensity that would be negligible in the context of the Sunset Strip. The occasional and brief addition of several truck trips to the project area that would occur under either the original or the modified scenarios would not create a substantial increase in noise. As with the originally analyzed signage development scenario, the periodic nature of operational activities under the modified scenario would continue to result in minimal operational impacts that would affect noise levels in the project area. For these reasons, impacts would remain less than significant. As such, the modified signage development scenario would not result in new significant environmental effects or a substantial increase in the severity of a previously identified significant effect relative to operational noise.

Vibration. As explained in the IS/ND, billboard construction and operation does not involve the use of heavy construction equipment that is typically associated with substantial levels of groundborne vibration. As such, development of billboard projects (under either the original or the modified scenarios) would not have adverse effects relative to vibration. For the same reasons described in the IS/ND, impacts would be less than significant. As such, the modified signage development scenario would not result in new significant environmental effects or a substantial increase in the severity of a previously identified significant effect relative to vibration.

New Billboards within Larger Projects

As explained in Section 5 of this addendum and throughout the IS/ND, new development projects and significant upgrade projects with new billboards would be subject to project-specific CEQA review, during which time the new development project or significant upgrade would be analyzed along with any associated billboards. While some information regarding these future projects was made available during the design excellence screening process, the details of these projects (such as the construction scenarios and the finalized designs) remains too speculative at this time to analyze in a meaningful manner. As such, potential effects to noise resulting from such projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

Changes in Circumstance/New Information

Since the adoption of the IS/ND, development has continued to proceed on the Sunset Strip, in accordance with the goals and policies of the City's General Plan and the SSP. While some new noise-sensitive uses have been proposed or constructed since the adoption of the IS/ND (namely, new hotels), billboard projects that are implemented pursuant to the Sunset Strip Off-Site Signage Policy would not result in substantial, adverse increases in noise levels along the Sunset Strip, for the reasons described above and in the IS/ND. As such, the modified

signage development scenario would not result in new or different noise impacts as a result of new development on the Sunset Strip that has been developed or proposed since the time of the IS/ND.

7.12 Population and Housing, Public Services, and Recreation

Environmental Analysis

As described in the adopted IS/ND, no impacts would occur as a result of the Sunset Strip Off-Site Signage Policy, as analyzed based on the original signage development scenario, for the categories of population and housing, public services, or recreation. As demonstrated in the analysis below, the modified signage development scenario would not alter this conclusion. New significant impacts in the categories of population and housing, public services, and recreation would not result, and substantial increases in the severity of impacts or the need for new mitigation measures would not result, for the reasons further described below.

As described in the IS/ND, billboard projects implemented pursuant to the Sunset Strip Off-Site Signage Policy do not have the potential to directly or indirectly create population growth. The need for new or expanded public services and recreational facilities is generally associated with population growth. As such, the Sunset Strip Off-Site Signage Policy was identified as having no impacts to population growth, public services, or recreation in the IS/ND. The modified signage development scenario would not change these determinations. The overall addition of 8 sign faces associated with the modified scenario would not alter the potential for billboard projects to generate population growth or to increase demands for public services and recreational facilities. As with the originally analyzed signage scenario, the modified signage scenario would not have impacts in these categories, for the same reasons identified in the IS/ND. The modified signage development scenario would not result in new significant environmental effects or a substantial increase in the severity of a previously identified significant effect relative to population and housing, public services, or recreation.

Changes in Circumstance/New Information

No changes have occurred that would change the population and housing, public services, or recreation analysis and conclusions originally presented in the adopted IS/ND. No new regulations have been adopted or updated that would affect the analysis or conclusions originally presented in the IS/ND in the categories of population and housing, public services, or recreation. As such, there are no substantial changes with respect to circumstances under which the project will be undertaken, and there is no new information of substantial importance that has become available relative to population and housing, public services, or recreation that would change the impact conclusions in the IS/ND.

7.13 Transportation and Traffic

Environmental Analysis

As described in the adopted IS/ND, the transportation and traffic impacts of the Sunset Strip Off-Site Signage Policy, as analyzed based on the original signage development scenario, were determined to be less than significant. As demonstrated in the analysis below, the modified signage development scenario would not alter this conclusion. New significant impacts to transportation and traffic would not result, and substantial increases in the severity of impacts or the need for new mitigation measures would not result, for the reasons further described below.

Conflicts with Policies Established for the Effectiveness of the Circulation System / Conflicts with the Congestion Management Program

Under these thresholds, the analysis in the IS/ND primarily focuses on the amount of traffic expected to be generated during implementation of the Sunset Strip Off-Site Signage Policy. As such, the discussion below evaluates potential changes in traffic that could result from the modified signage development scenario, when compared with the signage development scenario analyzed in the IS/ND.

Construction. The IS/ND analysis estimates that each billboard construction project (whether the project is a digital conversion, standard modification, or new billboard) would result in approximately 10–12 roundtrip vehicle trips per day, which is considered a negligible increase in traffic. The modified development scenario would result in the addition of 8 new billboard faces, to be constructed over the course of policy implementation. However, these additional construction activities would have a minimal to negligible effect on the project's construction traffic. The additional construction activities for 8 billboard faces over the multi-year policy implementation horizon and spread across the 1.6-mile Sunset Strip would not alter impact conclusions presented in the IS/ND. Even if multiple billboard projects were to be constructed simultaneously, contributions to traffic would remain negligible. Impacts would remain less than significant for the same reasons described in the IS/ND. As such, the modified signage development scenario would not result in new significant environmental effects or a substantial increase in the severity of a previously identified significant effect relative to construction traffic.

Operation. As explained in the IS/ND, operational impacts to traffic would be minimal given the scale and periodic nature of the expected operational activities resulting from billboards. Digital billboards would require infrequent replacement of LED bulbs, anticipated to occur approximately once every 5 years. Static billboards typically require monthly advertising copy changes. These activities (bulb replacements and copy changes) are associated with approximately one roundtrip truck trip and one to several workers. Heavy equipment is not required. The operational and maintenance activities for the advertising conversion would be similar to those of the on-site sign that currently exists at that location, since the on-site sign undergoes periodic copy changes and lightbulb changes. Any increases in maintenance activities required for the new off-site sign would be minor and negligible within the context of Sunset Boulevard, resulting in minimal new vehicle trips. The overall addition of 8 billboard faces associated with the modified billboard development scenario would represent a minor increase in operational intensity that would be negligible in the context of the Sunset Strip. The occasional and brief addition of several truck trips to the project area that would occur under either the original or the modified scenarios would not create a substantial increase in traffic. As with the originally analyzed signage development scenario, the periodic nature of operational activities under the modified scenario would result in minimal operational impacts that would affect transportation and traffic. For these reasons, impacts would remain less than significant. As such, the modified signage development scenario would not result in new significant environmental effects or a substantial increase in the severity of a previously identified significant effect relative to operational traffic.

Summary. Due to the minor, intermittent, and temporary nature of construction and operational traffic associated with implementation of the proposed Sunset Strip Off-Site Signage Policy, exceedances of the City's standards for the effectiveness of its circulation system and conflicts with the applicable congestion management program would not result. As described above, the minor increase in activities associated with the modified signage development scenario would not change these conclusions. Impacts would remain less than significant for generally the same reasons as described in the IS/ND.

Hazardous Design Features

The IS/ND analyzes changes to the visual environment of the Sunset Strip resulting from implementation of the Sunset Strip Off-Site Signage Policy that could potentially affect roadway safety. The analysis concludes that while implementation of the policy would alter the visual environment, requirements within the policy would prevent billboard projects from adversely affecting roadway safety. Given the existing visual conditions along the roadway, the policy restrictions on potentially distracting qualities of digital imagery, light and glare limitations, and the anticipated incremental improvements in pedestrian safety that would result from policy implementation, billboard projects constructed pursuant to the Sunset Strip Off-Site Signage Policy are not anticipated to substantially increase roadway safety hazards in the project area.

The IS/ND analyzes an overall signage development envelope of 18 new billboard faces along the Sunset Strip, 17 of which were anticipated to be digital. Under the modified signage development scenario, there would be 26 new billboard faces, 10 of which would be digital. As such, under the modified development scenario, policy implementation would result in 8 additional billboard faces along the Sunset Strip and 7 fewer digital billboard faces. The decrease in digital sign faces would reduce the number of signs with moving or changing imagery on the Strip, thereby reducing the overall visual intensity of the billboard development scenario. The additional 8 billboard faces would lead to new visual elements on the Sunset Strip, beyond what was considered in the IS/ND. However, as demonstrated in Section 7.2 (Aesthetics) of this addendum, the addition of 8 sign faces spread across the 1.6-mile Sunset Strip and when viewed in the context of a highly urbanized, visually rich environment is not anticipated to substantially change the visual impacts of implementing the Sunset Strip Off-Site Signage Policy, as analyzed in the IS/ND. As such, these 8 additional billboard faces would not substantially increase the potential for roadway safety hazards to occur as a result of policy implementation. The same protective measures described in the IS/ND would still be required for all billboard projects developed under the modified scenario and would continue to limit the potential for such projects to create roadway safety hazards. For these reasons, the modified signage development scenario would not lead to new or different impacts in the category of hazardous roadway design features. Impacts would remain less than significant, for the same reasons identified in the IS/ND.

Emergency Access

As stated in the IS/ND, billboard projects would not cause permanent obstructions to existing sidewalks, driveways, or roadways. Some billboard installations may require temporary sidewalk closures during construction; however, appropriate emergency access and detour signage would be provided in accordance with encroachment permit requirements. As such, construction and operation of billboard projects implemented under the Sunset Strip Off-Site Signage Policy would not result in inadequate emergency access. This determination would not be altered under the modified signage development scenario. The addition of 8 sign faces over the course of policy implementation and along the 1.6-mile Sunset Strip would not increase or change the potential for policy implementation to affect emergency access. Impacts would remain less than significant, for the same reasons described in the IS/ND. As such, the modified signage development scenario would not result in new significant environmental effects or a substantial increase in the severity of a previously identified significant effect relative to emergency access.

Conflicts with Policies Regarding Alternative Transportation

As stated in the IS/ND, construction and operation of billboard projects would not substantially affect the use of bicycle, pedestrian, or transit routes and would not impede implementation of the goals, objectives, and policy

actions related to these transportation modes. This determination would not be altered under the modified signage development scenario. The addition of 8 sign faces over the course of the multi-year policy implementation horizon and along the 1.6-mile Sunset Strip would not increase or change the potential for conflicts with alternative modes of transportation or with policies established for alternative modes of transportation. Pedestrian safety precautions would continue to take place during any necessary construction-related sidewalk closures, thereby minimizing effects to pedestrian traffic and safety. As described above, the modified signage development scenario would not be associated with an appreciable increase in vehicle trips; as such, the project would not significantly contribute to conflicts with bicycle or bus traffic along Sunset Boulevard. For any billboard project located within the vicinity of a bus stop operated by the Los Angeles County Metropolitan Transportation Authority, coordination would occur prior to and during construction as needed, as stated in the IS/ND. For these reasons, the modified development scenario would not lead to new or different impacts relative to conflicts with policies for alternative transportation modes. Impacts would remain less than significant, for the same reasons set forth in the IS/ND. As such, the modified signage development scenario would not result in new significant environmental effects or a substantial increase in the severity of a previously identified significant effect relative to alternative transportation.

Changes in Circumstance/New Information

Since adoption of the IS/ND, updates to the CEQA Guidelines have gone into effect. One of the revisions incorporates the requirements of SB 743, which created a new process for analyzing transportation impacts under CEQA. Under the new transportation guidelines, level of service (LOS), or automobile delay, is no longer considered an environmental impact under CEQA. Rather, vehicle miles traveled (VMT) will be used to assess the significance of transportation impacts. On November 16, 2020, the City Council adopted updates to the local transportation guidelines pursuant to the requirements of SB 743. Most development projects in the City, which is considered a high-quality transit area, are considered to have less-than-significant VMT impacts, with the exception of projects that do not meet the screening criteria listed below. These criteria are listed below, followed by a description of whether each criteria would apply to the Sunset Strip Off-Site Signage Policy.

1. Project has a Floor Area Ratio (FAR) equal to or greater than 0.75. Not applicable. The project consists of policies for off-site signage construction and operation and, therefore, does not have an FAR.
2. Project does not have more than the required number of parking spaces, as specified by Chapter 10.07 of the West Hollywood Municipal Code. Not applicable. The project consists of policies for off-site signage construction and operation and, therefore, is not associated with a required number of parking spaces.
3. Project is consistent with *Connect SoCal,* the Southern California Association of Governments' Regional Transportation Plan/Sustainable Communities Strategy. The project consists of policies for off-site signage construction and operation and, therefore, is not associated with substantial population or employment growth, development of or substantial changes to transportation infrastructure, significant GHG emissions, or other components that could be inconsistent with *Connect SoCal*.
4. Project does not replace affordable residential units with fewer affordable residential units, moderate-income residential units, or high-income residential units (i.e., must maintain the same number of existing affordable units or provide more). The project consists of policies for off-site signage construction and operation and, therefore, would not replace affordable residential units.
5. Project does not have potential for significant regional draw (commercial uses that may require specialized workforce, i.e., movie production studios). Construction trips for billboards would be temporary and maintenance trips would be occasional and similar to activities that already occur for existing billboards.

As demonstrated above, the Sunset Strip Off-Site Signage Policy meets the screening criteria and, therefore, is considered to have less-than-significant VMT impacts. Implementation of the Sunset Strip Off-Site Signage Policy, under either the original or modified signage development scenarios, would generate a relatively small number of temporary trips during billboard construction and nominal trips for billboard maintenance purposes. Billboard projects would not be associated with residents or regular employees and, therefore, would not generate significant VMT impacts. As such, the project would not generate substantial and permanent VMT, and VMT impacts would be less than significant.

In addition to incorporating the requirements of SB 743, the CEQA Guidelines updates also involved revisions to the transportation thresholds listed in Appendix G of the CEQA Guidelines. These revisions include simplification and consolidation of several of the previous threshold questions. Under the revised thresholds, Threshold A addresses conflicts with programs, plans, ordinances, or policies for the circulation system in general (including transit, roadway, bicycle, and pedestrian facilities). Several questions that were previously addressed under separate thresholds are now combined into Threshold A (alternative transportation policies and policies for the effectiveness and performance of the circulation system). Additionally, a new threshold has been added for the purposes of addressing VMT. For the modified signage development scenario, the revised Threshold A (conflicts with programs, plans, ordinances, or policies addressing the circulation system in general) are addressed throughout the following subheadings above: Conflicts with Policies Established for the Effectiveness of the Circulation System/Conflicts with the Congestion Management Program and Conflicts with Policies Regarding Alternative Transportation. VMT is discussed in the paragraph above. As such, the revised Appendix G threshold questions in the category of transportation have been addressed herein.

No other new regulations, plans, or policies have been adopted or updated that would affect the analysis or conclusions related to traffic or transportation facilities that were originally presented in the IS/ND. For these reasons, there are no substantial changes with respect to circumstances under which the project will be undertaken, and there is no new information of substantial importance that has become available relative to transportation and traffic that would change the impact conclusions in the IS/ND.

7.14 Tribal Cultural Resources

Environmental Analysis

As described in the adopted IS/ND, impacts of the proposed Sunset Strip Off-Site Signage Policy, as analyzed based on the original signage development scenario, were determined to be less than significant in the category of tribal cultural resources (TCRs). As demonstrated in the analysis below, the modified signage development scenario would not alter this conclusion. New significant impacts to TCRs would not result, and substantial increases in the severity of impacts or the need for new mitigation measures would not result, for the reasons further described below.

New Billboards / Advertising Conversion

As described in the IS/ND, no specific, designated TCRs were identified in the project area as a result of records searches and Native American outreach. However, the Sunset Strip Off-Site Signage Policy includes a requirement for a qualified archaeologist to assess the archaeological sensitivity and the potential to affect subsurface deposits during excavation of pole foundations for existing billboards that are relocated. In the event that the archaeologist determines that excavation would occur in a location that is potentially sensitive, the archaeologist may recommend

archaeological monitoring, Native American monitoring, and/or further study of the site. The policy also includes measures to be implemented in the unlikely event that archaeological resources are encountered during excavation. These policy requirements would ensure that cultural resources would be protected to the extent required by law. As explained in Section 7.5 of this addendum, the City would apply these requirements as conditions of approval to the standalone new billboard projects and to the advertising conversion. Upon compliance with these conditions, impacts to TCRs would be less than significant. As such, the modified signage development scenario would not result in new significant environmental effects or a substantial increase in the severity of a previously identified significant effect relative to TCRs.

New Billboards within Larger Projects

As explained in Section 5 of this addendum and throughout the IS/ND, new development projects and significant upgrade projects with new billboards would be subject to project-specific CEQA review, during which time the new development project or significant upgrade would be analyzed along with any associated billboards for their potential effects to TCRs. While some information regarding these future projects was made available during the design excellence screening process, the details of these projects (such as the construction scenarios and the finalized designs) remains too speculative at this time to analyze in a meaningful manner. As part of the project-specific CEQA review process, such future projects would be subject to Assembly Bill 52 requirements on a project-by-project basis pursuant to CEQA. However, because no TCRs have been identified in the project area to date, no significant impacts are anticipated to result from future development along the Sunset Strip. However, project-specific CEQA review and AB 52 compliance would ensure that any potential impacts are identified in the event that a previously unknown tribal cultural resources is identified on or near the site of a new development project or a significant upgrade project.

Changes in Circumstance/New Information

No changes to the project area have occurred that would alter the conclusions or the analysis in the category of TCRs. No new regulations or design standards have been implemented since IS/ND adoption that would alter the conclusions or the analysis in the category of TCRs. As such, there are no substantial changes with respect to circumstances under which the project will be undertaken and no new information of substantial importance that has become available relative to this issue area that would change the impact conclusions in the IS/ND.

7.15 Utilities and Service Systems

Environmental Analysis

As described in the adopted IS/ND, the Sunset Strip Off-Site Signage Policy, as analyzed based on the original signage development scenario, was determined to have no impacts in the category of utilities and service systems, with the exception of solid waste generation, which was determined to be less than significant. As demonstrated in the analysis below, the modified signage development scenario would not alter these conclusions. New significant impacts to utilities and service systems would not result, and substantial increases in the severity of impacts or the need for new mitigation measures would not result, for the reasons further described below.

New Billboards / Advertising Conversion

Wastewater and Stormwater. As described in the IS/ND, billboard projects constructed and operated under the Sunset Strip Off-Site Signage Policy would not generate or discharge wastewater and would not increase stormwater runoff. As such, no impacts would occur in the categories of wastewater treatment requirements, wastewater generation, or capacity of wastewater or stormwater facilities. Similarly, billboard projects as part of the modified signage development scenario would also not generate or discharge wastewater and would not increase stormwater runoff. As such, the impact determinations in the IS/ND would remain the same for the modified signage development scenario, and no impacts would occur, for the same reasons as stated in the IS/ND.

Water. The IS/ND states that billboard projects constructed and operated under the Sunset Strip Off-Site Signage Policy would not require the use of potable water. However, some of the Top-Scoring billboard projects are associated with landscaping and would thus require potable water. Any landscaping would be required to adhere to City requirements for drought-resistant landscaping, thereby reducing water use. Any such water use would be negligible in the context of City-wide water use and would not require expansions in water infrastructure. While minor increases in water use may occur in association with the modified signage development project, no new impacts or substantial increases in the severity of impacts would result.

Solid Waste. The IS/ND states that construction activities associated with billboard projects would generate minor amounts of solid waste. For projects involving a new pole foundation, minor amounts of soil would also be exported from the billboard site. However, as stated in the IS/ND, construction projects would incorporate source-reduction techniques and recycling measures to divert waste away from area landfills in accordance with City and state requirements. Construction for billboards would be required to comply with City standards of recycling 80% of all construction materials that need to be disposed of. Any non-recyclable construction waste generated would be disposed of at a landfill approved to accept such materials. Operations would generate minor amounts of solid waste, associated with expended LED bulbs and used advertising copy. As stated in the IS/ND, this solid waste generation is not considered substantial. The modified signage development scenario would result in a marginal increase in solid waste production, due to the overall addition of 8 billboard signs to the project area. However, the solid waste associated with the 8 additional signs would be minor to negligible, and impacts would remain less than significant for the same reasons as described in the IS/ND.

For the reasons described above, the modified signage development scenario would not result in new significant impacts or a substantial increase in the severity of impacts in the category of utilities and service systems.

New Billboards within Larger Projects

As explained in Section 5 of this addendum and throughout the IS/ND, new development projects and significant upgrade projects with new billboards would be subject to project-specific CEQA review, during which time the new development project or significant upgrade would be analyzed along with any associated billboards. While some information regarding these future projects was made available during the design excellence screening process, the details of these projects (such as the construction scenarios and the finalized designs) remains too speculative at this time to analyze in a meaningful manner. As such, potential effects related to utilities and service systems resulting from such projects would be examined in accordance with CEQA as part of the required project-specific CEQA review.

Changes in Circumstance/New Information

Since adoption of the IS/ND, updates to the CEQA Guidelines have gone into effect. One of the revisions to Appendix G of the CEQA Guidelines involves changes to the threshold questions in the category of utilities and service systems. The revised Appendix G threshold questions now address whether new, expanded, or relocated electrical, natural gas, or telecommunications infrastructure may be necessary as a result of a project, the construction or relocation of which could cause significant environmental effects. Information regarding these additional topics are provided in the paragraphs below based on the updates to the CEQA Guidelines.

Electrical Infrastructure. The project area is highly urbanized and is served by existing electrical infrastructure, owned and operated by Southern California Edison (SCE). The anticipated electrical demand of the modified signage development scenario is described in Section 7.7 of this addendum. The annual electricity usage of billboards along the Sunset Strip is anticipated to be 870,744 kWh per year, after implementation of the anticipated standard modifications, digital conversions, and standalone billboards (i.e., new billboards not part of a larger project). This amount of energy use is negligible in the context of regional demand. In 2017, approximately 84 billion kWh of electricity were used in SCE's service area. The anticipated total annual billboard energy use would be approximately 0.001% of this regional demand. As such, the increase in electricity demand in the project area resulting from the anticipated standard modifications, digital conversions, and standalone billboards would be negligible relative to the electricity use in SCE's service area and is not, therefore, expected to require new or expanded electrical infrastructure. While site-specific electrical hookups may be required at the sites of billboards (particularly for new billboards), this activity is included in the overall construction scenario for billboard projects that is analyzed in the IS/ND and in this addendum. As demonstrated, construction of digital conversions, standard modifications, and new standalone billboards would not result in significant, adverse impacts on the environment. Furthermore, electrical improvements would be limited to the site of each billboard and, thus, would not be associated with off-site improvements beyond the envelope of potential disturbance that is analyzed in the IS/ND and in this addendum. Therefore, no additional impacts outside of those analyzed and disclosed in the IS/ND and in this addendum would occur as a result of construction or expansion of electrical infrastructure. Impacts would therefore be less than significant.

For billboards that are part of larger projects, the electrical demand of such projects (including any billboards) would be analyzed during the project-specific CEQA review process required for each new development project or building upgrade project. For new development projects, the billboard component would likely be a minor fraction of the overall building energy use. Therefore, for CEQA purposes, it is important to analyze such billboards within the context of the larger project.

Natural Gas Infrastructure. Billboard projects are not expected to increase demands for natural gas in the project area. Natural gas would not be required for billboard operations and would not generally be used for construction. As such, no impacts would occur.

Telecommunication Systems. Digital billboards display illuminated sign content using a computer that receives images remotely via the internet. As such, digital conversions and new digital billboards would require internet connections. Sunset Boulevard is situated within an urbanized area that is already served by several telecommunication services. While localized connections and upgrades may be required at or near the sites of digital billboards, it is not anticipated that any off-site improvements or installation of telecommunication facilities would be necessary to accommodate digital billboards. As with electrical infrastructure, any necessary improvements would likely be limited to the site of each billboard, and such activities are included within the overall

billboard construction scenarios that are described and analyzed within the IS/ND and this addendum. Therefore, no additional impacts outside of those analyzed and disclosed in the IS/ND and in this addendum would occur as a result of construction or expansion of telecommunications infrastructure. Impacts would therefore be less than significant. For billboards that are part of larger projects, telecommunication demands of such projects (including any digital billboards) would be analyzed during the project-specific CEQA review process that would be required for each new development project or building upgrade project.

As demonstrated in the paragraphs above, billboards constructed pursuant to the Sunset Strip Off-Site Signage Policy, under either the original or modified development scenarios, would not create new demands for electricity, natural gas, or telecommunications infrastructure such that new, expanded, or relocated facilities would be required. Any necessary improvements would be localized at the site of each billboard, and the activities required are included within the construction scenarios that are analyzed in the IS/ND and in this addendum. While there are new guidelines for the evaluation of utilities impacts, implementation of the Sunset Strip Off-Site Signage Policy (under either the original or modified development scenarios) would not result in significant effects under the new guidelines, as demonstrated herein.

Aside from the CEQA Guidelines updates discussed in the paragraphs above, no new regulations or design standards have been implemented that would alter the conclusions of the utilities and service systems analysis. As such, there are no substantial changes with respect to circumstances under which the project will be undertaken, and there is no new information of substantial importance that has become available relative to utilities and service systems in the project area that would change the impact conclusions in the IS/ND.

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Appendix A

Top-Scoring Projects

THE CITY OF WEST HOLLYWOOD

SUNSET BOULEVARD

Arts & Advertising Program

DESIGN EXCELLENCE SCREENING - TOP SCORING PROJECTS

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City of West Hollywood
California 1984

EXECUTIVE SUMMARY

Always on the cutting edge, the City of West Hollywood is bringing the billboard into the 21st Century. Last year the City adopted the Sunset Arts & Advertising Program – a groundbreaking effort to reimagine the world's premier locations for outdoor advertising. After a competitive vetting process, the first 21 projects are set to move forward. These artistic and imaginative installations will re-energize the world-famous Strip and set the new standard for digital outdoor advertising. This report showcases these projects, including the associated new proposed development, building renovations, preserved historic buildings, and new public open spaces. The selection process for these was hard-fought and based on the merits of design and their compatibility with boulevard's culture, history, buildings, and streetscape. These initial projects will kick-start the transformation of the Sunset Strip and set the stage for the Sunset Arts & Advertising Program's future vetting rounds.

The Sunset Strip has long been one of the most iconic places for outdoor advertising in the world. Creative billboards have long characterized the Strip and remain an integral part of the culture on this famous boulevard – from the memorable rock 'n' roll billboards to the iconic Marlboro Man. These new projects build on this legacy and reinvent the idea of what a billboard can be. They use high quality and thoughtful design to enhance the unique relationship between the street, buildings, and the advertising installation. They will increase the visibility of West Hollywood's Sunset Strip as a preeminent location for advertising and entertainment. These innovative new installations will demand thoughtful and bespoke advertising content befitting of the legendary boulevard.

Advertising will not be the only thing on display. The Sunset Arts & Advertising Program also includes a digital art experience unlike any other. At the top of the hour and at sunset each day, the billboards up and down the Strip will display required coordinated digital art, creating an outdoor digital art experience. The City will handpick artists to create the artistic content for these novel digital canvases.

This new generation of signage will integrate art, advertising, and architecture to act as a catalyst for new and/or upgraded development, building renovations, facade remodels, historic preservation, and public spaces. Each will reflect the City's commitment to sustainability, with requirement for clean power and designs that can adapt to changing technology to create lasting value.

Finally, a crucial aspect of the Program is that the new billboards are designed and regulated to be good neighbors. Strict controls on illumination and requirements for best-in-class technology will curb excessive brightness and distractions, protecting the Strip's pedestrians, drivers, businesses, visitors, and surrounding neighborhoods. A digital arts and advertisement project of this scope and scale is unprecedented and the caliber and innovation of many of the proposed billboards are truly impressive. The top-scoring projects will set a standard for innovative and architecturally-integrated signage that will solidify the Sunset Strip as one of the world's premier locations where art, culture, and advertising collide.

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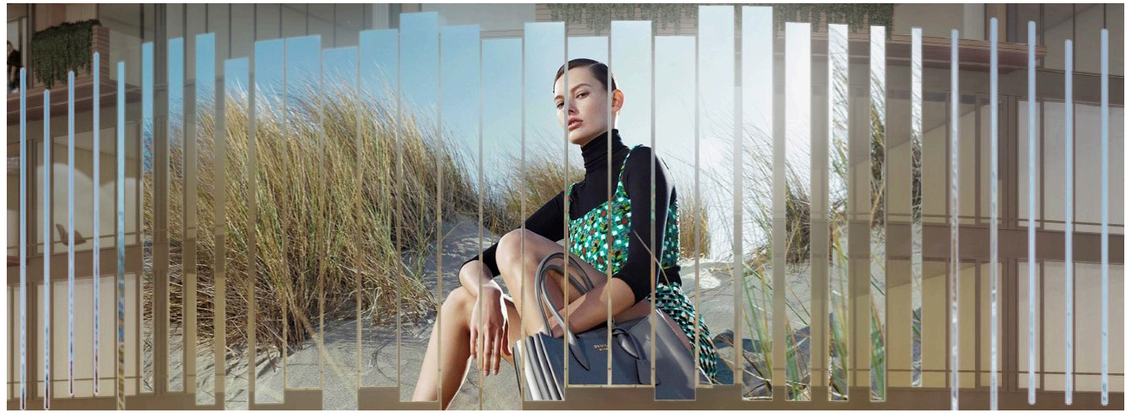
PROJECT BACKGROUND & SELECTION PROCESS



On April 1, 2019, the West Hollywood City Council adopted an update to off-site advertising signage policy for Sunset Boulevard. The goal was to ensure new high-quality signage projects that are highly creative, contextual for Sunset Boulevard, and sensitive to adjacent land uses. The update – The Sunset Arts & Advertising Program - created new opportunities for digital off-site advertising signage and billboards along Sunset Boulevard. As requested by the City Council, all potential projects must be screened for design excellence before filing an official application with the City.

Concluding on November 4, 2019, hopeful applicants were allowed to submit screening applications to the City. In total 43 applications were received by the City. The City Manager selected a representational group of experts from the fields of architecture, urban design, advertising, digital sign technology, arts, media, historic preservation to evaluate the proposals. The Design Excellence Review Committee began its review in December 2019 and concluded in May 2020.

Each screening application was independently reviewed and scored based on 33 specific criteria related to design quality, economic development, public benefit, sustainability, and adaptable design, which were formulated based on the policy's adopted design principles. Once the Design Excellence Committee members finished scoring, the seven committee member scores for each application were averaged and then sorted from highest to lowest. The top-scoring projects across the submitted categories are shown in the proceeding pages.

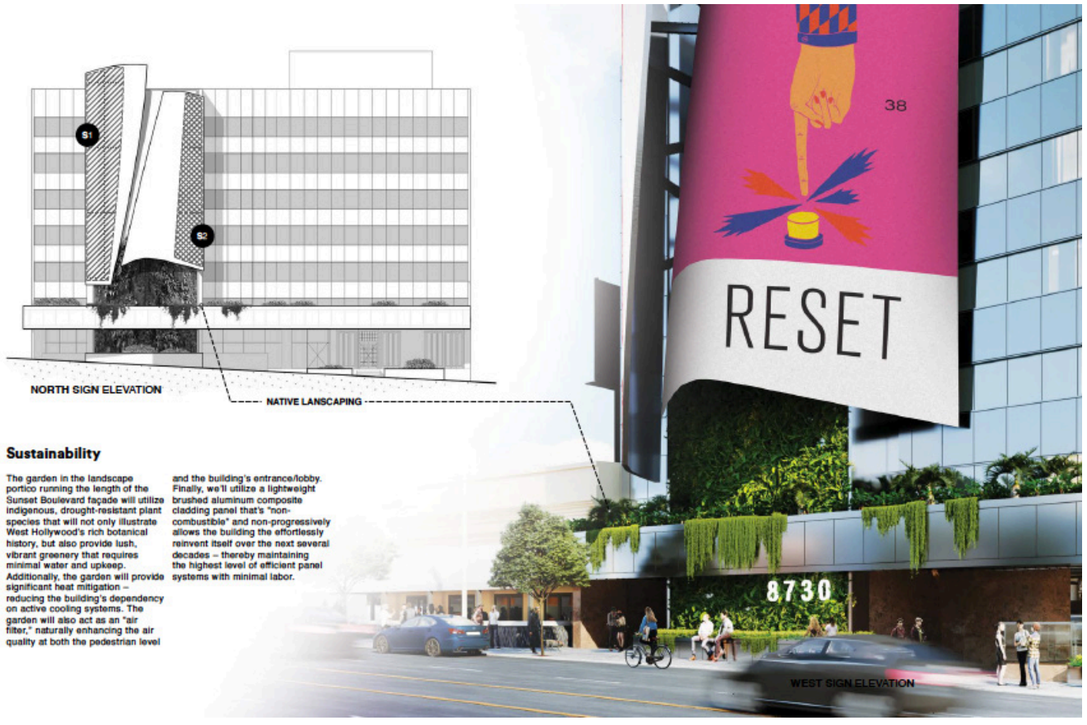
While this only represents the first step in these projects becoming reality – each will require review by the Planning Commission and approval by the City Council – it marks an exciting moment for the iconic Sunset Strip. A project of this scope and scale is unprecedented and the caliber and innovation of many of the proposals received are truly impressive. The competitive process inspired project applicants to meet the demanding objectives of the program and elevate the level of creativity and quality of design that were submitted across all applications.

PUBLIC BENEFITS

A significant aspect of the updated Sunset Arts & Advertising Program is the expected public benefit that any approved advertising signage project would bring to the Sunset Strip and the City of West Hollywood. The proceeding pages profile the design aspects and project features of each of the 21 new projects. This section provides an overview of the aggregate benefits from the overall program. If approved, the top-scoring projects would bring the following public benefits to the City:

Building Improvements

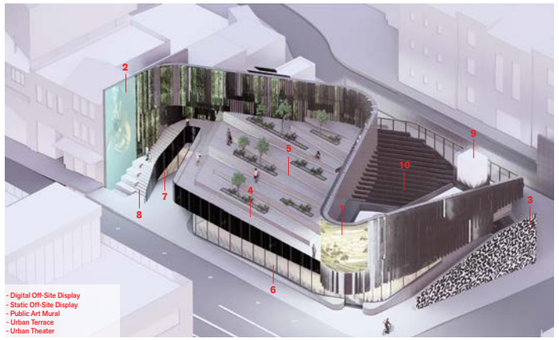
In order to qualify, projects either needed to propose significant building renovations, make substantial upgrades to their facades, and/or undergo required seismic building upgrades. Fourteen (14) of the projects will include varying degrees of building upgrades that will enhance the Sunset Strip and breathe new life into these buildings. Three (3) ground-up new development projects are proposed with the program and mark a major investment for Sunset Boulevard. Along with the signage component, these would require the review and approval of the West Hollywood City Council.

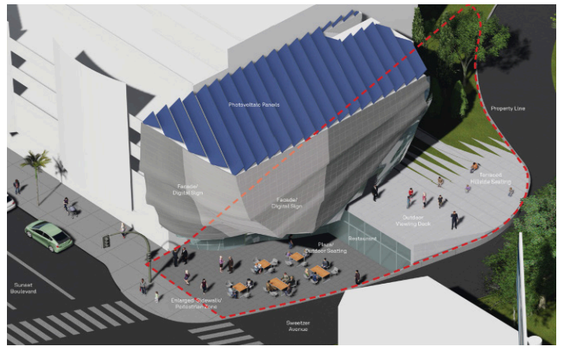


PUBLIC BENEFITS *(cont.)*

Public Space Improvements

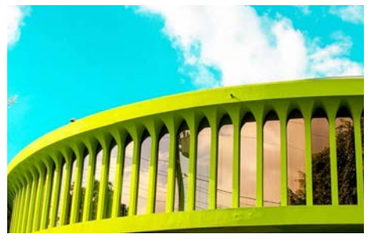
These projects include new and improved enhancements to the public realm, including a new outdoor public gathering space as part of the Sunset Urban Theater, landscaping improvements at the Comedy Store, new parklets, and new seating. These will provide beautification, places to gather, and views to the public art and advertising projects.





Historic & Cultural Preservation

Five (5) buildings have been directly selected to become designated as city cultural resources as part of the program. Another 5 have taken part in the program and will use advertising revenue for the ongoing maintenance and upgrades to historic and culturally-significant buildings. This includes the iconic venues such as the Whiskey, Roxy, Rainbow, and Comedy Store. Others include Gil Turner's (9101 Sunset), The Beauty Pavilion (8760 Sunset), Constance Bennett Building (8743 Sunset), Burman Furs Building (9069 Sunset), 9157 Sunset, and Piazza del Sol (8439 Sunset).



Arts Programming & Civic Announcements

Each project will contribute to a new digital arts program. The digital signs will dedicate 17.5% of operational time (91,980 minutes per year) to art and/or civic announcements. Each new sign shall include a monetary contribution that will include funding for City's arts programming, such as curator and artist fees. The West Hollywood Arts and Cultural Affairs Commission will review and approve the arts program, in accordance with the Commission's established guidelines for public art programming. This coordinated program will create an outdoor digital arts experience along the entirety of the Sunset Strip with art display at the top of every hour and at other set times – such as at sunset each day and during coordinated events. Two of the sign projects have proposed an integrated artwork into their design, including work by such artists as Alex Israel and Refik Anadol.

Sunset Strip Unified Marketing / Events

4th of July Fireworks Livestream

Public Service Announcements

Live Concert Streaming on The Strip

LA! PRIDE Festival

West Hollywood Public Arts Program

West Hollywood Public Arts Program

Historical Documentary Shorts (Constance Bennett)

New Year's Eve Livestream Countdown

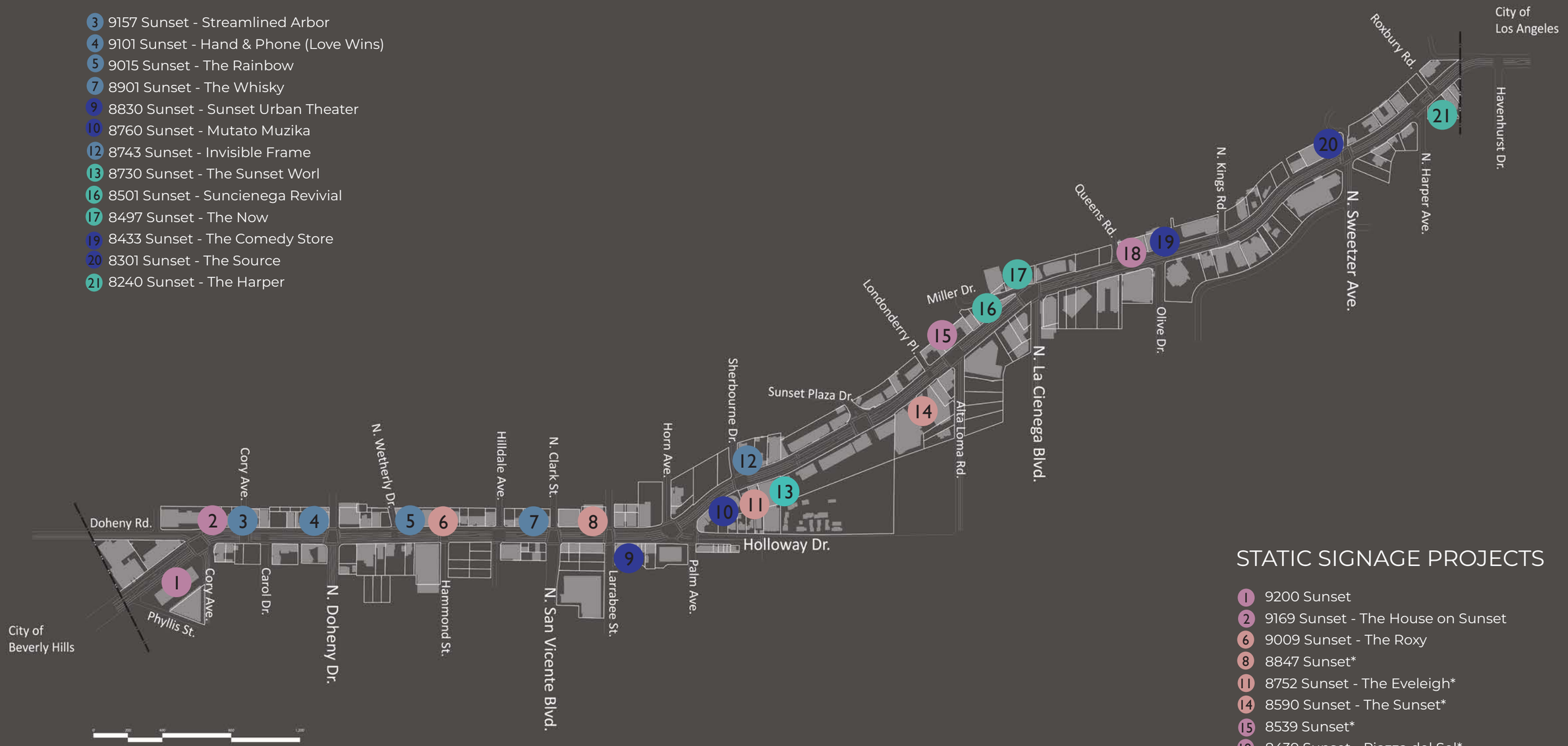
Revenue Sharing with the City

Each project is a partnership with the City of West Hollywood and will include a revenue-sharing component. Additional funding is required for arts curation and improvements to the public realm. A digital sign can bring in significantly higher revenue compared to a typical static billboard and, if approved, these projects can bring in tens of millions of annual revenue to the City.

SUNSET ARTS & ADVERTISING CONCEPT AWARD LOCATIONS

TOP-SCORING DITIGAL SIGNAGE PROJECTS

- 3 9157 Sunset - Streamlined Arbor
- 4 9101 Sunset - Hand & Phone (Love Wins)
- 5 9015 Sunset - The Rainbow
- 7 8901 Sunset - The Whisky
- 9 8830 Sunset - Sunset Urban Theater
- 10 8760 Sunset - Mutato Muzika
- 12 8743 Sunset - Invisible Frame
- 13 8730 Sunset - The Sunset Worl
- 16 8501 Sunset - Suncienega Revivial
- 17 8497 Sunset - The Now
- 19 8433 Sunset - The Comedy Store
- 20 8301 Sunset - The Source
- 21 8240 Sunset - The Harper



STATIC SIGNAGE PROJECTS

- 1 9200 Sunset
- 2 9169 Sunset - The House on Sunset
- 6 9009 Sunset - The Roxy
- 8 8847 Sunset*
- 11 8752 Sunset - The Eveleigh*
- 14 8590 Sunset - The Sunset*
- 15 8539 Sunset*
- 18 8439 Sunset - Piazza del Sol*

**featured on pages 38-39*

LEGEND

# of projects & type of submission

Digital
- 5 Cultural Resource
- 4 New Development/Major Remodel
- 4 Alternative

Static
- 4 Creative Non-Digital
- 4 Other Static

PROJECT PROFILES

(Shown west to east)

I

9200 Sunset

ARCHITECTURE & DESIGN
STANDARDVISION

MEDIA COMPANY
OUTFRONT MEDIA

DESCRIPTION

This sign is conceived as an iconic and expressive sculpture. Its form is fluid, drawing upon the neighboring streets and constant movement along Sunset Boulevard in a coiling, looping gesture that nestles two oval-shaped non-digital canvases in a continuous stainless-steel band. These two non-traditional sized signs are designed to be in constant narrative with each other creating a sort of sibling relationship in order to allow for unique narrative combinations within creative ad content and public art.

PROJECT FEATURES

The Sunset Strip is rife with supergraphics and boards on sticks, and this design wants to assert itself as a new landmark that pays homage to the Strip's legacy of iconic signage. The design creates a unique gateway at the west end and ensures that travelers know when they have entered West Hollywood. The design is inspired by the sloping curves of the hillside streets above Sunset Boulevard. A westbound approach to the site leaves the signage hidden from view until the driver turns the corner and the sculpture is revealed, creating a moment of visual surprise and discovery, serving as an essential gateway to the Sunset Strip.

2

9169 Sunset

THE HOUSE ON SUNSET

ARCHITECTURE & DESIGN
ORANGE BARREL MEDIA

MEDIA COMPANY
ORANGE BARREL MEDIA

DESCRIPTION

The proposed sign reinstates a historic gantry sign but abandons neon letters for more environmentally friendly technology. This one-of-a-kind sign is composed of internally illuminated static commercial content held off a gantry sign. The layered, mixed media assembly evolves the original Berman Furs gantry sign into something new and unexpected. A band of transparent LED architectural lighting sits behind the commercial content, displaying content secondary to, and supportive of, the static commercial content on the non-digital billboard. The mixed-media gantry sign proposed at The House on Sunset is highly customizable and will change with each new advertising campaign. Internally illuminated commercial content mounted to the face of the gantry will be unique to each campaign.

PROJECT FEATURES

The sign location, facing eastbound to traffic near the edge of Beverly Hills, also contributes to the gateway as travelers arrive into West Hollywood. Advertising revenue generated from the commercial content shown on the sign creates a viable business model that offsets the high cost of preservation efforts and allows continued operation without changes to the interior of this historic building. The organic quality of the new gantry and the innovative campaigns brings surprise and delight to pedestrians and travelers. The flexibility of the gantry sign also allows it to be engaged in events hosted at The House on Sunset as it becomes an exterior extension of events in the interior. The building's facade can serve a canvas for projected imagery in conjunction with permitted special events (as shown in each rendering).

3

9157 Sunset

STREAMLINED ARBOR

ARCHITECTURE & DESIGN
OFFICE UNTITLED

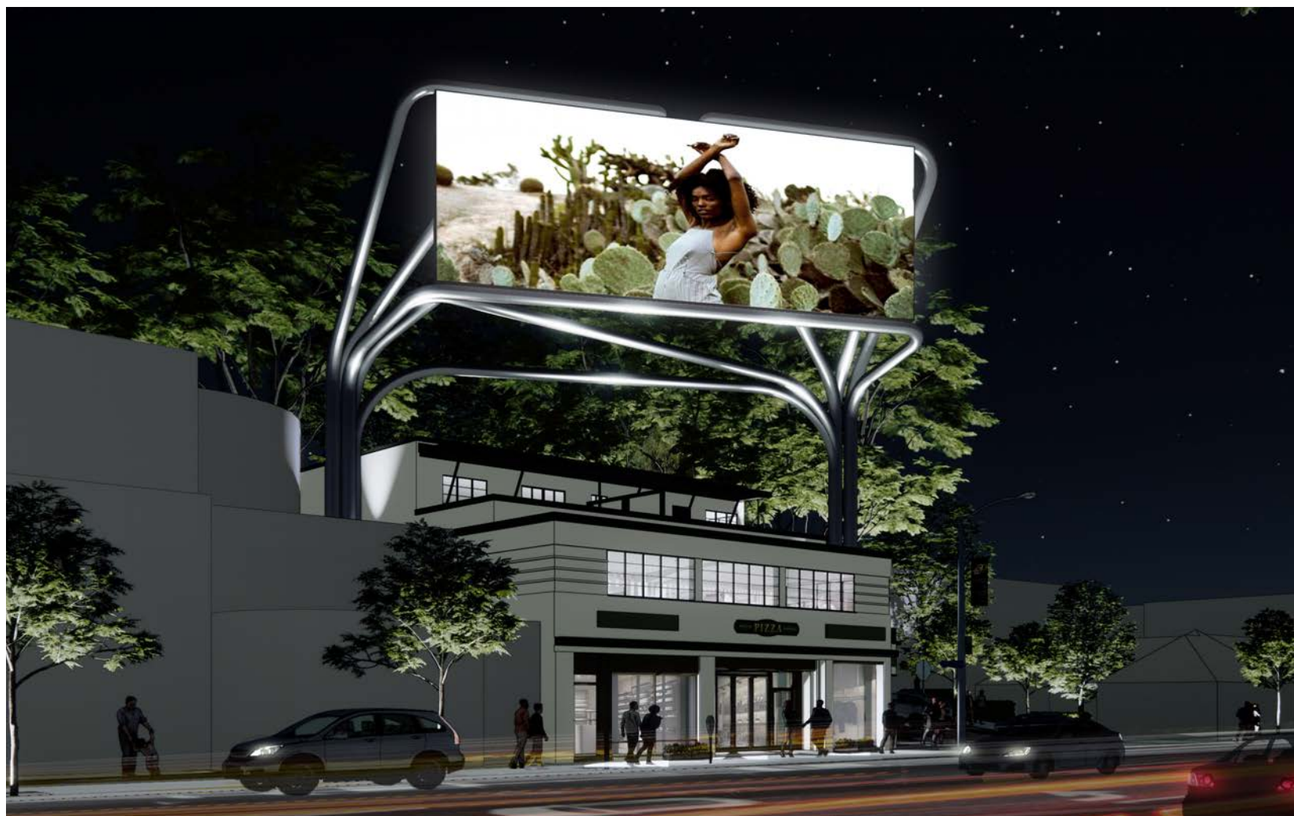
MEDIA COMPANY
BIG OUTDOOR

DESCRIPTION

The proposed signage at 9157 Sunset seeks to advance Sunset Boulevard's reputation as a world-class destination for creative billboards. By elevating the existing building's historic character and modernizing its utility, the transformation from a static to digital billboard will allow the project to readdress the billboard's relationship to the historic Sentney Building in a more compelling and meaningful way. Replacing the dated and visually incompatible steel structure, the design of the new sign celebrates the significance of the existing building by respecting its aesthetic achievements and artfully pairing old with new. Through careful consideration of the Sentney Building's Streamline Moderne design, the sign's armature synthesizes the natural forms of large, shaded tree canopies surrounding the project into a more fluid interpretation. The result is a "Streamlined Arbor," intentionally restrained and simultaneously Modern and Moderne.

PROJECT FEATURES

Through careful consideration of the Streamline Moderne style in which the 9157 Sunset building was constructed, "Streamlined Arbor" provides a poetic abstraction of the leafy, shady recess underneath a welcoming tree combined with the machine-like modern technological references. The existing building will conserve reverence for its original character, and is strengthened by a modern interpretation of its stylistic references. "Streamlined Arbor" provides a unique yet elevated formal composition at the Western boundary of the Sunset Strip; a fitting design at the gateway that symbolizes West Hollywood's rich history and cultural significance while celebrating one of the city's most defining characteristics of its long-standing support of creative expression. Pairing natural form and machine technology, the project establishes a unique and poetic moment at the Western boundary of the Sunset Strip.



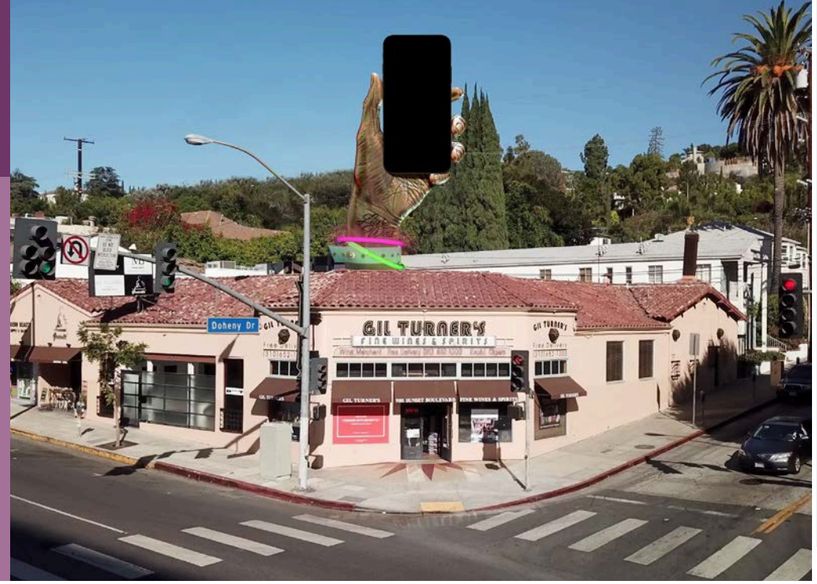
4

9101 Sunset

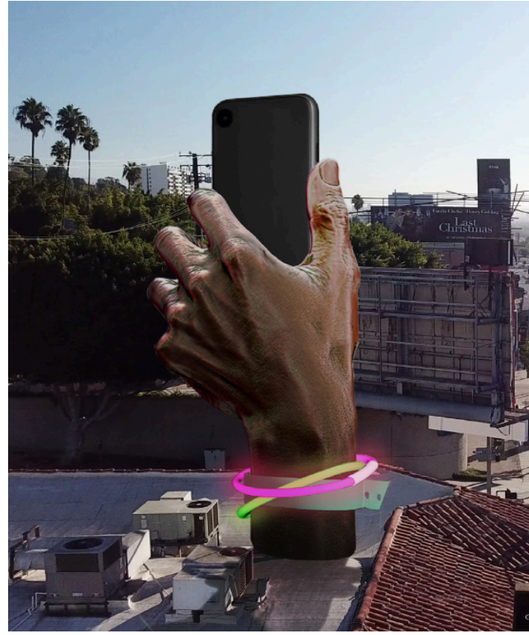
HAND & PHONE (LOVE WINS)

ARCHITECTURE & DESIGN
ALEX ISRAEL
IAN DICKENSON (LOHA)

MEDIA COMPANY
iKAHAN MEDIA



Love Wins Tattoo Design, future collaboration with Mark Mahoney of Shamrock Social Club

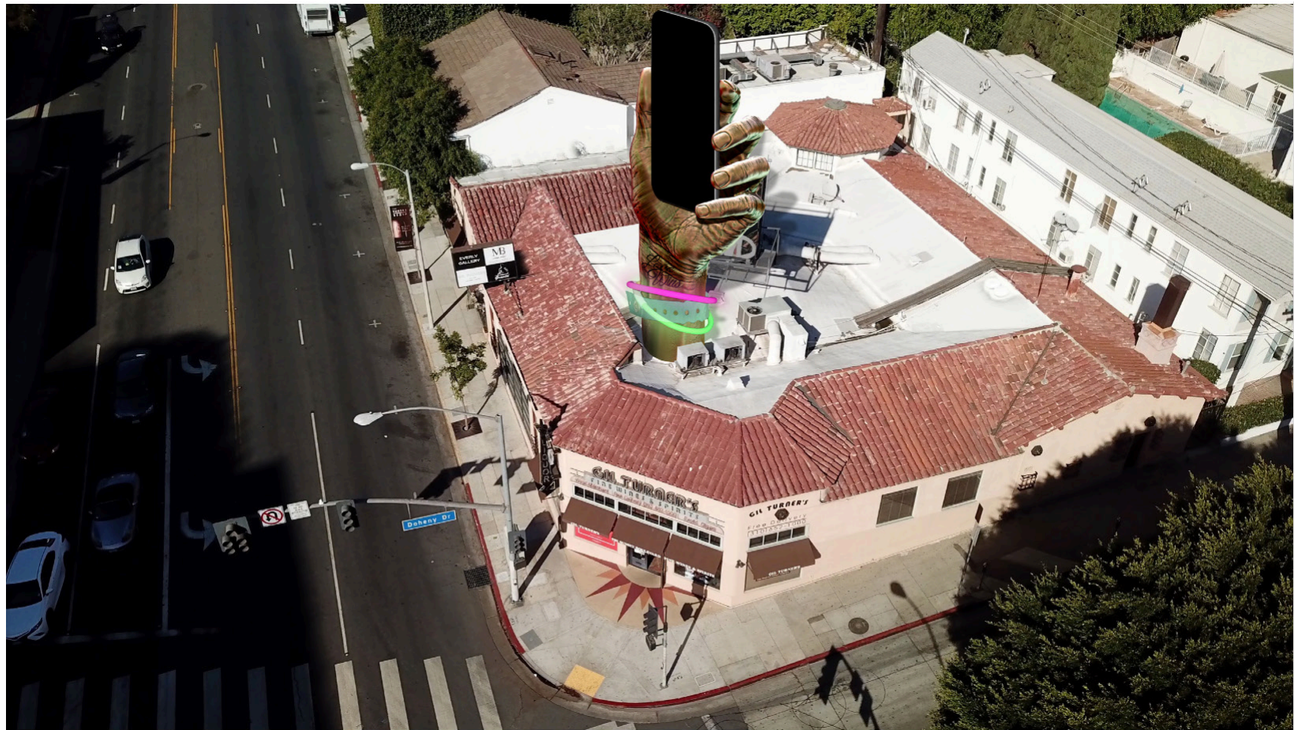


DESCRIPTION

The Love Wins sculpture is a signal of the community West Hollywood has stewarded. This new landmark is meant to be a first: the first digital advertising structure imagined specifically for cultural relevance and homage to the history of its residing place. In order to achieve these heady aims, artist Alex Israel took a concept so ubiquitous it is rarely thought about: the phone in our hand. The phone screen is the digital billboard component in which advertisements will be displayed. This active design of a phone being held out in a unifying gesture of moment capturing is a direct representation of current pop-culture but also emblematic of the Sunset Strip's longtime focus on artistic expression.

PROJECT FEATURES

The Love Wins sculpture is a creative innovation designed to be contextually astute and enhance the Sunset Strip pedestrian experience. It will be a signal of the community West Hollywood has stewarded and will provide a honing light for those around the world. The phone screen is the digital billboard component in which advertisements will be displayed along with civic discourse and local art that will consistently mix the critical strands of West Hollywood DNA into a display of content that shows how humanity is progressing forward while maintaining the values that matter most.



5

9015 Sunset

THE RAINBOW

ARCHITECTURE & DESIGN
HUNT DESIGN
RCDF STUDIOS

MEDIA COMPANY
ACE

DESCRIPTION

The project at The Rainbow Bar and Grill revitalizes an existing sign to create a modern digital signage experience. The new sign maximizes every part of the structure from the top to the base. The cyllindrical column supporting the sign will be an engaging experience. An internally illuminated LED display will glow through a perforated metal shroud, and it'll display some of the Strip's most iconic faces. The base of the structure will be the bottom of the cylindrical is backlit and will have changeable displays that celebrate the Rainbow's rich past through images and stories of its most famous personalities. Seating will also encircle this sign, inviting pedestrians to get up close to history.

PROJECT FEATURES

In addition to a preserved and rehabilitated Cultural Resource, an expanded sidewalk or parklet joins the new sign to give people a gathering space and invigorate a vibrant pedestrian life on the Sunset Strip. Light projected through decorative stencil shapes—called "gobo lighting"— will illuminate the sidewalk near the sign to define the space and activate the ground plane—without taking up space or adding clutter. Various images and colors can be projected for different seasons or events—for example, holiday visuals, images of past rock 'n' roll icons associated with the Rainbow, or images of current stars who are performing there. Its gorgeous, towering structure will contribute heartily to the visual spectacle of the Boulevard, whether you're coming from the east or the west.

6

9009 Sunset

THE ROXY

ARCHITECTURE & DESIGN
HUNT DESIGN
RCDF STUDIOS

MEDIA COMPANY
ACE

DESCRIPTION

The Roxy's proposal eliminates present off-site signage in return for one 16-foot by 50-foot sign. The sign has a clean, sleek design and is slanted in such a way that no existing views from the street, from any direction, will be obscured. This reallocation of existing advertisement space from multiple focal points to just one focal point dramatically reduces visual clutter on and around the structure. The new sign also brings a visual element to a blank, concrete wall. This will bring alluring imagery to an area that is presently devoid of interest.
A pocket park will be located at the base of the signpost. This will be a unique and visually compelling green space in the densely packed urban environment of the Sunset Strip.

PROJECT FEATURES

A pocket park combines organic shapes, benches and drought-tolerant plants to create an inviting contrast to the surrounding dense urban environment. It also features a trellis wall over which vines will grow. Not only does this provide additional green space, but it helps camouflage what is presently a plain brown windowless wall on the side of the building east of The Roxy Theatre. The cumulative effect of the park's landscape is a soothing escape from the bustling urban environment of the Sunset Strip. The pocket park enhances the pedestrian experience at street level, even as it offers an escape from it. Passersby can sit and admire its lovely green landscape, or take in the street scene in front of The Roxy.

8901 Sunset

THE WHISKY

ARCHITECTURE & DESIGN
HUNT DESIGN
RCDF STUDIOS

MEDIA COMPANY
ACE

DESCRIPTION

The revitalized sign at Whisky a Go Go will join two separate signage panels into a clean, consolidated, graceful shape. The new sign takes the shape of a streamlined arrow pointing out over the Sunset Strip. Sunset Strip. The sign is sleek and simple to offer the eye respite from the surrounding urban complexity. One of the two display panels will be digitized to allow for dynamic storytelling. The space surrounding the two panels will be a decorative frame, with the “nose” of the arrow (between the two display panels) creating a valuable space for public art. The supporting structure will be mostly hidden, so the billboard will appear to float above the Whisky—creating a more elegant, ethereal feel.

PROJECT FEATURES

Whisky a Go Go is an iconic venue of the Sunset Strip. This project complements, frames, and highlights the ornate facade of The Whiskey. The pavement leading from the curb to the venue’s entrance will be replaced with a decorative terrazzo “rug”—visually suggesting a red-carpet space and making the Whisky’s exterior feel just even more special. The sign will add to an iconic Sunset Strip “look”—to be a beautiful, streamlined shape, a beacon of vibrant color, and a storytelling space that adds a new visual layer to the Strip experience. As such, the sign will help give vistors another reason to enjoy the Strip on foot—and stimulate more spontaneous foot traffic between venues.

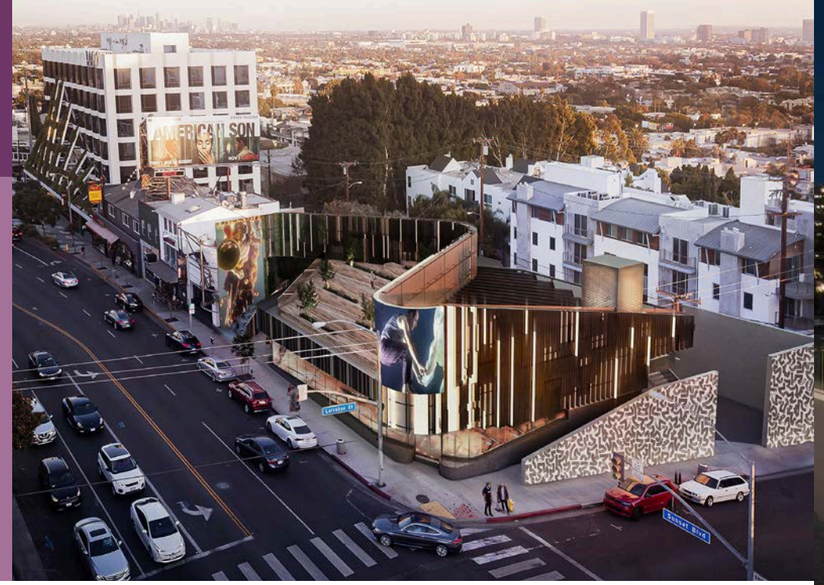
9

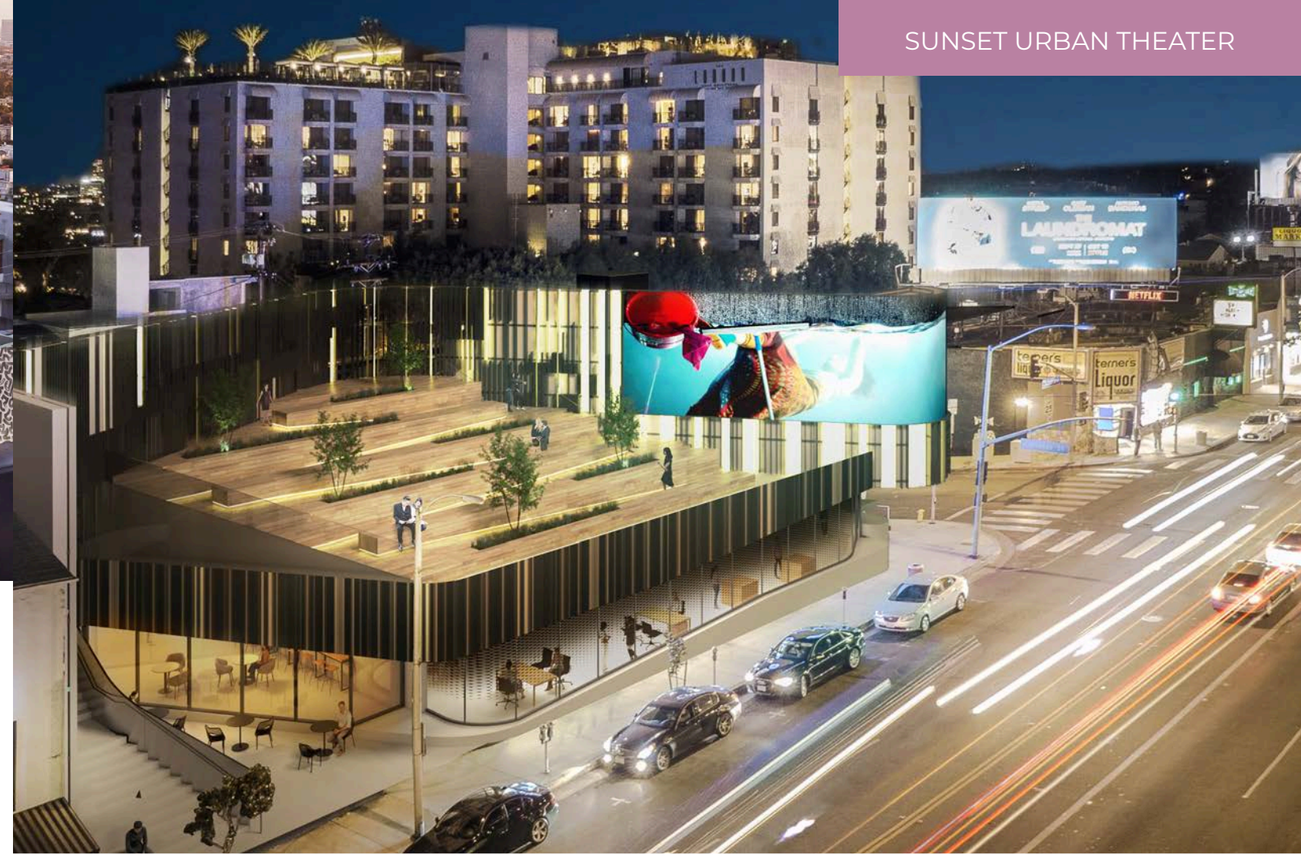
8830 Sunset

SUNSET URBAN THEATER

ARCHITECTURE & DESIGN
P-A-T-T-E-R-N-S

MEDIA COMPANY
POP OUTDOOR MEDIA





DESCRIPTION

This project seamlessly incorporates digital and static signage within a larger design scheme and social narrative. The off-site advertising digital signage is an embedded wide-format video screen that lives in the continuous ribbon media wall. A static sign placed in vertical format and adjacent to the green wall, concludes the technological tour-de-force of the surrounding Media-Green-Wall, while creating a beacon which physically and visually connects the sidewalk with the viewing deck. The lighting components act as a programmable installation, which echoes with shifting color hues the changing nature of the Digital Sign. All lighting as well as the digital and static media components are designed to minimize any undesirable impact and light spills-over into neighboring properties and adjacent buildings.

PROJECT FEATURES

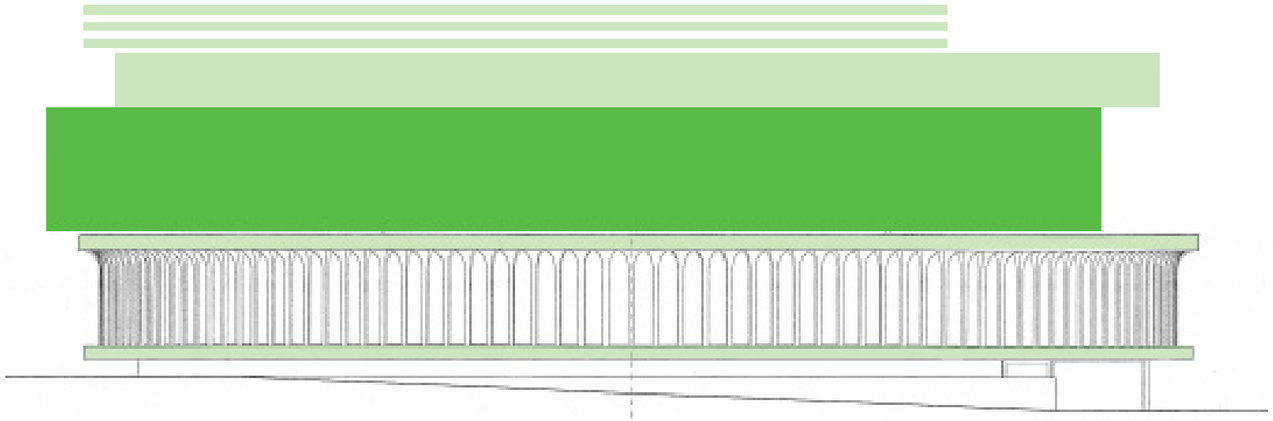
A large public mural located on Larrabee Street is articulated across two separate walls so asto give a sense of continuity and engage viewers in a different experience of public art. This surface of 1,250 square feet becomes a perfect canvas for enjoying contemporary art at the scale of the city. Furthermore, it is also a perfect gateway to welcome visitors the upper deck via a new elevator and a secondary staircase. The project also features 5,000 square feet of public open space including a Green Roof-top Viewing Gallery. It will be free and accessible to the public. The space can be utilized in all manner of community gatherings

8760 Sunset

MUTATO MUZIKA

ARCHITECTURE & DESIGN
MUTATO MUZIKA
FORM BY HEIDI
STANDARD VISION

MEDIA COMPANY
STANDARDVISION



DESCRIPTION

Drawing their initial inspiration from the design of Mutato Muzika's 1960's modernist studio, the team behind this project conceived circular bands of digital media that appear to float above the building like a stack of records.
The primary band houses a curving media display that stretches across the properties Sunset edge, wherein 1000 square feet of signage media will utilize custom programming to afford views from both East and Westbound travelers.
The media's effect is extended by various accent lighting fixtures which feather, loop and sparkle to create subtly different illuminated textures that shift on each ring. Part light sculpture, part sign, this design proposes a hybrid structure that re-introduces the project's unique architecture in a new and exciting way.

PROJECT FEATURES

The project utilizes the bold, iconoclastic visual characteristics of the building. Designs for exterior electronic art installations have been part of their plan for years. This program presents an ideal opportunity to revive and expand those concepts beyond simple signage. The team behind this project envisions an interactive destination art space, serving not only as an iconic stop on the WeHo tour, but as a potential "digital venue" for visual and performing arts - dance, music, film, video. Hosting world-wide performance premieres is just one way in which their vision for 8760 Sunset could generate revenue and artistic goodwill for the city of WeHo for years to come.

8743 Sunset

INVISIBLE FRAME

ARCHITECTURE & DESIGN
OFFICE UNTITLED

MEDIA COMPANY
NETFLIX

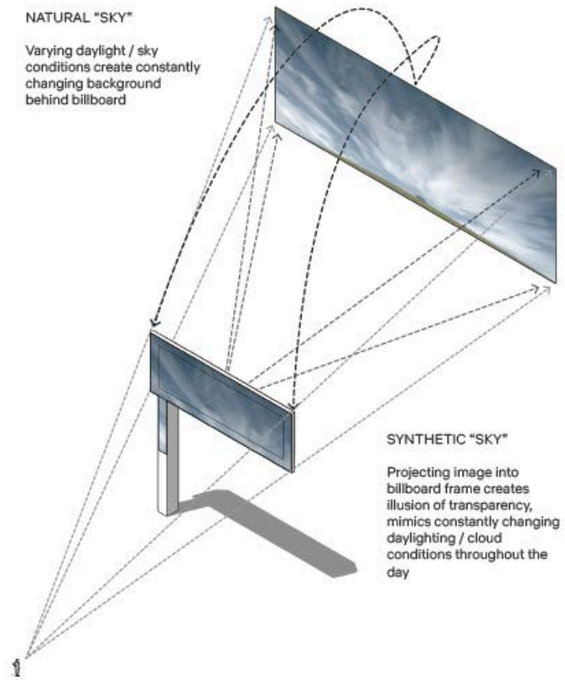
DESCRIPTION

Re-imagining the signage at 8743 Sunset, The Invisible Frame integrates information as a backdrop to the historic Constance Bennett building. The signage at 8743 Sunset is designed to contribute to the future of Sunset Boulevard by building connections through experience. Trading large, sculptural forms for a more nuanced approach, the design combines functional minimalism with the desire to create better experiences for people on the street. Celebrating the open flow of both the public and people who access the site daily, the “back” face of the billboard is as carefully considered as the main side oriented to Sunset. LEDs and cameras continue to the back face to create a cohesive “invisibility” to the sign’s frame. Looking to the 1930s and the character of the Constance Bennett Building, the new signage project exquisitely compliments the building by creating a “floating billboard” as a model for increasing the value and visibility of off-site signage.

PROJECT FEATURES

By retaining the project’s historic character, the design differentiates new from old through an invisible frame. This approach builds off the idea that billboards and signage shape how we experience the city, and in turn, the design celebrates these relationships by creating a subtle spectacle. The Invisible Frame integrates technology to create additional space for the city and its public art initiatives to showcase seasonal programs, new campaigns and events. The signage at 8743 Sunset respects history by giving it space, and as a result, it models a new approach to how information and ideas can be shared in West Hollywood.

USING LED TECHNOLOGY TO “MIRROR” SURROUNDINGS



8730 Sunset

THE SUNSET WORL

ARCHITECTURE & DESIGN
ARROGANT STUDIOS
FOUNDATIONS FOR FORM

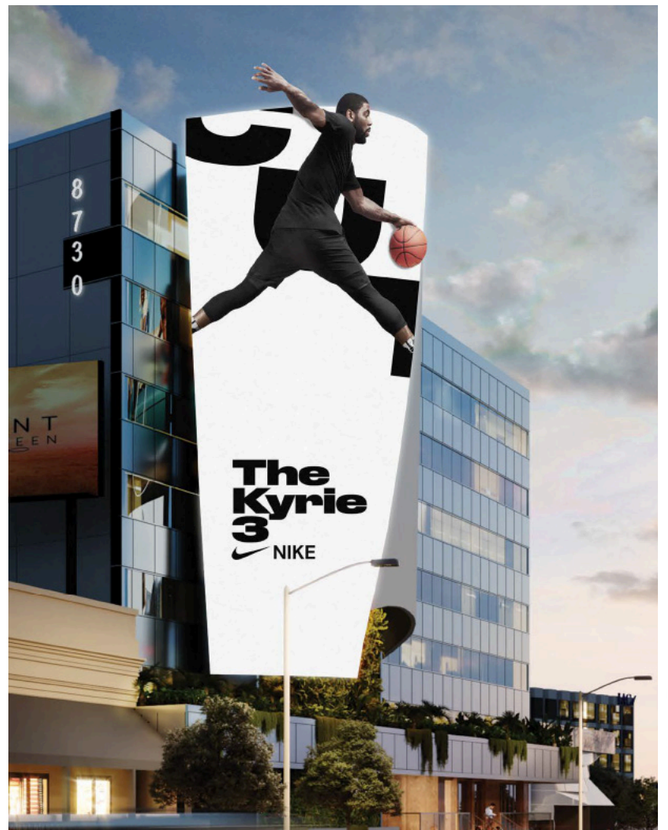
MEDIA COMPANY
PORTER24

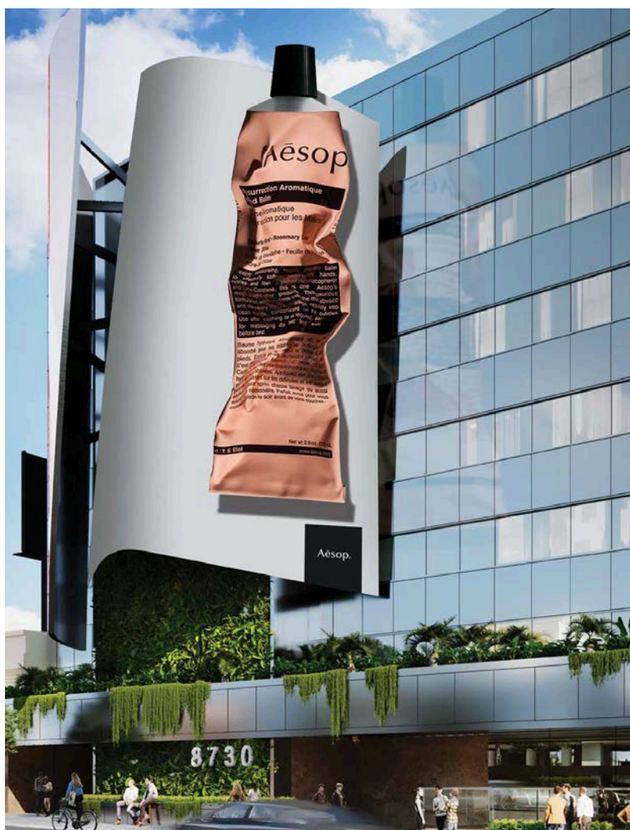
DESCRIPTION

The Sunset Worl draws its inspiration from a blooming flower – extending skyward from its green axle and unfurling dramatically like two broad leaves.
Just as Sunset Boulevard gently flows around Sunset Plaza, The Sunset Worl's illuminated panels contour to embrace street and pedestrian traffic alike. This near-vertical format and asymmetrical shape allows for unique content that defies the rigid rectangular format of a traditional billboard. The Sunset Worl includes a landscaped portico running the length of the building and planter beds buffering pedestrians from Sunset Boulevard traffic. The end result is a versatile and unforgettable canvas – capable of easily accommodating a wide range of advertising applications and messages.

PROJECT FEATURES

In addition to enhancing the Sunset Strip with an eye-catching and unique structure, The Sunset Worl serves as a component of an innovative design plan for the Sunset Towers at 8730 Sunset Boulevard. The building will also be endowed with new architectural lighting along the Sunset Boulevard façade – not only enhancing the modern look, but also drawing attention to the improved landscape features and added greenery. This unique architectural feature, couples with modifications to both the landscape and lighting, will increase foot traffic and boost commerce all along the area. The team also plans on identifying and connecting with promising and hungry new artists to generate an array of vibrant content – refreshed and reimagined every month.





8501 Sunset

SUNCIENEGA REVIVAL

ARCHITECTURE & DESIGN
OFFICE UNTITLED

MEDIA COMPANY
BIG OUTDOOR

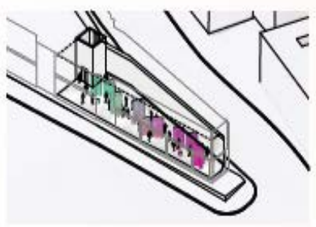
DESCRIPTION

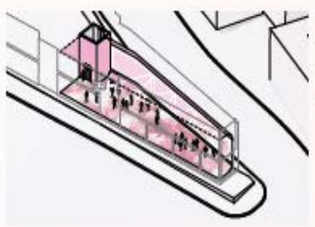
This project re-envisions the base building property and its existing billboard, unifying them into an integrated gateway landmark at the intersection of Sunset and La Cienega. The proposed redesign is a ground-breaking blend of glass, steel, open spaces, and cutting-edge technology. The signature design element is the architectural illumination to create the allusion of a building constructed from light that blends with the LED signage. This effect makes the La Cienega gateway a more vivid and innovative intersection on the Sunset Strip. The project combines building design, architectural lighting and digital billboard faces for long distance visibility from La Cienega. With the carefully angled digital display, the City's billboard arts programming will be visible to viewers from multiple vantage points on the Strip.

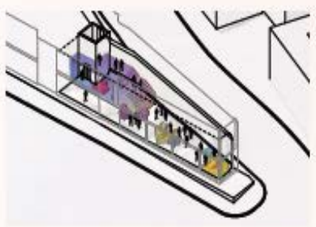
PROJECT FEATURES

The revitalized building will engage the public realm with a community space that opens onto the street. It will activate a key Sunset locale by repurposing a building that has been vacant for over two decades. The project provides pedestrian interactivity, a public community space and creative office space for the City. This site will also be a beacon for the synchronized video arts events that the City plans for the Strip. It creates a viewer experience corridor that didn't exist before, utilizing the long view down La Cienega to broadcast that "something exciting is happening now!"


DIGITAL EXPERIENCE - STREET ACTIVATION


FINE ARTS EXHIBITION


DIGITAL EXPERIENCE


PERFORMANCE, PRESENTATION/LECTURE, & SPECIAL EVENTS

8497 Sunset

THE NOW

ARCHITECTURE & DESIGN
HODGETTS + FUNG
REFIK ANADOL

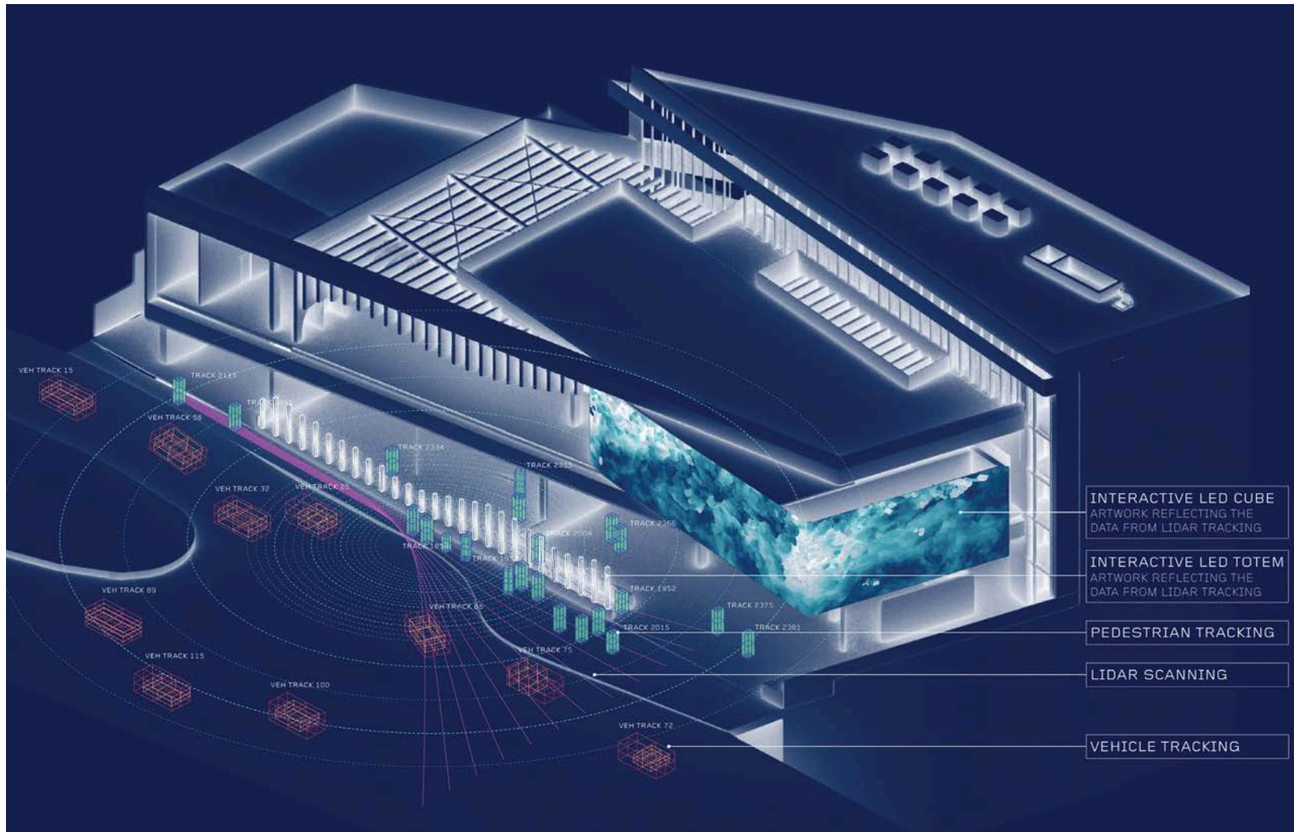
MEDIA COMPANY
ORANGE BARREL MEDIA

DESCRIPTION

The project features a dynamic “media cube”—a gorgeously vivid apparition made of three seamlessly integrated LED panels. The panels dynamically cycle through a kaleidoscope of colorful visuals—original art by Refik Anadol on two panels and 1,000 square feet of bespoke advertising facing south on the third. Anadol’s art periodically occupies all three panels. The high visibility and innovative display format of the media cube give advertisers both the opportunity and the encouragement to invest in unique content for this site. The diverse elements in this structure—art, advertising, dynamic architectural form, and dense landscaping throughout—merge to create fluid, evolving experiences as you move around and through the building.

PROJECT FEATURES

The Now’s concrete frame is peeled and cut to allow internal programmatic uses to flow onto the exterior facade into landscaped terraces. The terraces combine lush landscaping with views of adjacent billboards to create indoor/outdoor spaces unique to Sunset Boulevard. The open terraces invite pedestrian and vehicular gaze and the views across the undulating facade evolve as people move past or enter the building. The cascade of internal programming onto terraces results in a facade which combines advertising, an interactive digital art installation, social activity, public space, and landscaping to create an iconic facade along the Sunset Strip.



19

8433 Sunset

THE COMEDY STORE

ARCHITECTURE & DESIGN
RCH STUDIOS

MEDIA COMPANY
ORANGE BARREL MEDIA

DESCRIPTION

This project brings a new two-sided digital marquee at the western end of The Comedy Store. With a nod to the tradition of historical marquees and a deep respect for the history of the venue, the digital Marquee combines digital and analog media to make a striking visual impact on Sunset Boulevard while enhancing the pedestrian experience. The Marquee draws on the history of striking signage at premier performance venues along the Sunset Strip and beyond. Its size and proportions are carefully calibrated to resonate with the iconic language of The Store. By adopting the language of classic marquees and The Comedy Store's own iconic signage in the design, the lines blur between contemporary media and old-time showmanship.

PROJECT FEATURES

For nearly 50 years, The Comedy Store has been a cultural institution on the Sunset Strip, helping to define the very essence of West Hollywood as a unique hub of creative activity and artistry. Proceeds from commercial content hosted on the Marquee will support the ongoing curation of creative content on the wall sign, transforming the sidewalk in front of the Store into an extension of the interior performance space and allowing travelers a glimpse into one of West Hollywood's great institutions. The reimagined letterboard along Sunset Boulevard will enliven the already bustling pedestrian life in front of the venue with Comedy Store curated content.

20

8301 Sunset

THE SOURCE

ARCHITECTURE & DESIGN
ERIC OWEN MOSS ARCHITECTS
SYMBLAZE, INC.

MEDIA COMPANY
BIG OUTDOOR

DESCRIPTION

The Source is a simple, minimalist design that blends naturally into both the landscape upon which it is situated and the surrounding cityscape. To maximize building efficiency, signage exposure, and public space, the project consolidates the existing collection of buildings into a single, cohesive design incorporating: the sign itself forms 1,500 square feet of the south- and east-facing façade of a 4-story structure. The three-dimensional screens wrap organically around the corner to form the south- and east-facing façade of the sign structure, maximizing views going either west on Sunset Boulevard, or north on Sweetzer Avenue. Both the building façade and the sign panels share the same surface. The sign's unique shape and multiplanar surface are also innovations for the Strip and beyond.

PROJECT FEATURES

Sweetzer to Sunset is an important gateway into the Sunset Strip. The structure and sign will serve as a landmark that signals to vehicles and pedestrians the world-famous location they are entering. The project will also include an outdoor public plaza to revitalize the space as a pedestrian haven. It also contains a highly usable outdoor and indoor space above the restaurant and plaza for events and pedestrians, events, growth, and community. The architecture of the building and integrated sign sets out to create a pos-tive and memorable experience for visitors. The sign building will have at least one level of its four-level interior devoted to civic use, such as public art gallery space, meeting rooms, and/or displays on the site which pay homage to the legendary Sunset Strip.

8240 Sunset

THE HARPER

ARCHITECTURE & DESIGN
AXIS/GFA
STEVE KENT ARCHITECTS
STANDARDVISION

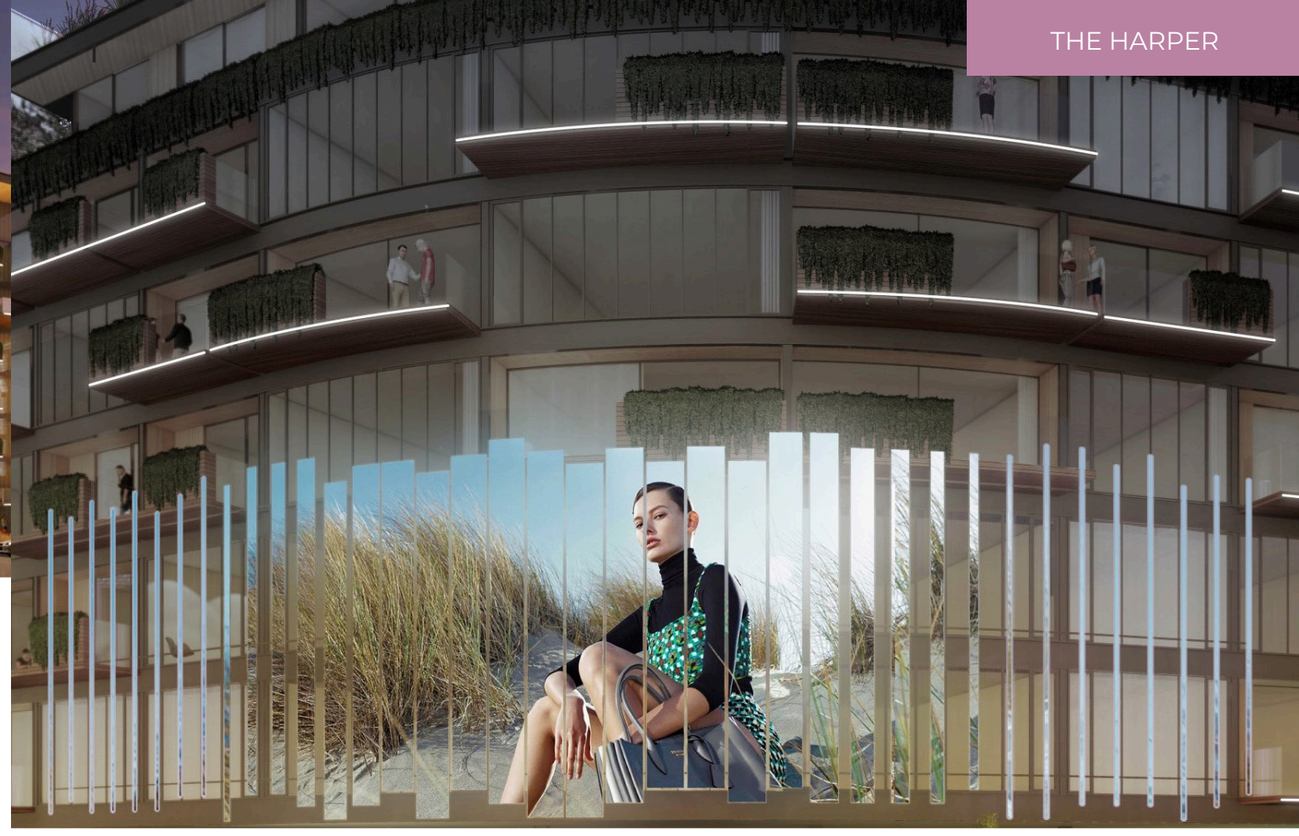
MEDIA COMPANY
Outfront

DESCRIPTION

The Harper contains a remarkable digital billboard display wrapping around the highly visible Southeast corner of Sunset Boulevard and Harper Avenue and includes feathered accent fixtures designed as a floating scrim. The concept responds to the rhythm and curvature of the new hotel/ residential project being developed for this site, announcing the design as a new landmark eastern gateway to the Sunset Strip. In harmony with the sweeping curve of the street and building, the digital elements of the proposed signage merge to define the architectural concept. Through uncommon use of transparency and separation, the digital display presents as both functional and innovative. With natural sensitivity to the surrounding community, light and media will be programmed to enhance the entire façade as a cohesive whole.

PROJECT FEATURES

When driving West, a rooftop “Welcome” sign is proposed at the North East corner of the building as a civic gesture and cultural gateway. The balcony edges and curtainwall mullions serve as grid lines that subtly connect the design of light and media elements with the material and proportions of the building at an elevated scale. Architecturally integrated media walls at the ground floor level are visible from the building exterior and draw pedestrian traffic into the sunken courtyard and towards the buildings main entrance. The ground floor art mural wall will create an opportunity for ongoing curation of culturally relevant artwork and propome enhanced public engagement of the space.



OTHER FEATURED STATIC PROJECTS

13 THE SUNSET 8590 Sunset

ARCHITECTURE & DESIGN
JF( )AK

MEDIA COMPANY
ORANGE BARREL MEDIA

Cumulus, the eye-catching sign at The Sunset, is a sign and frame structure that sits atop The Sunset's western most building. Cumulus' commercial content is highly visible to those heading west along Sunset Boulevard. The frame takes the form of a cumulus cloud and integrates elements of the sky with the green, dense manifestations of nature found on the earth's surface

11 EVELEIGH 8752 Sunset

ARCHITECTURE & DESIGN
RCH STUDIO

MEDIA COMPANY
ORANGE BARREL MEDIA

This project reimagines an existing freestanding sign at 8752 Sunset Boulevard. The two-sided, edge-to-edge internally illuminated screen is anchored to the support along its base and vertically on its southern edge, with distinctive areas of native planting material softening the transition from frame to content.

18 PIAZZA DEL SOL 8439 Sunset

ARCHITECTURE & DESIGN
MEDIA COMPANY
Outfront

The proposed sign sits atop the roof of the Piazza Del Sol with a similar placement to a sign originally located on the southwest corner of the building. The sign's square format will create a unique character for the sign, differentiating it from neighboring advertising displays.

Final Designs Pending

8 8847 Sunset

14 8539 Sunset

SELECTION COMMITTEE PROFILES

With the ambitious goals of the program the City of West Hollywood assembled an independent outside review panel of experts in the fields of architecture, media, arts, advertising, historic resource preservation who independently scored projects based. The Design Excellence Reviewers include:

Frances Anderton

Frances Anderton is host of DnA: Design and Architecture, a weekly radio show broadcast on KCRW NPR station in Los Angeles. For many years she produced KCRW's acclaimed current affairs shows, To The Point, and Which Way, LA? She has served as correspondent for the New York Times and Dwell magazine. Her books include Grand Illusion: A Story of Ambition, and its Limits, on LA's Bunker Hill, based on a studio she co-taught with Frank Gehry and partners at USC School of Architecture. Honors include the Esther McCoy 2010 Award for her work in educating the public about architecture and urbanism from USC School of Architecture's Architectural Guild; she was SCI-Arc's "Honored Guest" at its 2018 Main Event. Anderton was raised in Bath, England, and studied architecture at the Bartlett at University College London.

David Agnew

David Agnew is a business executive, consultant and lawyer to clients in the entertainment, fine arts, architecture and hospitality industries. David is also co-owner of Vinyl Moon, an innovative vinyl record subscription service. David has held executive positions with some of the world's largest media companies, including the Walt Disney Company, where he served as President of the Disney Music Group, and Sony Music Entertainment, where he served as a business affairs executive. He was also a founding member and President of StandardVision, a leading architectural media and design firm. David began his career as an associate at the law firm of Mitchell, Silberberg & Knupp. He completed his undergraduate education at Georgetown University and Oxford University and holds a law degree from Columbia University.

David Ehrlich

Ehrlich is the founder FinWater Advisors, LLC, a sports, entertainment and outdoor media consulting firm specializing in the creation of interactive media platforms. Ehrlich's primary business focus is a national practice based on the creation, launch and operation of urban outdoor media districts. Taking the model created in Denver for the Denver Theatre District (the first public purpose urban sign district), Ehrlich has assisted cities–including West Hollwood–in developing their outdoor media assets. He is a national leader in this area and an advocate for public-private partnerships that develop downtown cores creatively through outdoor media. Ehrlich's past and present clients include the Denver Theatre District, of which he is the Executive Director, DreamHack – the world's largest digital media festival, Superfly Presents, Anschutz Entertainment Group, and the Cities of Denver, Broomfield Colorado, Allen Texas and Independence Missouri.

Rick Robinson

Rick Robinson is a Partner and the Chief Strategy Officer at Billups. Billups is a tech-enabled media company with the largest US independent OOH (Out of Home) managed services group. Rick started in the OOH business in 1986 as a local salesperson and has sold, planned or bought virtually all forms of traditional and non-traditional OOH media over his 34-year career. His legacy of achievement stretches across multiple disciplines including local and national sales, media planning & buying, product development, promotions, legislative testimony, creative, data science applications and executive leadership. Rick is also internationally recognized as one of the most versatile, influential and passionate advocates in the OOH industry today. and Adweek to Juxtapose, Art Voices and PBS Television. Rick's personal pursuits include local pro bono work for the arts as Board President and Advisor for Art Share LA.

Manny Rodriguez

Manny directs in all areas of television, from late-night to daytime talk, reality, music/variety, comedy specials and series television. Winner of a Daytime Emmy and Latin Grammy Award for Directing. Previous to his directing career, he spent 20 years as a camera operator, a recipient of 11 Emmy nominations and winner of a Prime Time Emmy Award. He has been a resident of West Hollywood for 18 years, currently serves as Vice-President of the West Hollywood West Residents Association and formally chaired and served on the West Hollywood Public Facilities Commission.

Elizabeth Timme

Elizabeth is a third generation architect born in Houston and raised in Los Angeles. Watching her parents build in remote locations and start a design school meant that Elizabeth grew to see the practice of architecture as a community-based profession. Growing up in Texas where land use planning and zoning is limited and California where exclusionary zoning practices are historic, Elizabeth is excited by the challenge of Los Angeles where rules are plentiful but often contradictory Elizabeth co-founded LA-Más because she saw a need for a design approach to be integrated early on in public projects and civic planning. She believes designers can help create a unified vision, identify creative alternatives, and work in partnership with communities. Elizabeth provides leadership at LA-Más by ensuring all projects are thoughtfully designed and critically engage systemic problems.

Nels Youngborg

Nels is a Senior Associate at Chattel, a historic preservation consulting firm based in Los Angeles. The firm specializes in applying the Secretary of the Interior's Standards for the Treatment of Historic Properties (Secretary's Standards) and interpreting federal, state, and local historic preservation law and regulations. Nels holds a Master of Science in Historic Preservation from the University of Pennslyvania.

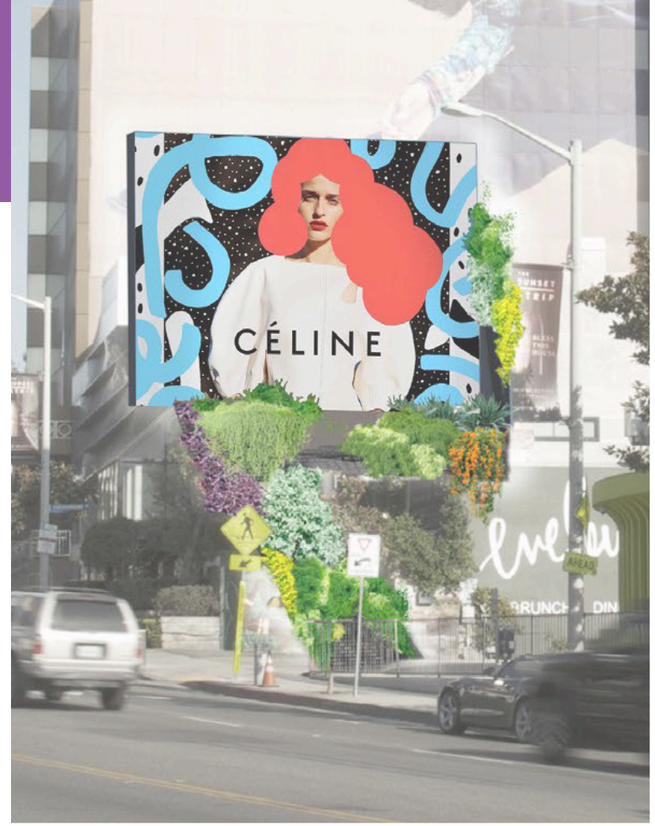
AWARDEES

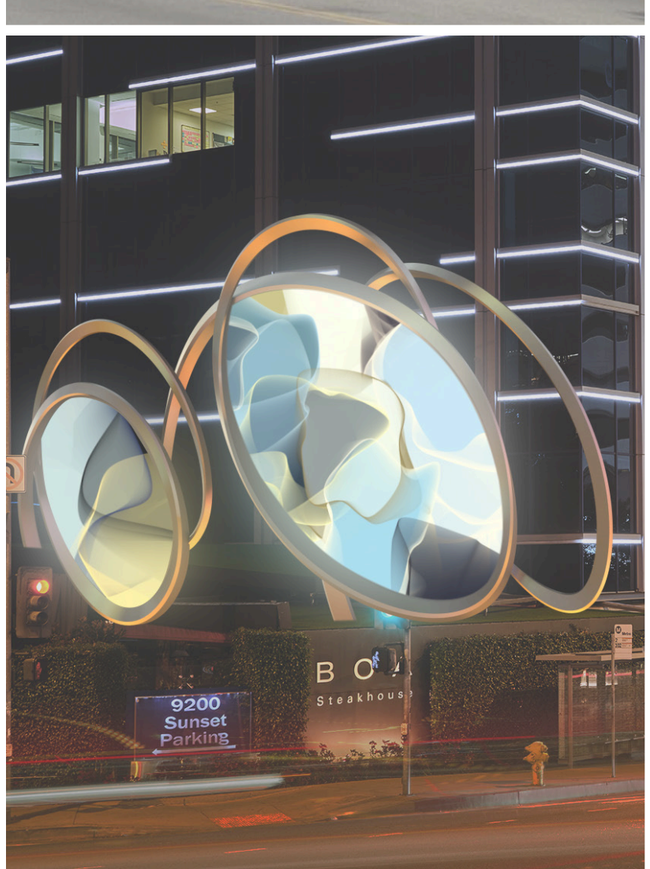
Signage, Media, and Advertising Companies

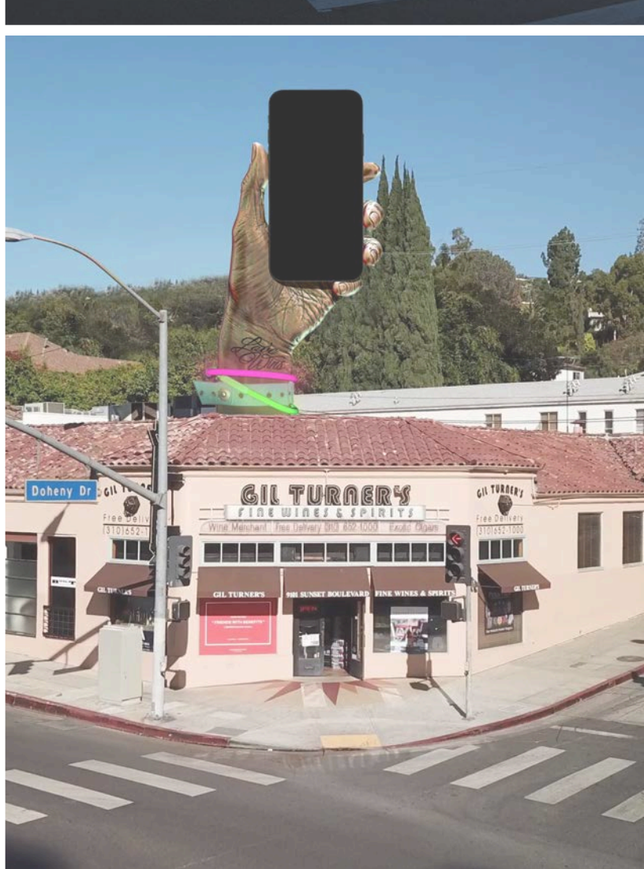
- Ace
- Big Outdoor
- Consumer Experience Group
- Daktronics
- iKahan Media
- Orange Barrel Media
- OutFront Media
- Netflix
- Pop! Outdoor Media
- Porter 24
- Prismview/Samsung
- Sensory Interactive
- StandardVision
- SYMBLAZE, Inc.
- 3.0 Outdoor
- ~sedna

Architecture/Design Firms & Artists

- Alex Israel
- AXIS/GFA Architecture + Design
- Eric Owen Moss
- Hunt Design
- Lorcan O'Herlihy Architects [LOHA]
- Mark Mothersbaugh/Mutato Muzika
- MITHUN | HODGETTS + FUNG
- Office Untitled
- P-A-T-T-E-R-N-S
- RCDF Studio / Rogerio Carvalheiro
- RCH Studios
- Refik Anadol
- Steven Kent Architecture







Appendix B

Greenhouse Gas Emissions Calculations

CalEEMod Version: CalEEMod.2016.3.1 Date: 3/21/2017 8:03 AM

Sunset Strip Off-Site Signage Project - Los Angeles-South Coast County, Annual

Sunset Strip Off-Site Signage Project

Los Angeles-South Coast County, Annual

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric	Lot Acreage	Floor Surface Area	Population
User Defined Commercial	1.00	User Defined Unit	1.00	0.00	0

1.2 Other Project Characteristics

Urbanization	Urban	**Wind Speed (m/s)**	2.2	**Precipitation Freq (Days)**	33
Climate Zone	11			**Operational Year**	2032
Utility Company	Southern California Edison				
CO2 Intensity (lb/MWhr)	702.44	**CH4 Intensity (lb/MWhr)**	0.029	**N2O Intensity (lb/MWhr)**	0.006

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Sunset Strip Off-Site Signage Project. Los Angeles County (SCAB).

Land Use - Project includes 3 digital conversions and 71 standard modifications.

Construction Phase - One digital conversion/standard modification would occur over 2 days beginning in 2017.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed operation of 1 crane 4 hours/day.

Trips and VMT - Assumed 6 construction personnel, 6 roundtrip vendor trips/day, and 4 roundtrip haul trips.

Table Name	Column Name	Default Value	New Value
tblConstructionPhase	NumDays	100.00	2.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	UsageHours	6.00	4.00
tblProjectCharacteristics	OperationalYear	2018	2032
tblTripsAndVMT	HaulingTripNumber	0.00	4.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00

2.0 Emissions Summary

2.1 Overall Construction

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	tons/yr										MT/yr					
2017	4.6000e-004	5.5200e-003	2.4900e-003	1.0000e-005	2.0000e-004	1.9000e-004	3.9000e-004	6.0000e-005	1.7000e-004	2.3000e-004	0.0000	0.7132	0.7132	1.1000e-004	0.0000	0.7159
Maximum	**4.6000e-004**	**5.5200e-003**	**2.4900e-003**	**1.0000e-005**	**2.0000e-004**	**1.9000e-004**	**3.9000e-004**	**6.0000e-005**	**1.7000e-004**	**2.3000e-004**	**0.0000**	**0.7132**	**0.7132**	**1.1000e-004**	**0.0000**	**0.7159**

Mitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	tons/yr										MT/yr					
2017	4.6000e-004	5.5200e-003	2.4900e-003	1.0000e-005	2.0000e-004	1.9000e-004	3.9000e-004	6.0000e-005	1.7000e-004	2.3000e-004	0.0000	0.7132	0.7132	1.1000e-004	0.0000	0.7159
Maximum	**4.6000e-004**	**5.5200e-003**	**2.4900e-003**	**1.0000e-005**	**2.0000e-004**	**1.9000e-004**	**3.9000e-004**	**6.0000e-005**	**1.7000e-004**	**2.3000e-004**	**0.0000**	**0.7132**	**0.7132**	**1.1000e-004**	**0.0000**	**0.7159**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e
Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

Quarter	Start Date	End Date	Maximum Unmitigated ROG + NOX (tons/quarter)	Maximum Mitigated ROG + NOX (tons/quarter)
1	**7-1-2017**	**9-30-2017**	0.0085	0.0085
		Highest	0.0085	0.0085

3.0 Construction Detail

Construction Phase

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Building Construction	Building Construction	7/1/2017	7/4/2017	5	2	

Acres of Grading (Site Preparation Phase): 0

Acres of Grading (Grading Phase): 0

Acres of Paving: 0

Residential Indoor: 0; Residential Outdoor: 0; Non-Residential Indoor: 0; Non-Residential Outdoor: 0; Striped Parking Area: 0

OffRoad Equipment

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Building Construction	Cranes	1	4.00	231	0.29

Trips and VMT

Phase Name	Offroad Equipment Count	Worker Trip Number	Vendor Trip Number	Hauling Trip Number	Worker Trip Length	Vendor Trip Length	Hauling Trip Length	Worker Vehicle Class	Vendor Vehicle Class	Hauling Vehicle Class
Building Construction	1	12.00	6.00	4.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

3.2 Building Construction - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	3.3000e-004	3.9300e-003	1.4100e-003	0.0000		1.8000e-004	1.8000e-004		1.6000e-004	1.6000e-004	0.0000	0.2676	0.2676	8.0000e-005	0.0000	0.2697
Total	**3.3000e-004**	**3.9300e-003**	**1.4100e-003**	**0.0000**		**1.8000e-004**	**1.8000e-004**		**1.6000e-004**	**1.6000e-004**	**0.0000**	**0.2676**	**0.2676**	**8.0000e-005**	**0.0000**	**0.2697**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	2.0000e-005	7.2000e-004	1.5000e-004	0.0000	3.0000e-005	0.0000	4.0000e-005	1.0000e-005	0.0000	1.0000e-005	0.0000	0.1591	0.1591	1.0000e-005	0.0000	0.1594
Vendor	3.0000e-005	8.0000e-004	2.3000e-004	0.0000	4.0000e-005	1.0000e-005	4.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.1521	0.1521	1.0000e-005	0.0000	0.1524
Worker	8.0000e-005	7.0000e-005	7.0000e-004	0.0000	1.3000e-004	0.0000	1.3000e-004	3.0000e-005	0.0000	4.0000e-005	0.0000	0.1343	0.1343	1.0000e-005	0.0000	0.1345
Total	**1.3000e-004**	**1.5900e-003**	**1.0800e-003**	**0.0000**	**2.0000e-004**	**1.0000e-005**	**2.1000e-004**	**5.0000e-005**	**1.0000e-005**	**7.0000e-005**	**0.0000**	**0.4456**	**0.4456**	**3.0000e-005**	**0.0000**	**0.4463**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	3.3000e-004	3.9300e-003	1.4100e-003	0.0000		1.8000e-004	1.8000e-004		1.6000e-004	1.6000e-004	0.0000	0.2676	0.2676	8.0000e-005	0.0000	0.2697
Total	**3.3000e-004**	**3.9300e-003**	**1.4100e-003**	**0.0000**		**1.8000e-004**	**1.8000e-004**		**1.6000e-004**	**1.6000e-004**	**0.0000**	**0.2676**	**0.2676**	**8.0000e-005**	**0.0000**	**0.2697**

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	2.0000e-005	7.2000e-004	1.5000e-004	0.0000	3.0000e-005	0.0000	4.0000e-005	1.0000e-005	0.0000	1.0000e-005	0.0000	0.1591	0.1591	1.0000e-005	0.0000	0.1594
Vendor	3.0000e-005	8.0000e-004	2.3000e-004	0.0000	4.0000e-005	1.0000e-005	4.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.1521	0.1521	1.0000e-005	0.0000	0.1524
Worker	8.0000e-005	7.0000e-005	7.0000e-004	0.0000	1.3000e-004	0.0000	1.3000e-004	3.0000e-005	0.0000	4.0000e-005	0.0000	0.1343	0.1343	1.0000e-005	0.0000	0.1345
Total	**1.3000e-004**	**1.5900e-003**	**1.0800e-003**	**0.0000**	**2.0000e-004**	**1.0000e-005**	**2.1000e-004**	**5.0000e-005**	**1.0000e-005**	**7.0000e-005**	**0.0000**	**0.4456**	**0.4456**	**3.0000e-005**	**0.0000**	**0.4463**

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Sunset Strip Off-Site Signage Project - Los Angeles-South Coast County, Summer

Sunset Strip Off-Site Signage Project

Los Angeles-South Coast County, Summer

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric	Lot Acreage	Floor Surface Area	Population
User Defined Commercial	1.00	User Defined Unit	1.00	0.00	0

1.2 Other Project Characteristics

Urbanization	Urban	**Wind Speed (m/s)**	2.2	**Precipitation Freq (Days)**	33
Climate Zone	11			**Operational Year**	2032
Utility Company	Southern California Edison				
CO2 Intensity (lb/MWhr)	702.44	**CH4 Intensity (lb/MWhr)**	0.029	**N2O Intensity (lb/MWhr)**	0.006

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Sunset Strip Off-Site Signage Project. Los Angeles County (SCAB).

Land Use - Project includes 3 digital conversions and 71 standard modifications.

Construction Phase - One digital conversion/standard modification would occur over 2 days beginning in 2017.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed operation of 1 crane 4 hours/day.

Trips and VMT - Assumed 6 construction personnel, 6 roundtrip vendor trips/day, and 4 roundtrip haul trips.

Table Name	Column Name	Default Value	New Value
tblConstructionPhase	NumDays	100.00	2.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	UsageHours	6.00	4.00
tblProjectCharacteristics	OperationalYear	2018	2032
tblTripsAndVMT	HaulingTripNumber	0.00	4.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00

2.0 Emissions Summary

2.1 Overall Construction (Maximum Daily Emission)

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2017	0.4601	5.4667	2.5120	7.6700e-003	0.2075	0.1868	0.3943	0.0562	0.1722	0.2284	0.0000	795.7984	795.7984	0.1209	0.0000	798.8202
Maximum	**0.4601**	**5.4667**	**2.5120**	**7.6700e-003**	**0.2075**	**0.1868**	**0.3943**	**0.0562**	**0.1722**	**0.2284**	**0.0000**	**795.7984**	**795.7984**	**0.1209**	**0.0000**	**798.8202**

Mitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2017	0.4601	5.4667	2.5120	7.6700e-003	0.2075	0.1868	0.3943	0.0562	0.1722	0.2284	0.0000	795.7984	795.7984	0.1209	0.0000	798.8202
Maximum	**0.4601**	**5.4667**	**2.5120**	**7.6700e-003**	**0.2075**	**0.1868**	**0.3943**	**0.0562**	**0.1722**	**0.2284**	**0.0000**	**795.7984**	**795.7984**	**0.1209**	**0.0000**	**798.8202**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e
Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

3.0 Construction Detail

Construction Phase

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Building Construction	Building Construction	7/1/2017	7/4/2017	5	2	

Acres of Grading (Site Preparation Phase): 0

Acres of Grading (Grading Phase): 0

Acres of Paving: 0

Residential Indoor: 0; Residential Outdoor: 0; Non-Residential Indoor: 0; Non-Residential Outdoor: 0; Striped Parking Area: 0

OffRoad Equipment

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Building Construction	Cranes	1	4.00	231	0.29

Trips and VMT

Phase Name	Offroad Equipment Count	Worker Trip Number	Vendor Trip Number	Hauling Trip Number	Worker Trip Length	Vendor Trip Length	Hauling Trip Length	Worker Vehicle Class	Vendor Vehicle Class	Hauling Vehicle Class
Building Construction	1	12.00	6.00	4.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

3.2 Building Construction - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613		295.0044	295.0044	0.0904		297.2641
Total	**0.3312**	**3.9316**	**1.4087**	**2.8800e-003**		**0.1753**	**0.1753**		**0.1613**	**0.1613**		**295.0044**	**295.0044**	**0.0904**		**297.2641**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0226	0.6952	0.1420	1.6400e-003	0.0350	3.6700e-003	0.0386	9.5800e-003	3.5100e-003	0.0131		176.5682	176.5682	0.0123		176.8766
Vendor	0.0313	0.7823	0.2226	1.5900e-003	0.0384	6.5500e-003	0.0450	0.0111	6.2700e-003	0.0173		169.5558	169.5558	0.0117		169.8489
Worker	0.0750	0.0576	0.7387	1.5600e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		154.6701	154.6701	6.4200e-003		154.8306
Total	**0.1289**	**1.5351**	**1.1033**	**4.7900e-003**	**0.2075**	**0.0115**	**0.2190**	**0.0562**	**0.0109**	**0.0672**		**500.7940**	**500.7940**	**0.0305**		**501.5561**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613	0.0000	295.0044	295.0044	0.0904		297.2641
Total	**0.3312**	**3.9316**	**1.4087**	**2.8800e-003**		**0.1753**	**0.1753**		**0.1613**	**0.1613**	**0.0000**	**295.0044**	**295.0044**	**0.0904**		**297.2641**

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0226	0.6952	0.1420	1.6400e-003	0.0350	3.6700e-003	0.0386	9.5800e-003	3.5100e-003	0.0131		176.5682	176.5682	0.0123		176.8766
Vendor	0.0313	0.7823	0.2226	1.5900e-003	0.0384	6.5500e-003	0.0450	0.0111	6.2700e-003	0.0173		169.5558	169.5558	0.0117		169.8489
Worker	0.0750	0.0576	0.7387	1.5600e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		154.6701	154.6701	6.4200e-003		154.8306
Total	**0.1289**	**1.5351**	**1.1033**	**4.7900e-003**	**0.2075**	**0.0115**	**0.2190**	**0.0562**	**0.0109**	**0.0672**		**500.7940**	**500.7940**	**0.0305**		**501.5561**

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Sunset Strip Off-Site Signage Project - Los Angeles-South Coast County, Winter

Sunset Strip Off-Site Signage Project

Los Angeles-South Coast County, Winter

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric	Lot Acreage	Floor Surface Area	Population
User Defined Commercial	1.00	User Defined Unit	1.00	0.00	0

1.2 Other Project Characteristics

Urbanization	Urban	**Wind Speed (m/s)**	2.2	**Precipitation Freq (Days)**	33
Climate Zone	11			**Operational Year**	2032
Utility Company	Southern California Edison				
CO2 Intensity (lb/MWhr)	702.44	**CH4 Intensity (lb/MWhr)**	0.029	**N2O Intensity (lb/MWhr)**	0.006

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Sunset Strip Off-Site Signage Project. Los Angeles County (SCAB).

Land Use - Project includes 3 digital conversions and 71 standard modifications.

Construction Phase - One digital conversion/standard modification would occur over 2 days beginning in 2017.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed operation of 1 crane 4 hours/day.

Trips and VMT - Assumed 6 construction personnel, 6 roundtrip vendor trips/day, and 4 roundtrip haul trips.

Table Name	Column Name	Default Value	New Value
tblConstructionPhase	NumDays	100.00	2.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	UsageHours	6.00	4.00
tblProjectCharacteristics	OperationalYear	2018	2032
tblTripsAndVMT	HaulingTripNumber	0.00	4.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00

2.0 Emissions Summary

2.1 Overall Construction (Maximum Daily Emission)

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2017	0.4699	5.4858	2.4885	7.5100e-003	0.2075	0.1869	0.3944	0.0562	0.1723	0.2286	0.0000	779.5237	779.5237	0.1218	0.0000	782.5687
Maximum	**0.4699**	**5.4858**	**2.4885**	**7.5100e-003**	**0.2075**	**0.1869**	**0.3944**	**0.0562**	**0.1723**	**0.2286**	**0.0000**	**779.5237**	**779.5237**	**0.1218**	**0.0000**	**782.5687**

Mitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2017	0.4699	5.4858	2.4885	7.5100e-003	0.2075	0.1869	0.3944	0.0562	0.1723	0.2286	0.0000	779.5237	779.5237	0.1218	0.0000	782.5687
Maximum	**0.4699**	**5.4858**	**2.4885**	**7.5100e-003**	**0.2075**	**0.1869**	**0.3944**	**0.0562**	**0.1723**	**0.2286**	**0.0000**	**779.5237**	**779.5237**	**0.1218**	**0.0000**	**782.5687**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e
Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

3.0 Construction Detail

Construction Phase

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Building Construction	Building Construction	7/1/2017	7/4/2017	5	2	

Acres of Grading (Site Preparation Phase): 0

Acres of Grading (Grading Phase): 0

Acres of Paving: 0

Residential Indoor: 0; Residential Outdoor: 0; Non-Residential Indoor: 0; Non-Residential Outdoor: 0; Striped Parking Area: 0

OffRoad Equipment

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Building Construction	Cranes	1	4.00	231	0.29

Trips and VMT

Phase Name	Offroad Equipment Count	Worker Trip Number	Vendor Trip Number	Hauling Trip Number	Worker Trip Length	Vendor Trip Length	Hauling Trip Length	Worker Vehicle Class	Vendor Vehicle Class	Hauling Vehicle Class
Building Construction	1	12.00	6.00	4.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

3.2 Building Construction - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613		295.0044	295.0044	0.0904		297.2641
Total	**0.3312**	**3.9316**	**1.4087**	**2.8800e-003**		**0.1753**	**0.1753**		**0.1613**	**0.1613**		**295.0044**	**295.0044**	**0.0904**		**297.2641**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0231	0.7054	0.1520	1.6100e-003	0.0350	3.7300e-003	0.0387	9.5800e-003	3.5700e-003	0.0132		173.7067	173.7067	0.0128		174.0274
Vendor	0.0326	0.7850	0.2439	1.5500e-003	0.0384	6.6500e-003	0.0451	0.0111	6.3600e-003	0.0174		165.1431	165.1431	0.0125		165.4555
Worker	0.0830	0.0637	0.6839	1.4700e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		145.6695	145.6695	6.0900e-003		145.8217
Total	**0.1387**	**1.5542**	**1.0798**	**4.6300e-003**	**0.2075**	**0.0116**	**0.2191**	**0.0562**	**0.0111**	**0.0673**		**484.5193**	**484.5193**	**0.0314**		**485.3046**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613	0.0000	295.0044	295.0044	0.0904		297.2641
Total	**0.3312**	**3.9316**	**1.4087**	**2.8800e-003**		**0.1753**	**0.1753**		**0.1613**	**0.1613**	**0.0000**	**295.0044**	**295.0044**	**0.0904**		**297.2641**

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0231	0.7054	0.1520	1.6100e-003	0.0350	3.7300e-003	0.0387	9.5800e-003	3.5700e-003	0.0132		173.7067	173.7067	0.0128		174.0274
Vendor	0.0326	0.7850	0.2439	1.5500e-003	0.0384	6.6500e-003	0.0451	0.0111	6.3600e-003	0.0174		165.1431	165.1431	0.0125		165.4555
Worker	0.0830	0.0637	0.6839	1.4700e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		145.6695	145.6695	6.0900e-003		145.8217
Total	**0.1387**	**1.5542**	**1.0798**	**4.6300e-003**	**0.2075**	**0.0116**	**0.2191**	**0.0562**	**0.0111**	**0.0673**		**484.5193**	**484.5193**	**0.0314**		**485.3046**

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'Sunset Strip Off-Site Signage Project (with pole location adjustments) - Los Angeles-South Coast County, Annual

'Sunset Strip Off-Site Signage Project (with pole location adjustments)

Los Angeles-South Coast County, Annual

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric	Lot Acreage	Floor Surface Area	Population
User Defined Commercial	1.00	User Defined Unit	1.00	0.00	0

1.2 Other Project Characteristics

Urbanization	Urban	**Wind Speed (m/s)**	2.2	**Precipitation Freq (Days)**	33
Climate Zone	11			**Operational Year**	2032
Utility Company	Southern California Edison				
CO2 Intensity (lb/MWhr)	702.44	**CH4 Intensity (lb/MWhr)**	0.029	**N2O Intensity (lb/MWhr)**	0.006

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Sunset Strip Off-Site Signage Project. Los Angeles County (SCAB).

Land Use - Project includes 3 digital conversions and 71 standard modifications.

Construction Phase - One digital conversion/standard modification would occur over 2 days beginning in 2017. Pole location adjustment would occur on first day of construction activity.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed 1 drill rig for 4 hours/day.

Trips and VMT - Assumed 6 construction personnel, 6 roundtrip vendor truck trips/day, and 12 haul trips.

Grading - Export of 50 cubic yards of soil.

Table Name	Column Name	Default Value	New Value
tblConstructionPhase	NumDays	100.00	2.00
tblConstructionPhase	NumDays	2.00	1.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	UsageHours	6.00	4.00
tblProjectCharacteristics	OperationalYear	2018	2032
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	3.00	0.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00

2.0 Emissions Summary

2.1 Overall Construction

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	tons/yr										MT/yr					
2017	5.9000e-004	8.1800e-003	3.3200e-003	1.0000e-005	2.7000e-004	2.3000e-004	5.0000e-004	7.0000e-005	2.1000e-004	2.9000e-004	0.0000	1.2498	1.2498	2.0000e-004	0.0000	1.2548
Maximum	**5.9000e-004**	**8.1800e-003**	**3.3200e-003**	**1.0000e-005**	**2.7000e-004**	**2.3000e-004**	**5.0000e-004**	**7.0000e-005**	**2.1000e-004**	**2.9000e-004**	**0.0000**	**1.2498**	**1.2498**	**2.0000e-004**	**0.0000**	**1.2548**

Mitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	tons/yr										MT/yr					
2017	5.9000e-004	8.1800e-003	3.3200e-003	1.0000e-005	2.7000e-004	2.3000e-004	5.0000e-004	7.0000e-005	2.1000e-004	2.9000e-004	0.0000	1.2498	1.2498	2.0000e-004	0.0000	1.2548
Maximum	**5.9000e-004**	**8.1800e-003**	**3.3200e-003**	**1.0000e-005**	**2.7000e-004**	**2.3000e-004**	**5.0000e-004**	**7.0000e-005**	**2.1000e-004**	**2.9000e-004**	**0.0000**	**1.2498**	**1.2498**	**2.0000e-004**	**0.0000**	**1.2548**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e
Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

Quarter	Start Date	End Date	Maximum Unmitigated ROG + NOX (tons/quarter)	Maximum Mitigated ROG + NOX (tons/quarter)
1	7-1-2017	9-30-2017	0.0090	0.0090
		Highest	0.0090	0.0090

3.0 Construction Detail

Construction Phase

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Pole Location Adjustment	Grading	7/1/2017	7/3/2017	5	1	
2	Building Construction	Building Construction	7/1/2017	7/4/2017	5	2	

Acres of Grading (Site Preparation Phase): 0

Acres of Grading (Grading Phase): 0

Acres of Paving: 0

Residential Indoor: 0; Residential Outdoor: 0; Non-Residential Indoor: 0; Non-Residential Outdoor: 0; Striped Parking Area: 0

OffRoad Equipment

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Pole Location Adjustment	Bore/Drill Rigs	1	4.00	221	0.50
Building Construction	Cranes	1	4.00	231	0.29

Trips and VMT

Phase Name	Offroad Equipment Count	Worker Trip Number	Vendor Trip Number	Hauling Trip Number	Worker Trip Length	Vendor Trip Length	Hauling Trip Length	Worker Vehicle Class	Vendor Vehicle Class	Hauling Vehicle Class
Pole Location Adjustment	1	0.00	0.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Construction	1	12.00	6.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

3.2 Pole Location Adjustment - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	8.0000e-005	1.2300e-003	5.4000e-004	0.0000		4.0000e-005	4.0000e-005		3.0000e-005	3.0000e-005	0.0000	0.2184	0.2184	7.0000e-005	0.0000	0.2201
Total	**8.0000e-005**	**1.2300e-003**	**5.4000e-004**	**0.0000**	**0.0000**	**4.0000e-005**	**4.0000e-005**	**0.0000**	**3.0000e-005**	**3.0000e-005**	**0.0000**	**0.2184**	**0.2184**	**7.0000e-005**	**0.0000**	**0.2201**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	3.0000e-005	1.0800e-003	2.2000e-004	0.0000	5.0000e-005	1.0000e-005	6.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.2386	0.2386	2.0000e-005	0.0000	0.2391
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	**3.0000e-005**	**1.0800e-003**	**2.2000e-004**	**0.0000**	**5.0000e-005**	**1.0000e-005**	**6.0000e-005**	**1.0000e-005**	**1.0000e-005**	**2.0000e-005**	**0.0000**	**0.2386**	**0.2386**	**2.0000e-005**	**0.0000**	**0.2391**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Fugitive Dust					0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Off-Road	8.0000e-005	1.2300e-003	5.4000e-004	0.0000		4.0000e-005	4.0000e-005		3.0000e-005	3.0000e-005	0.0000	0.2184	0.2184	7.0000e-005	0.0000	0.2201
Total	**8.0000e-005**	**1.2300e-003**	**5.4000e-004**	**0.0000**	**0.0000**	**4.0000e-005**	**4.0000e-005**	**0.0000**	**3.0000e-005**	**3.0000e-005**	**0.0000**	**0.2184**	**0.2184**	**7.0000e-005**	**0.0000**	**0.2201**

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	3.0000e-005	1.0800e-003	2.2000e-004	0.0000	5.0000e-005	1.0000e-005	6.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.2386	0.2386	2.0000e-005	0.0000	0.2391
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
Total	**3.0000e-005**	**1.0800e-003**	**2.2000e-004**	**0.0000**	**5.0000e-005**	**1.0000e-005**	**6.0000e-005**	**1.0000e-005**	**1.0000e-005**	**2.0000e-005**	**0.0000**	**0.2386**	**0.2386**	**2.0000e-005**	**0.0000**	**0.2391**

3.3 Building Construction - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	3.3000e-004	3.9300e-003	1.4100e-003	0.0000		1.8000e-004	1.8000e-004		1.6000e-004	1.6000e-004	0.0000	0.2676	0.2676	8.0000e-005	0.0000	0.2697
Total	**3.3000e-004**	**3.9300e-003**	**1.4100e-003**	**0.0000**		**1.8000e-004**	**1.8000e-004**		**1.6000e-004**	**1.6000e-004**	**0.0000**	**0.2676**	**0.2676**	**8.0000e-005**	**0.0000**	**0.2697**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	3.0000e-005	1.0800e-003	2.2000e-004	0.0000	5.0000e-005	1.0000e-005	6.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.2386	0.2386	2.0000e-005	0.0000	0.2391
Vendor	3.0000e-005	8.0000e-004	2.3000e-004	0.0000	4.0000e-005	1.0000e-005	4.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.1521	0.1521	1.0000e-005	0.0000	0.1524
Worker	8.0000e-005	7.0000e-005	7.0000e-004	0.0000	1.3000e-004	0.0000	1.3000e-004	3.0000e-005	0.0000	4.0000e-005	0.0000	0.1343	0.1343	1.0000e-005	0.0000	0.1345
Total	**1.4000e-004**	**1.9500e-003**	**1.1500e-003**	**0.0000**	**2.2000e-004**	**2.0000e-005**	**2.3000e-004**	**5.0000e-005**	**2.0000e-005**	**8.0000e-005**	**0.0000**	**0.5251**	**0.5251**	**4.0000e-005**	**0.0000**	**0.5260**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Off-Road	3.3000e-004	3.9300e-003	1.4100e-003	0.0000		1.8000e-004	1.8000e-004		1.6000e-004	1.6000e-004	0.0000	0.2676	0.2676	8.0000e-005	0.0000	0.2697
Total	**3.3000e-004**	**3.9300e-003**	**1.4100e-003**	**0.0000**		**1.8000e-004**	**1.8000e-004**		**1.6000e-004**	**1.6000e-004**	**0.0000**	**0.2676**	**0.2676**	**8.0000e-005**	**0.0000**	**0.2697**

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	tons/yr										MT/yr					
Hauling	3.0000e-005	1.0800e-003	2.2000e-004	0.0000	5.0000e-005	1.0000e-005	6.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.2386	0.2386	2.0000e-005	0.0000	0.2391
Vendor	3.0000e-005	8.0000e-004	2.3000e-004	0.0000	4.0000e-005	1.0000e-005	4.0000e-005	1.0000e-005	1.0000e-005	2.0000e-005	0.0000	0.1521	0.1521	1.0000e-005	0.0000	0.1524
Worker	8.0000e-005	7.0000e-005	7.0000e-004	0.0000	1.3000e-004	0.0000	1.3000e-004	3.0000e-005	0.0000	4.0000e-005	0.0000	0.1343	0.1343	1.0000e-005	0.0000	0.1345
Total	**1.4000e-004**	**1.9500e-003**	**1.1500e-003**	**0.0000**	**2.2000e-004**	**2.0000e-005**	**2.3000e-004**	**5.0000e-005**	**2.0000e-005**	**8.0000e-005**	**0.0000**	**0.5251**	**0.5251**	**4.0000e-005**	**0.0000**	**0.5260**

CalEEMod Version: CalEEMod.2016.3.1 Date: 3/21/2017 8:12 AM

'Sunset Strip Off-Site Signage Project (with pole location adjustments) - Los Angeles-South Coast County, Summer

'Sunset Strip Off-Site Signage Project (with pole location adjustments)

Los Angeles-South Coast County, Summer

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric	Lot Acreage	Floor Surface Area	Population
User Defined Commercial	1.00	User Defined Unit	1.00	0.00	0

1.2 Other Project Characteristics

Urbanization	Urban	**Wind Speed (m/s)**	2.2	**Precipitation Freq (Days)**	33
Climate Zone	11			**Operational Year**	2032
Utility Company	Southern California Edison				
CO2 Intensity (lb/MWhr)	702.44	**CH4 Intensity (lb/MWhr)**	0.029	**N2O Intensity (lb/MWhr)**	0.006

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Sunset Strip Off-Site Signage Project. Los Angeles County (SCAB).

Land Use - Project includes 3 digital conversions and 71 standard modifications.

Construction Phase - One digital conversion/standard modification would occur over 2 days beginning in 2017. Pole location adjustment would occur on first day of construction activity.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed 1 drill rig for 4 hours/day.

Trips and VMT - Assumed 6 construction personnel, 6 roundtrip vendor truck trips/day, and 12 haul trips.

Grading - Export of 50 cubic yards of soil.

Table Name	Column Name	Default Value	New Value
tblConstructionPhase	NumDays	100.00	2.00
tblConstructionPhase	NumDays	2.00	1.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	UsageHours	6.00	4.00
tblProjectCharacteristics	OperationalYear	2018	2032
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	3.00	0.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00

2.0 Emissions Summary

2.1 Overall Construction (Maximum Daily Emission)

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2017	0.7082	10.3570	4.0828	0.0181	0.3299	0.2702	0.6001	0.0898	0.2495	0.3392	0.0000	1,895.2965	1,895.2965	0.3116	0.0000	1,903.0859
Maximum	**0.7082**	**10.3570**	**4.0828**	**0.0181**	**0.3299**	**0.2702**	**0.6001**	**0.0898**	**0.2495**	**0.3392**	**0.0000**	**1,895.2965**	**1,895.2965**	**0.3116**	**0.0000**	**1,903.0859**

Mitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2017	0.7082	10.3570	4.0828	0.0181	0.3299	0.2702	0.6001	0.0898	0.2495	0.3392	0.0000	1,895.2965	1,895.2965	0.3116	0.0000	1,903.0859
Maximum	**0.7082**	**10.3570**	**4.0828**	**0.0181**	**0.3299**	**0.2702**	**0.6001**	**0.0898**	**0.2495**	**0.3392**	**0.0000**	**1,895.2965**	**1,895.2965**	**0.3116**	**0.0000**	**1,903.0859**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e
Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

3.0 Construction Detail

Construction Phase

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Pole Location Adjustment	Grading	7/1/2017	7/3/2017	5	1	
2	Building Construction	Building Construction	7/1/2017	7/4/2017	5	2	

Acres of Grading (Site Preparation Phase): 0

Acres of Grading (Grading Phase): 0

Acres of Paving: 0

Residential Indoor: 0; Residential Outdoor: 0; Non-Residential Indoor: 0; Non-Residential Outdoor: 0; Striped Parking Area: 0

OffRoad Equipment

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Pole Location Adjustment	Bore/Drill Rigs	1	4.00	221	0.50
Building Construction	Cranes	1	4.00	231	0.29

Trips and VMT

Phase Name	Offroad Equipment Count	Worker Trip Number	Vendor Trip Number	Hauling Trip Number	Worker Trip Length	Vendor Trip Length	Hauling Trip Length	Worker Vehicle Class	Vendor Vehicle Class	Hauling Vehicle Class
Pole Location Adjustment	1	0.00	0.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Construction	1	12.00	6.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

3.2 Pole Location Adjustment - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					0.0000	0.0000	0.0000	0.0000	0.0000	0.0000			0.0000			0.0000
Off-Road	0.1691	2.4571	1.0739	4.7100e-003		0.0706	0.0706		0.0650	0.0650		481.5095	481.5095	0.1475		485.1979
Total	**0.1691**	**2.4571**	**1.0739**	**4.7100e-003**	**0.0000**	**0.0706**	**0.0706**	**0.0000**	**0.0650**	**0.0650**		**481.5095**	**481.5095**	**0.1475**		**485.1979**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0677	2.0856	0.4259	4.9100e-003	0.1049	0.0110	0.1159	0.0288	0.0105	0.0393		529.7045	529.7045	0.0370		530.6297
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**0.0677**	**2.0856**	**0.4259**	**4.9100e-003**	**0.1049**	**0.0110**	**0.1159**	**0.0288**	**0.0105**	**0.0393**		**529.7045**	**529.7045**	**0.0370**		**530.6297**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					0.0000	0.0000	0.0000	0.0000	0.0000	0.0000			0.0000			0.0000
Off-Road	0.1691	2.4571	1.0739	4.7100e-003		0.0706	0.0706		0.0650	0.0650	0.0000	481.5095	481.5095	0.1475		485.1979
Total	**0.1691**	**2.4571**	**1.0739**	**4.7100e-003**	**0.0000**	**0.0706**	**0.0706**	**0.0000**	**0.0650**	**0.0650**	**0.0000**	**481.5095**	**481.5095**	**0.1475**		**485.1979**

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0677	2.0856	0.4259	4.9100e-003	0.1049	0.0110	0.1159	0.0288	0.0105	0.0393		529.7045	529.7045	0.0370		530.6297
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**0.0677**	**2.0856**	**0.4259**	**4.9100e-003**	**0.1049**	**0.0110**	**0.1159**	**0.0288**	**0.0105**	**0.0393**		**529.7045**	**529.7045**	**0.0370**		**530.6297**

3.3 Building Construction - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613		295.0044	295.0044	0.0904		297.2641
Total	**0.3312**	**3.9316**	**1.4087**	**2.8800e-003**		**0.1753**	**0.1753**		**0.1613**	**0.1613**		**295.0044**	**295.0044**	**0.0904**		**297.2641**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0339	1.0428	0.2130	2.4600e-003	0.0525	5.5100e-003	0.0580	0.0144	5.2700e-003	0.0197		264.8522	264.8522	0.0185		265.3148
Vendor	0.0313	0.7823	0.2226	1.5900e-003	0.0384	6.5500e-003	0.0450	0.0111	6.2700e-003	0.0173		169.5558	169.5558	0.0117		169.8489
Worker	0.0750	0.0576	0.7387	1.5600e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		154.6701	154.6701	6.4200e-003		154.8306
Total	**0.1402**	**1.8827**	**1.1743**	**5.6100e-003**	**0.2250**	**0.0133**	**0.2383**	**0.0610**	**0.0127**	**0.0737**		**589.0781**	**589.0781**	**0.0366**		**589.9943**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613	0.0000	295.0044	295.0044	0.0904		297.2641
Total	**0.3312**	**3.9316**	**1.4087**	**2.8800e-003**		**0.1753**	**0.1753**		**0.1613**	**0.1613**	**0.0000**	**295.0044**	**295.0044**	**0.0904**		**297.2641**

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0339	1.0428	0.2130	2.4600e-003	0.0525	5.5100e-003	0.0580	0.0144	5.2700e-003	0.0197		264.8522	264.8522	0.0185		265.3148
Vendor	0.0313	0.7823	0.2226	1.5900e-003	0.0384	6.5500e-003	0.0450	0.0111	6.2700e-003	0.0173		169.5558	169.5558	0.0117		169.8489
Worker	0.0750	0.0576	0.7387	1.5600e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		154.6701	154.6701	6.4200e-003		154.8306
Total	**0.1402**	**1.8827**	**1.1743**	**5.6100e-003**	**0.2250**	**0.0133**	**0.2383**	**0.0610**	**0.0127**	**0.0737**		**589.0781**	**589.0781**	**0.0366**		**589.9943**

CalEEMod Version: CalEEMod.2016.3.1 Date: 3/21/2017 8:13 AM

'Sunset Strip Off-Site Signage Project (with pole location adjustments) - Los Angeles-South Coast County, Winter

'Sunset Strip Off-Site Signage Project (with pole location adjustments)

Los Angeles-South Coast County, Winter

1.0 Project Characteristics

1.1 Land Usage

Land Uses	Size	Metric	Lot Acreage	Floor Surface Area	Population
User Defined Commercial	1.00	User Defined Unit	1.00	0.00	0

1.2 Other Project Characteristics

Urbanization	Urban	**Wind Speed (m/s)**	2.2	**Precipitation Freq (Days)**	33
Climate Zone	11			**Operational Year**	2032
Utility Company	Southern California Edison				
CO2 Intensity (lb/MWhr)	702.44	**CH4 Intensity (lb/MWhr)**	0.029	**N2O Intensity (lb/MWhr)**	0.006

1.3 User Entered Comments & Non-Default Data

Project Characteristics - Sunset Strip Off-Site Signage Project. Los Angeles County (SCAB).

Land Use - Project includes 3 digital conversions and 71 standard modifications.

Construction Phase - One digital conversion/standard modification would occur over 2 days beginning in 2017. Pole location adjustment would occur on first day of construction activity.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed 1 crane for 4 hours/day.

Off-road Equipment - Assumed 1 drill rig for 4 hours/day.

Trips and VMT - Assumed 6 construction personnel, 6 roundtrip vendor truck trips/day, and 12 haul trips.

Grading - Export of 50 cubic yards of soil.

Table Name	Column Name	Default Value	New Value
tblConstructionPhase	NumDays	100.00	2.00
tblConstructionPhase	NumDays	2.00	1.00
tblLandUse	LotAcreage	0.00	1.00
tblOffRoadEquipment	UsageHours	6.00	4.00
tblProjectCharacteristics	OperationalYear	2018	2032
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	HaulingTripNumber	0.00	6.00
tblTripsAndVMT	VendorTripNumber	0.00	6.00
tblTripsAndVMT	WorkerTripNumber	3.00	0.00
tblTripsAndVMT	WorkerTripNumber	0.00	12.00

2.0 Emissions Summary

2.1 Overall Construction (Maximum Daily Emission)

Unmitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2017	0.7198	10.4117	4.0944	0.0179	0.3299	0.2706	0.6005	0.0898	0.2498	0.3396	0.0000	1,869.0067	1,869.0067	0.3142	0.0000	1,876.8625
Maximum	**0.7198**	**10.4117**	**4.0944**	**0.0179**	**0.3299**	**0.2706**	**0.6005**	**0.0898**	**0.2498**	**0.3396**	**0.0000**	**1,869.0067**	**1,869.0067**	**0.3142**	**0.0000**	**1,876.8625**

Mitigated Construction

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Year	lb/day										lb/day					
2017	0.7198	10.4117	4.0944	0.0179	0.3299	0.2706	0.6005	0.0898	0.2498	0.3396	0.0000	1,869.0067	1,869.0067	0.3142	0.0000	1,876.8625
Maximum	**0.7198**	**10.4117**	**4.0944**	**0.0179**	**0.3299**	**0.2706**	**0.6005**	**0.0898**	**0.2498**	**0.3396**	**0.0000**	**1,869.0067**	**1,869.0067**	**0.3142**	**0.0000**	**1,876.8625**

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio-CO2	Total CO2	CH4	N20	CO2e
Percent Reduction	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**

3.0 Construction Detail

Construction Phase

Phase Number	Phase Name	Phase Type	Start Date	End Date	Num Days Week	Num Days	Phase Description
1	Pole Location Adjustment	Grading	7/1/2017	7/3/2017	5	1	
2	Building Construction	Building Construction	7/1/2017	7/4/2017	5	2	

Acres of Grading (Site Preparation Phase): 0

Acres of Grading (Grading Phase): 0

Acres of Paving: 0

Residential Indoor: 0; Residential Outdoor: 0; Non-Residential Indoor: 0; Non-Residential Outdoor: 0; Striped Parking Area: 0

OffRoad Equipment

Phase Name	Offroad Equipment Type	Amount	Usage Hours	Horse Power	Load Factor
Pole Location Adjustment	Bore/Drill Rigs	1	4.00	221	0.50
Building Construction	Cranes	1	4.00	231	0.29

Trips and VMT

Phase Name	Offroad Equipment Count	Worker Trip Number	Vendor Trip Number	Hauling Trip Number	Worker Trip Length	Vendor Trip Length	Hauling Trip Length	Worker Vehicle Class	Vendor Vehicle Class	Hauling Vehicle Class
Pole Location Adjustment	1	0.00	0.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT
Building Construction	1	12.00	6.00	6.00	14.70	6.90	20.00	LD_Mix	HDT_Mix	HHDT

3.1 Mitigation Measures Construction

3.2 Pole Location Adjustment - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					0.0000	0.0000	0.0000	0.0000	0.0000	0.0000			0.0000			0.0000
Off-Road	0.1691	2.4571	1.0739	4.7100e-003		0.0706	0.0706		0.0650	0.0650		481.5095	481.5095	0.1475		485.1979
Total	**0.1691**	**2.4571**	**1.0739**	**4.7100e-003**	**0.0000**	**0.0706**	**0.0706**	**0.0000**	**0.0650**	**0.0650**		**481.5095**	**481.5095**	**0.1475**		**485.1979**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0694	2.1162	0.4560	4.8300e-003	0.1049	0.0112	0.1161	0.0288	0.0107	0.0395		521.1201	521.1201	0.0385		522.0822
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**0.0694**	**2.1162**	**0.4560**	**4.8300e-003**	**0.1049**	**0.0112**	**0.1161**	**0.0288**	**0.0107**	**0.0395**		**521.1201**	**521.1201**	**0.0385**		**522.0822**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Fugitive Dust					0.0000	0.0000	0.0000	0.0000	0.0000	0.0000			0.0000			0.0000
Off-Road	0.1691	2.4571	1.0739	4.7100e-003		0.0706	0.0706		0.0650	0.0650	0.0000	481.5095	481.5095	0.1475		485.1979
Total	**0.1691**	**2.4571**	**1.0739**	**4.7100e-003**	**0.0000**	**0.0706**	**0.0706**	**0.0000**	**0.0650**	**0.0650**	**0.0000**	**481.5095**	**481.5095**	**0.1475**		**485.1979**

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0694	2.1162	0.4560	4.8300e-003	0.1049	0.0112	0.1161	0.0288	0.0107	0.0395		521.1201	521.1201	0.0385		522.0822
Vendor	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Worker	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000		0.0000	0.0000	0.0000		0.0000
Total	**0.0694**	**2.1162**	**0.4560**	**4.8300e-003**	**0.1049**	**0.0112**	**0.1161**	**0.0288**	**0.0107**	**0.0395**		**521.1201**	**521.1201**	**0.0385**		**522.0822**

3.3 Building Construction - 2017

Unmitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613		295.0044	295.0044	0.0904		297.2641
Total	**0.3312**	**3.9316**	**1.4087**	**2.8800e-003**		**0.1753**	**0.1753**		**0.1613**	**0.1613**		**295.0044**	**295.0044**	**0.0904**		**297.2641**

Unmitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0347	1.0581	0.2280	2.4200e-003	0.0525	5.6000e-003	0.0580	0.0144	5.3500e-003	0.0197		260.5601	260.5601	0.0192		261.0411
Vendor	0.0326	0.7850	0.2439	1.5500e-003	0.0384	6.6500e-003	0.0451	0.0111	6.3600e-003	0.0174		165.1431	165.1431	0.0125		165.4555
Worker	0.0830	0.0637	0.6839	1.4700e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		145.6695	145.6695	6.0900e-003		145.8217
Total	**0.1503**	**1.9069**	**1.1558**	**5.4400e-003**	**0.2250**	**0.0135**	**0.2385**	**0.0610**	**0.0129**	**0.0739**		**571.3727**	**571.3727**	**0.0378**		**572.3183**

Mitigated Construction On-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Off-Road	0.3312	3.9316	1.4087	2.8800e-003		0.1753	0.1753		0.1613	0.1613	0.0000	295.0044	295.0044	0.0904		297.2641
Total	**0.3312**	**3.9316**	**1.4087**	**2.8800e-003**		**0.1753**	**0.1753**		**0.1613**	**0.1613**	**0.0000**	**295.0044**	**295.0044**	**0.0904**		**297.2641**

Mitigated Construction Off-Site

	ROG	NOx	CO	SO2	Fugitive PM10	Exhaust PM10	PM10 Total	Fugitive PM2.5	Exhaust PM2.5	PM2.5 Total	Bio- CO2	NBio- CO2	Total CO2	CH4	N2O	CO2e
Category	lb/day										lb/day					
Hauling	0.0347	1.0581	0.2280	2.4200e-003	0.0525	5.6000e-003	0.0580	0.0144	5.3500e-003	0.0197		260.5601	260.5601	0.0192		261.0411
Vendor	0.0326	0.7850	0.2439	1.5500e-003	0.0384	6.6500e-003	0.0451	0.0111	6.3600e-003	0.0174		165.1431	165.1431	0.0125		165.4555
Worker	0.0830	0.0637	0.6839	1.4700e-003	0.1341	1.2500e-003	0.1354	0.0356	1.1500e-003	0.0367		145.6695	145.6695	6.0900e-003		145.8217
Total	**0.1503**	**1.9069**	**1.1558**	**5.4400e-003**	**0.2250**	**0.0135**	**0.2385**	**0.0610**	**0.0129**	**0.0739**		**571.3727**	**571.3727**	**0.0378**		**572.3183**

Sunset Strip Billboard GHG Emissions

Project Annual Electricity (kWh)	663,132	**Net Emissions**	**-33.24**
Project Annual Electricity (MWh)	663.132		
Existing Annual Electricity (kWh)	518,592		
Existing Annual Electricity (MWh)	518.592		

	CO2 (lb/MWh)	CH4 (lb/MWh)	N2O (lb/MWh)
Southern California Edison Intensity Factors (2017)	707.74	0.029	0.006
Southern California Edison Intensity Factors (2030)	442.34	0.029	0.006

Existing

	CO2 (lbs/year)	CH4 (lbs/year)	N2O (lbs/year)	Total CO2e
Emissions	367,028.30	15.04	3.11	
Global Warming Potential	**1**	**36**	**298**	
CO2e (lb)	367,028.30	541.41	927.24	368,496.95
CO2e (tons)	183.51	0.27	0.46	184.25
CO2e (MT/year)	**166.48**	**0.25**	**0.42**	**167.15**

Proposed Project

	CO2 (lbs/year)	CH4 (lbs/year)	N2O (lbs/year)	Total CO2e
Emissions	293,329.81	19.23	3.98	
Global Warming Potential	**1**	**36**	**298**	
CO2e (lb)	293,329.81	692.31	1,185.68	295,207.80
CO2e (tons)	146.66	0.35	0.59	147.60
CO2e (MT/year)	**133.05**	**0.31**	**0.54**	**133.90**

Sunset Strip Billboard GHG Emissions

Project Annual Electricity (kWh)	870,744	**Net Emissions**	**8.68**
Project Annual Electricity (MWh)	870.744		
Existing Annual Electricity (kWh)	518,592		
Existing Annual Electricity (MWh)	518.592		

	CO2 (lb/MWh)	CH4 (lb/MWh)	N2O (lb/MWh)
Southern California Edison Intensity Factors (2017)	707.74	0.029	0.006
Southern California Edison Intensity Factors (2030)	442.34	0.029	0.006

Existing

	CO2 (lbs/year)	CH4 (lbs/year)	N2O (lbs/year)	Total CO2e
Emissions	367,028.30	15.04	3.11	
Global Warming Potential	**1**	**36**	**298**	
CO2e (lb)	367,028.30	541.41	927.24	368,496.95
CO2e (tons)	183.51	0.27	0.46	184.25
CO2e (MT/year)	**166.48**	**0.25**	**0.42**	**167.15**

Proposed Project

	CO2 (lbs/year)	CH4 (lbs/year)	N2O (lbs/year)	Total CO2e
Emissions	385,164.90	25.25	5.22	
Global Warming Potential	**1**	**36**	**298**	
CO2e (lb)	385,164.90	909.06	1,556.89	387,630.85
CO2e (tons)	192.58	0.45	0.78	193.82
CO2e (MT/year)	**174.71**	**0.41**	**0.71**	**175.83**