

9160 Sunset Mani mailer

Source verification

1	2,807 sq ft of animated LED advertising; two full-motion billboards; the northwest face alone is 2,307 sq ft across three floors; the northeast face is 500 sq ft Front, marker note 1 and deck; back, letter	PDF p. 49 · printed 3-6
2	The primary face is roughly 42 by 42 feet Docx facts (fact 1); front marker note 1	PDF p. 50 · printed 3-7
3	Lit 24 hours a day; moving images until 2:00 a.m., static ads until sunrise ("Lit 24 hours a day", "lit around the clock") Front, headline, marker note 1 and deck; back, intro and letter	PDF p. 52 · printed 3-9
4	The larger face is on the northwest corner, directed north across Sunset; the subcommittee asked for it to be reoriented, reduced or moved to the east face, and the plan is unchanged Front, headline and marker note 1 ("pointed at our windows"); deck; back, letter	PDF p. 49 · printed 3-6
5	Five stories, about 90 feet, on an 18,608 sq ft lot; 52,999 sq ft of office and restaurant space; FAR 2.85; the former Hornburg Jaguar site Front, marker note 2 and deck; back, letter	PDF p. 44 · printed 3-1
6	86-space garage on three underground levels Docx facts only (not printed)	PDF p. 44 · printed 3-1
7	About 1,172 vehicle trips a day, in and out on Cory Avenue and the rear alley off Carol Drive Front, marker note 3 (cited on the picture as "City's own EIR, \$4.6 Transportation")	PDF p. 247 · printed 5-18
8	Garage driveway on Cory Avenue, so close to Sunset that the City requires a keep-clear sign as mitigation (Impact TRA-1) Docx facts only (not printed)	PDF p. 225 · printed 4.6-20
9	Nineteen months of construction Front, deck	PDF p. 17 · printed 2-3
10	Nighttime construction noise: "significant and unavoidable" Back, letter; docx facts	PDF p. 26 · printed 2-12
11	Distances: a monitoring site next to 9255 Doheny Road (Sierra Towers) is 524 ft west of the site; 1033 Carol Drive is 104 ft east and the multi-family residences there about 20 ft south; 1112 Cory Avenue is 215 ft north Back, hand-drawn map; front deck ("twenty feet from the homes on Carol Drive")	PDF p. 73 · printed 4.1-7
12	Multi-family residences about 20 feet south of the site (1033 Carol Drive) Front, deck; back, map	PDF p. 101 · printed 4.2-6
13	Sierra Towers is to the northwest Back, map	PDF p. 179 · printed 4.5-3
14	Site is on the south side of Sunset, east of Cory Avenue; inset streets and footprints Back, map (geometry from OpenStreetMap, cross-checked against Figure 3-1)	PDF p. 68 · printed 4.1-2
Q1	Commissioner Lynn Hoopingarner · 68:01 "We're already talking about a billboard that's massively larger than what would otherwise..."	quotes page
Q2	Chair Stacey E. Jones · 73:20 "There are clearly people in Sierra Towers who feel this is going to encroach upon their w..."	quotes page
Q3	Commissioner David S. Gregoire · 51:44 "I do worry that there could be negative impacts on some of those residential buildings, o..."	quotes page

Executive Summary

Hollywood is surrounded by the City of Los Angeles to the north, east, and south, and by the City of Beverly Hills to the west.

The Project Site currently consists of a two-story car dealership and a surface parking lot on a 0.43-acre lot. The Project Site is relatively flat and is surrounded by urban development on all sides. The Project Site is surrounded by multi-family residential, commercial and dining developments to the north and west, a multi-family residential building, a surface parking lot and single-family residences to the south, and a surface parking lot to the east (Google Earth Pro, 2021).

The General Plan land use and zoning designation for the Project Site is Sunset Specific Plan (SSP). The Project Site is within Area 8 - West End of the SSP area. The goals of the SSP in the West End area include accommodating additional office buildings and providing space for "creative" industries and anchor businesses. The SSP also encourages development of a building of landmark quality at the southeast corner of Sunset and Cory that dramatically marks the entrance to West Hollywood and acts as a "hinge" at the bend in the street. Ground-floor uses catering to the needs of area office workers are encouraged (City of West Hollywood, 2019, p. 241).

2.5 Brief Description of the Proposed Project

2.5.1 Project Overview

The Project consists of the development of a five-story, approximately 52,999-square-foot building with retail, food and beverage, and office uses on the first floor and office uses on the second, third, fourth and fifth floors. The Project would provide approximately 86 vehicle parking spaces and ten bicycle parking spaces in a three-level underground parking structure, in addition to six bicycle parking spaces on the ground level.

Discretionary Permits

The Project includes requests for several discretionary permits detailed below:

- A development permit for the construction of a new structure.
- A demolition permit for demolition of the portion of the automotive dealership building on the Project Site.
- A minor conditional use permit for alcohol sales for onsite consumption accessory to a restaurant or coffee shop, with the permitted hours of operation from 6 a.m. to 2 a.m.
- A development agreement for the construction of two full-motion animated billboards totaling 2,807 square feet.
- A vesting parcel map.
- Other discretionary and ministerial permits and approvals that may be deemed necessary, including but not limited to temporary street closure permits, grading permits, excavation permits, foundation permits, and building permits.

Project Construction

The Project would be constructed in six phases (including demolition, site preparation, grading, building construction, paving, and architectural coating), beginning in 2026, and expected to be approximately 19 months long. Construction activities would include earthwork, rebar, structural steel, concrete slab, concrete panels, truss placement, mechanical, electrical, plumbing, glazing,

10 Nighttime construction noise: "significant and unavoidable" — Back, letter; docx facts · cited as RDEIR §2.9.3; Noise section Section 2.9.3 of the summary; the finding is restated in the Noise section (PDF pp. 201–203).

City of West Hollywood
9160-9176 Sunset Boulevard Recirculated DEIR

2.9.3 Significant and Unavoidable

Noise

Ambient Noise Levels - Nighttime Construction Work

CONSTRUCTION

Nighttime construction activities would generate noise levels that exceed existing nighttime ambient noise levels at nearby sensitive receptors. Although Mitigation Measure NOI-1 would be implemented and includes measures such as temporary noise barriers and construction noise controls, nighttime construction noise levels would continue to exceed applicable thresholds at certain nearby residences. Therefore, nighttime construction noise impacts would remain significant and unavoidable.

Excessive Groundborne Vibration or Noise – Human Annoyance

Construction activities involving large earthmoving equipment would generate groundborne vibration levels perceptible to nearby sensitive receptors and exceeding established thresholds for human annoyance. While Mitigation Measure NOI-2 would reduce vibration associated with truck travel by improving pavement conditions, and Mitigation Measure NOI-1 would provide notification procedures, these measures would not reduce vibration impacts associated with earthmoving equipment to below applicable human annoyance thresholds. Therefore, vibration impacts related to human annoyance during construction would remain significant and unavoidable.

2.10 Project Design Features

2.10.1 Aesthetics

AES-PDF-1: At 20 minutes before sunset the Project digital billboard signage will be specified to begin transition from the maximum daytime luminance of 6,000 cd/m² to the maximum nighttime luminance of 300 candelas/m². Similarly, the Project digital billboard signage will be specified to transition from the night maximum luminance of 300 cd/m² to the day maximum luminance of 6,000 cd/m², beginning no earlier than 20 minutes before sunrise.

2.10.2 Air Quality

AQ-PDF-1: All construction off-road equipment will be Tier 4 Interim or better where applicable.

2.10.3 Geology and Soils

GEO-PDF-1: The project would implement all geotechnical recommendations for the development of the site, including earthwork, seismic design, retaining walls, shoring and foundation design as specified in the Geotechnical Engineering Investigation prepared for the project; completed by Geotechnologies, Inc. in December 2020 and provided in Appendix N of the Original DEIR.

- 5** Five stories, about 90 feet, on an 18,608 sq ft lot; 52,999 sq ft of office and restaurant space; FAR 2.85; the former Hornburg Jaguar site — Front, marker note 2 and deck; back, letter · cited as RDEIR §3.1.1, p. 3-1
The RDEIR says "existing automotive dealership"; the Hornburg Jaguar name is from public reporting and the subcommittee record, not the RDEIR.
- 6** 86-space garage on three underground levels — Docx facts only (not printed) · cited as RDEIR §3.1.1, p. 3-1

3 Project Description

3.1 Project Characteristics

3.1.1 Project Description

The Project site is located at 9160-9176 Sunset Boulevard Project and comprised of three contiguous lots located on the south side of Sunset Boulevard. Figure 3-1, below, includes a Project Location map that helps illustrate adjacent land uses and the overall outline of the Project Site.

Overall, the Project would consolidate the three lots into one and include construction of a five-story, commercial office building. In order to facilitate a new development, the existing automotive dealership building, and related surface parking, would be demolished and removed before site preparation. The proposed new building would include approximately 52,999 square-feet of floor area on an 18,608-square-foot Project site, resulting in a Floor Area Ratio (FAR) of approximately 2.85 to 1. The maximum building height would be approximately 90-feet. Land uses per floor are detailed below in Table 3-1.

On the ground floor, the retail/high turnover restaurant uses would be provided in the west half of the building and in the northeast corner. These uses would also include provision of additional open space for outdoor dining use. A lobby associated with the office uses would be located in the north-central part of the ground floor, and back-of-the-house uses and bike showers would be located in the south-central part of the ground floor. A ramp to the underground parking structure would be located in the southeast corner of the site. Bicycle parking (6 spaces) would be provided in the Project area along Sunset Boulevard. See Figure 3-2, Ground Floor Plan.

The upper levels (i.e., levels two through five) would consist entirely of office spaces. Levels three through five and the roof level would be stepped back so that the building massing would be compatible with the existing residential scale buildings to the south. Vehicle parking (86 spaces) and additional bicycle parking (10 spaces), along with back-of-the-house uses, would be provided in three subterranean levels. See Figure 3-3, Proposed Building Section.

Plants that are grown to hang over levels two and three on the north side of the building and levels three, four, and five on the south side of the building would provide green screening and help in softening the building edges by adding natural greenery to the building exterior. Mechanical, electrical and plumbing uses would be located on the roof.

The Project would be designed and constructed in compliance with applicable City codes, including, but not limited to, the 2022 California Building Code, California Plumbing Code, California Mechanical Code, California Electrical Code, and California Building Energy Efficiency Standards. The proposed building would be all-electric.

The Project proposes two full-motion animated billboards: one located along the northwest corner of the building on levels three through five ("Advertising Area 1") and another located along the northeast corner of the building on level four ("Advertising Area 2"). The full-motion animated billboards are described in more detail below in Section 2.1.2 of this Recirculated Draft EIR.

- 1** 2,807 sq ft of animated LED advertising; two full-motion billboards; the northwest face alone is 2,307 sq ft across three floors; the northeast face is 500 sq ft — Front, marker note 1 and deck; back, letter · cited as RDEIR §3.1.2, pp. 3-6 to 3-7
- 4** The larger face is on the northwest corner, directed north across Sunset; the subcommittee asked for it to be reoriented, reduced or moved to the east face, and the plan is unchanged — Front, headline and marker note 1 (“pointed at our windows”); deck; back, letter · cited as RDEIR Figure 3-4; Subcommittee 68:01, 73:20

Orientation from §3.1.2 and Figure 3-4 (Advertising Area 1 on the northwest corner, spanning levels three through five). The 'reorient / reduce / east face' request is the subcommittee's (Q1, Q2 below); 'unchanged' rests on the RDEIR project description (March 2026) carrying the same 2,307 sq ft northwest face the subcommittee discussed in June.

3.1.2 Full-Motion Animated Billboards

The Project proposes two full-motion animated billboards that would display off-site advertising and art, including public art required by the City's Sunset Boulevard Off-Site Signage Policy. Advertising Area 1 is located along the northwest corner of the exterior of the building, and Advertising Area 2 is located along the northeast corner of the exterior of the building. See Figure 3-4 for location of the Advertising Areas 1 and 2. Each Advertising Area is comprised of an area for the primary off-site advertising space ("Primary Advertising Area") and a smaller area with feathered lighting that will integrate the off-site advertising space with the office building ("Integration Area"). The Integration Areas will be coordinated with and designed to enhance the Primary Advertising Areas. See Figure 3-5 Project Rendering at Cory Avenue – View East.

Together, the Primary Advertising Area and Integration Area comprise the "Total Advertising Area." The Project proposes 2,807 square feet of Total Advertising Area, including 2,174 square feet of Primary Advertising Area and 633 square feet of Integration Area.

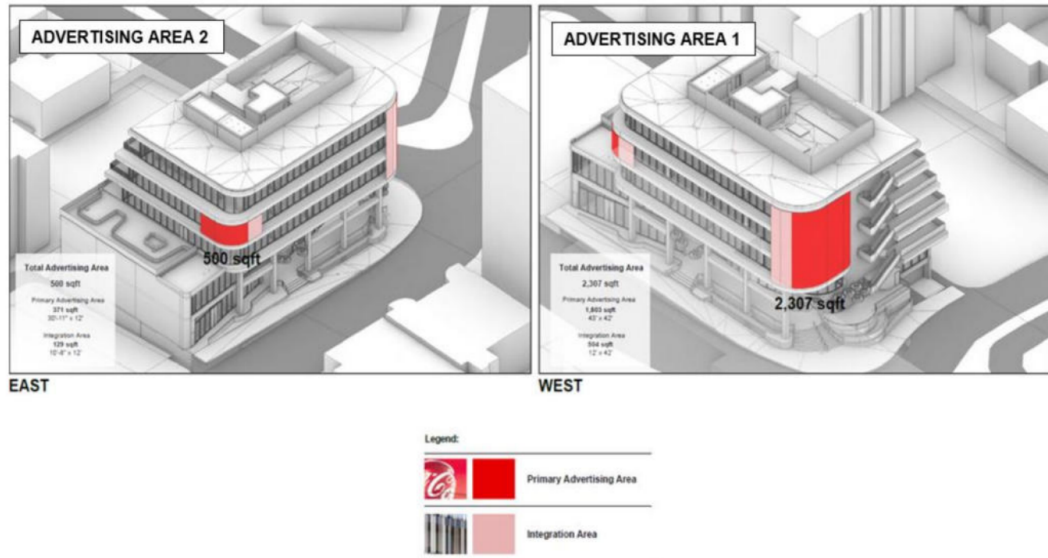
- **Advertising Area 1** consists of 2,307 square feet of Total Advertising Area, including 1,803 square feet of Primary Advertising Area and 504 square feet of Integration Area, spanning levels three through five at the northwest corner of the exterior of the building.
- **Advertising Area 2** consists of 500 square feet of Total Advertising Area, including 371 square feet of Primary Advertising Area and 129 square feet of Integration Area, spanning level four of the northeast corner of the exterior of the building.

The full-motion animated billboards within the Advertising Areas would comply with the Sunset Boulevard Off-Site Signage Policy, which is incorporated as part of the Specific Plan. Construction of a new full-motion animated billboard requires approval of a Development Agreement pursuant to the West Hollywood Municipal Code Chapter 19.66 as well as screening for design excellence. Consistent with the Sunset Boulevard Off-Site Signage Policy requirements, the full-motion animated billboards would be located at least 16 feet above the adjacent sidewalk level; their height would not exceed the maximum allowable height on-site; they would not obscure public sightlines to building entrances or publicly accessible open space; and they would be fully integrated with the building with no vertical space between the billboard face and the building.

- 2** The primary face is roughly 42 by 42 feet — Docx facts (fact 1); front marker note 1 · cited as RDEIR Figure 3-4, p. 3-7
Read from the dimension labels on Figure 3-4 (Advertising Area 1: Primary Advertising Area 1,803 sq ft, 42' × 42'). The labels are rasterised in the figure, so nothing highlights; see the page.

Project Description

Figure 3-4 Mapping of Project Digital Component



3 Lit 24 hours a day; moving images until 2:00 a.m., static ads until sunrise ("Lit 24 hours a day", "lit around the clock") — Front, headline, marker note 1 and deck; back, intro and letter · cited as RDEIR §3.1.2.2

The operating standard is a 24-hour luminance schedule (daytime up to 6,000 cd/m²; evening up to 300 cd/m² from sunset until 20 minutes before sunrise) with no off period. Animated content is permitted from sunrise until 2:00 am; from 2:00 am until sunrise no animated content or moving patterns, i.e. static advertising. The RDEIR nowhere states the sign is switched off.

Project Description

3.1.2.1 Billboard Modules

The full-motion animated billboards are made up of variations of the same structure, or module. Each module is approximately 5.5 inches wide and includes one to four blades, or LED sticks, each of which are approximately 0.59 inches wide. The height of the modules align with the architecture. Within Advertising Area 1, the modules are 15 feet in height on levels three and four, and 12-feet in height on level five. The modules in Advertising Area 2 are proposed to be 12-feet in height.

Each of the modules within the Primary Advertising Areas will contain four blades, will be placed directly next to each other with no extra gaps, and will be programed between 300 and 6,000 candelas per meter squared in compliance with the Sunset Boulevard Off-Site Signage Policy. The lighting in the Integration Areas will be feathered to integrate the off-site advertising space in the Primary Advertising Areas with the office building. To achieve this effect, the modules within the Integration Areas will contain one to four blades, will be placed with varying sized gaps – ranging from inches to feet – between them, and will be programed to comply with the Sunset Boulevard Off-Site Signage Policy. See Figure 3-6, below, for diagrams demonstrating how the modules vary for the Primary Advertising Areas and the Integration Areas.

3.1.2.2 Billboard Operations

The Total Advertising Area of the full-motion animated billboards within Advertising Areas 1 and 2 shall comply with the Lighting and Operation Standards in Section 5 of the City of West Hollywood Sunset Boulevard Off-Site Signage Policy for lighting and digital technology.

- **Schedule:** Sign luminance shall adjust throughout the day in accordance with the following schedule:
 - **Daytime:** From sunrise until 20 minutes prior to sunset, luminance shall not exceed 6,000 candelas per meter squared.
 - **Evening:** From sunset until 20 minutes prior to sunrise, luminance shall not exceed 300 candelas per meter squared.¹
 - **After Hours:** From 2:00 am until sunrise, no animated content or moving patterns shall be permitted.
- **Illuminance**
 - Illuminance from signs or architectural lights shall not exceed 1.4-foot candles at any adjacent residential zoned property line.
- **Sign Control and Transitions**
 - Sign luminance shall transition smoothly between the hours of operation limits above over a time period of no less than 20 minutes. All transitions shall be completed so that the maximum allowable luminance is achieved by the stated time listed above.
 - When ambient sunlight illuminance during daytime is less than 100-foot candles for more than 20 minutes, the full-motion animated billboard shall transition at a smooth rate of change from the daytime luminance level permitted above to the evening luminance level permitted over a time period of no less than 20 minutes.

¹ Pursuant to SSP Chapter 8, Section 5.A.4, the Project's Lighting Study (Appendix C1 of this RDEIR) demonstrates that the Project would not exceed the established lighting threshold of 1.4 footcandles at any residentially zoned property line at 300 candelas per meter squared during the evening. Therefore, the Project would be subject to an evening luminance standard of 300 candelas per meter squared instead of the evening luminance standards set forth in Table 1 of SSP Chapter 8, Section 5.A.1.

14 Site is on the south side of Sunset, east of Cory Avenue; inset streets and footprints — Back, map (geometry from OpenStreetMap, cross-checked against Figure 3-1) · cited as RDEIR Figure 3-1 and §4.1

City of West Hollywood
9160-9176 Sunset Boulevard Recirculated DEIR

the field of view can be wide and extend into the distance, and focal views that focus on a particular object, scene or feature of interest.

Visual Resources and Urban Character of the City

The City encompasses approximately 1.9 square miles and is surrounded by the City of Los Angeles to the north, east, and south, and the City of Beverly Hills to the west. West Hollywood is almost entirely developed and is characterized by a dense, compact urban form with small lots, a mix of land uses, and a walkable street grid. The West Hollywood General Plan 2035 (General Plan) does not identify any designated scenic vistas, routes, or corridors in the city. Visual resources in the city generally consist of viewsheds and other scenic public views. Viewsheds refer to the visual qualities of a geographical area that are defined by the horizon, topography, and other natural features that give an area its visual boundary and context, or by development that has become a prominent visual component of the area. Public views are those that can be seen from vantage points that are publicly accessible, such as streets, freeways, parks, and vista points. These views are generally available to a greater number of persons than private views, which can only be seen from vantage points located on private property.

Local viewsheds are in the northern upper portion of West Hollywood and are defined by the hillside areas (e.g., Hollywood Hills in the City of Los Angeles) that lie further north of the city.² Scenic public views in the city are generally of the Hollywood Hills and are visible throughout the city. Public views of the Los Angeles Basin and buildings in downtown Los Angeles to the south are generally not visible at street level but are visible from higher vantage points throughout the city.

Defined as a “corridor city” by the General Plan Land Use and Urban Form Chapter, West Hollywood has major east-west (e.g., Santa Monica Boulevard) and north-south corridors (e.g., La Brea Boulevard), and much of its urban character is created by its public spaces, including its streets, streetscapes, and public buildings. The City’s public spaces are its “public face” and are often the areas that visitors and residents remember and associate most with the city. Most residential neighborhoods in the city have tree-lined streets and sidewalks, whereas in commercial areas, most streets have interesting retail frontages along sidewalks, with amenities such as benches, landscaping, and street trees. Signage also contributes to the pedestrian-friendly urban environment and the City’s image as a creative center. According to the General Plan Land Use and Urban Form Chapter, the most iconic signs in West Hollywood are the billboards, large screen full motion videos, and tall walls of Sunset Boulevard. Of note, these types of signage also contribute to existing lighting levels and glare in the City (West Hollywood 2011).

Visual Resources and Urban Character of the Project Site and Immediate Vicinity

The Project Site is located in the western portion of the City on the south side of Sunset Boulevard and the east side of Cory Avenue at 9160-9176 Sunset Boulevard. The Project Site and surroundings have a south slope of approximately 12 percent grade. The south foot of the Hollywood Hills is approximately 250 feet north of the Project Site. Visual resources in the vicinity of the Project Site include buildings, general cityscape, trees, and the Hollywood Hills to the north. The Project Site is visible at street level from Sunset Boulevard and from Cory Avenue.

² The Hollywood Hills extend east-west and are contiguous with the Santa Monica Mountains to the west; the Hollywood Hills and Santa Monica Mountains combined extend approximately 45 miles east-west from Griffith Park in the City of Los Angeles in the east to Point Mugu in Ventura County in the west.

11 Distances: a monitoring site next to 9255 Doheny Road (Sierra Towers) is 524 ft west of the site; 1033 Carol Drive is 104 ft east and the multi-family residences there about 20 ft south; 1112 Cory Avenue is 215 ft north — Back, hand-drawn map; front deck (“twenty feet from the homes on Carol Drive”) · cited as RDEIR Table 4.1-2

These are illuminance monitoring sites, not facade-to-facade measurements. The inset on the mailer instead measures footprint to footprint on OpenStreetMap data (source/osm/block-wide.json, work/make_inset.py): about 520 ft from the northwest sign face to Sierra Towers (which agrees with the RDEIR's 524 ft) and about 370 ft to the apartments at 9231–9245 Doheny Road. The inset also shows the nearest residential structures north (about 215 ft, matching the RDEIR's 215 ft to 1112 Cory Avenue), east (about 75 ft) and south (about 100 ft, matching the RDEIR's single-family residences approximately 100 feet to the south). The 20 ft figure is from the air-quality sensitive-receptor discussion (PDF p. 101: multi-family residences at 1033 Carol Drive approximately 20 feet south); OSM's footprint for 1033 Carol Drive sits about 200 ft from the site footprint, so the RDEIR's 20 ft is presumably to the property line.

Table 4.1-2 Measured Illuminance at Monitoring Sites

Monitoring Site	Illuminance (fc)		Address; Distance from Project Site	Evaluation
	Horizontal	Vertical		
M-E1	0.69	0.90	Next to 1033 Carol Drive; 104 feet east of the Project Site	Low Horizontal, Medium Vertical illuminance
M-N1	0.48	0.50	Next to 1112 Cory Avenue; 215 feet north of the Project Site	Low Horizontal, Low Vertical illuminance
M-N2	0.22	0.08	Next to 1245 North Doheny Drive; 930 feet north of the Project Site	Low Horizontal, Low Vertical illuminance
M-W1	1.81	0.40	Next to 9233 Doheny Road; 375 feet west of the Project Site	High Horizontal, Low Vertical illuminance
M-W2	1.70	1.00	Next to 9255 Doheny Road; 524 feet west of the Project Site	High Horizontal, Medium Vertical illuminance
M-S1	0.20	0.29	Next to 1024 Cory Avenue; 105 feet south of the Project Site	Low Horizontal, Low Vertical illuminance

fc = footcandles

Source: Krahe 2025 (Appendix B1 of this RDEIR)

Glare

Glare is visual discomfort experienced from high luminance. For exterior environments at night, glare occurs when the range of luminance in a visual field is too large. The light energy incident at a point is measured by a scale of fc (footcandles) and is described in the term 'illuminance.' This incident light is not visible to the eye until it is reflected from a surface, such as pavement, wall, dust in the atmosphere or the surface of a light bulb. The visible brightness of a surface is measured in footlamberts (or metric equivalent candelas per square meter [cd/m^2]) and is described by the term 'luminance'.³ Glare is measured as the ratio of the maximum luminance to the average luminance looking toward the Project Site. Luminance is evaluated as high (greater than $300 \text{ cd}/\text{m}^2$), medium (greater than $10 \text{ cd}/\text{m}^2$ and less than $300 \text{ cd}/\text{m}^2$), and low (below $10 \text{ cd}/\text{m}^2$). Furthermore, contrast is the ratio of one surface luminance to a second surface luminance or to the field of view.

Contrast is evaluated as high and uncomfortable (exceeding 30 to 1), medium (less than 30 to 1 but greater than 10 to 1), and low (10 to 1 or less). The visual evaluation of contrast describes the perception of how bright a visible object appears to the surrounding objects within any given field of view and context (Krahe 2025).

³ Footlambert is a unit of luminance in United States units; one footlambert is approximately 0.318 candela per square foot.

12 Multi-family residences about 20 feet south of the site (1033 Carol Drive) — Front, deck; back, map · cited as RDEIR §4.2 (sensitive receptors)

City of West Hollywood
9160-9176 Sunset Boulevard Recirculated DEIR

PM₁₀ State standard exceeded in 2023 and 2024, and the PM_{2.5} federal standard in 2024. No other State or federal standards were exceeded at nearby monitoring stations.

Table 4.2-2 Annual Ambient Air Quality Data from Nearest Monitoring Stations

Pollutant	2022	2023	2024
Ozone (ppm), Worst 1-Hour ¹	0.081	0.109	0.093
Number of days above CAAQS (>0.09 ppm)	0	1	1
Number of days above NAAQS (>0.12 ppm)	0	0	0
Ozone (ppm), Worst 8-Hour Average ¹	0.070	0.066	0.069
Number of days above CAAQS (>0.070 ppm)	0	0	0
Number of days above NAAQS (>0.070 ppm)	0	0	0
Carbon Monoxide (ppm), Highest 8-Hour Average ²	1.5	1.2	1.6
Number of days above CAAQS or NAAQS (>9.0 ppm)	0	0	0
Nitrogen Dioxide (ppm), Worst 1-Hour ¹	0.051	0.044	0.054
Number of days above CAAQS (>0.180 ppm)	0	0	0
Number of days above NAAQS (>0.100 ppm)	0	0	0
Particulate Matter <10 microns (µg/m ³), Worst 24 Hours ²	43.7	51.6	71.1
Number of days above CAAQS (>50 µg/m ³)	0	1	2
Number of days above NAAQS (>150 µg/m ³)	0	0	0
Particulate Matter <2.5 microns (µg/m ³), Worst 24 Hours ²	33.7	30.6	55.7
Number of days above NAAQS (>35 µg/m ³)	0	0	7

ppm = parts per million; µg/m³ = micrograms per cubic meter; CAAQS = California Ambient Air Quality Standard; NAAQS = National Ambient Air Quality Standard

¹ Data sourced from the CARB at the nearest monitoring station with available data at the West Los Angeles-VA Hospital station in Los Angeles.

² Data sourced from the CARB at the nearest monitoring station with available data at the Los Angeles-North Main Street station in Los Angeles.

Source: CARB 2025b and SCAQMD 2025

Sensitive Receptors

Ambient air quality standards have been established to represent the levels of air quality considered sufficient, with a margin of safety, to protect public health and welfare. They are designed to protect that segment of the public most susceptible to respiratory distress, such as children under 14, the elderly (over the age of 65), people engaged in strenuous work or exercise, and people with cardiovascular and chronic respiratory diseases. According to the SCAQMD, sensitive receptors include residences, long-term health care facilities, rehabilitation centers, convalescent centers, hospitals, retirement homes, and schools, playgrounds, and childcare centers (SCAQMD 2005). Sensitive receptors nearest to the Project Site consist of multi-family residences (at 1033 Carol Drive) approximately 20 feet south of the Project Site. Other nearby sensitive receptors include single-family residences located approximately 100 feet to the south, single- and multi-family residences located approximately 210 feet to the northeast (9080 Shoreham Drive) and southeast

While people have varying sensitivities to vibrations at different frequencies, in general they are most sensitive to low-frequency vibration. Vibration in buildings, such as that from nearby construction activities, may cause windows, items on shelves, and pictures on walls to rattle. Vibration of building components can also take the form of an audible low-frequency rumbling noise, referred to as groundborne noise. Groundborne noise is usually only a problem when the originating vibration spectrum is dominated by frequencies in the upper end of the range (60 to 200 Hz), or when foundations or utilities, such as sewer and water pipes, physically connect the structure and the vibration source (Federal Transit Administration [FTA] 2018). Although groundborne vibration is sometimes noticeable in outdoor environments, it is almost never annoying to people who are outdoors. The primary concern of vibration is that it can be intrusive and annoying to building occupants and vibration-sensitive land uses.

Vibration amplitudes are usually expressed in peak particle velocity (PPV), or root mean squared (RMS) vibration velocity. The PPV and RMS velocity are normally described in inches per second (in/sec). PPV is defined as the maximum instantaneous positive or negative peak of a vibration signal. PPV is often used in monitoring of blasting vibration because it is related to the stresses that are experienced by buildings (Caltrans 2020).

Although PPV is appropriate for evaluating the potential for building damage, it is not always suitable for evaluating human response. It takes some time for the human body to respond to vibration signals. As with airborne sound, the RMS velocity is often expressed in decibel notation as vibration decibels (VdB), which serves to compress the range of numbers required to describe vibration (FTA 2018). Vibration significance ranges from approximately 50 VdB (the typical background vibration-velocity level) to 100 VdB, the general threshold where minor damage can occur in fragile buildings (FTA 2018).

c. Sensitive Receptors

Noise exposure standards for various types of land uses reflect the varying noise sensitivities associated with those uses. The City of West Hollywood General Plan 2035 Noise Element defines the following as noise-sensitive receptors: residences, schools, hospitals, religious facilities, theaters, concert halls, libraries, offices, and parks (City of West Hollywood 2011).

The nearest sensitive receptors in the vicinity of the Project Site include a multi-family residential property located approximately 20 feet south of the Project Site boundary and a single-family residential property located approximately 95 feet south of the Project Site boundary. Other nearby sensitive receptors include additional single-family and multi-family residences located farther to the south, single-family residences located to the north across from Sunset Boulevard, and the **Sierra Towers Condominium Complex located to the northwest.**

d. Existing Noise Environment

The most prominent source of noise in the vicinity of the Project Site is vehicle traffic on nearby roadways (primarily Sunset Boulevard). To characterize the ambient noise environment in the Project vicinity, two short-term (15-minute) and two long-term (24-hour) noise level measurements were conducted on November 3 through 4, 2025. A SoftdB Piccolo-II, ANSI Type 2 integrating sound level meter was used to conduct the measurements. The sound level meter was field calibrated before and after the measurements. All measurements were made at five feet above the ground and at least six feet away from reflective surfaces. Short-term measurement 1 (ST-1) was conducted along Cory Avenue, near the southwestern corner of the Project Site boundary and ST-2 was conducted along Sunset Boulevard, near the northeastern corner of the Project Site boundary. Long-

8 Garage driveway on Cory Avenue, so close to Sunset that the City requires a keep-clear sign as mitigation (Impact TRA-1) – Docx facts only (not printed) · cited as RDEIR §2, Impact TRA-1; Transportation

City of West Hollywood
9160-9176 Sunset Boulevard Recirculated DEIR

Approval would reduce the potential for hazards due to geometric design features and incompatible uses to less than significant during the Project construction phase.

Operation

The Project would not alter the surrounding roadways. Vehicular access to the Project Site during Project operation would occur on a driveway from Cory Avenue and an alleyway from Carol Drive. The Project would comply with all applicable requirements of the City of West Hollywood regarding traffic-related design features and would be designed to provide adequate lines of sight, proper emergency access, and vehicle flow within the Project Site. Additionally, Mitigation Measure TRA-1 would prevent traffic congestion near the Cory Avenue/Sunset Boulevard/Doheny Road intersection. Therefore, the Project would not increase hazards due to a design feature, and impacts would be less than significant with mitigation.

Mitigation Measures

MM TRA-1 Wayfinding Signage. A “keep clear” sign shall be located at the proposed Cory Avenue driveway to ensure there would be less than significant traffic congestion near the Cory Avenue/Sunset Boulevard/Doheny Road intersection.

Significance After Mitigation

Impacts would be less than significant with implementation of the above mitigation measure.

Threshold 4: Would the Project result in inadequate emergency access?
--

Impact TRA-4 CONSTRUCTION OF THE PROJECT MAY INVOLVE TEMPORARY SIDEWALK OR LANE CLOSURES, AND OPERATION OF THE PROJECT WOULD INVOLVE TWO EGRESS ROUTES NEAR A BUSY INTERSECTION, BOTH OF WHICH HAVE THE POTENTIAL TO INHIBIT EMERGENCY ACCESS. HOWEVER, IMPACTS WOULD BE LESS THAN SIGNIFICANT WITH MITIGATION.

Construction

During the construction phase of the Project, there may be temporary sidewalk and lane closures that could possibly result in inadequate emergency access. However, preparation of a Construction Management Plan under the City’s Standard Condition of Approval, as detailed above in Impact TRA-3, would result in less than significant impacts regarding inadequate emergency access to the Project Site during the Project construction phase.

Operation

In order to ensure adequate ingress and egress is provided to visitors to the Project Site, a forecast for vehicle queues at the Doheny Road-Cory Avenue/Sunset Boulevard intersection (adjacent to the Project parking structure). During operation, two driveways would provide ingress and egress from the Project Site; one from Cory Avenue, and one along a driveway connected to Carol Drive. The 2022 Traffic Assessment (Appendix O of the Original DEIR) found both driveways to have no issues with access; however, the traffic study recommends a keep-clear sign at the Cory Avenue driveway due to the close proximity to the Cory Avenue/Sunset Boulevard/ Doheny Road intersection (Sarsour 2022). Therefore, the Project would implement MM TRA-1, as described under Impact TRA-3, above, which would require such a keep-clear sign, and would reduce emergency access impacts during operation to less than significant. Therefore, a driveway at this location would not be a new

7 About 1,172 vehicle trips a day, in and out on Cory Avenue and the rear alley off Carol Drive — Front, marker note 3 (cited on the picture as "City's own EIR, §4.6 Transportation") · cited as RDEIR §4.6 Transportation; §3.1.3.1

1,172 is the project's NET NEW daily trips in total (127 AM peak, 125 PM peak), not the volume of one driveway: the RDEIR provides two driveways, one from Cory Avenue and one on the rear alley off Carol Drive (§3.1.3.1, PDF p. 51; Transportation, PDF p. 247). The draft-6 note "in & out right here on Cory" overstated it; corrected Sept 8 at the client's request.

City of West Hollywood

9160-9176 Sunset Boulevard Recirculated DEIR

not achieve the same level of visual prominence or alignment with the SSP's vision for a dynamic, visually engaging gateway site. Therefore, Alternative 2's land use consistency impacts would be greater than the Project's less than significant impacts but would remain less than significant.

5.6.2.11 Noise

Construction

Alternative 2 would consist of the same demolition and construction as the Project would, except construction of the digital signage on the side of the buildings would not occur. Construction activities would be primarily confined to the Project Site and would only include minor offsite improvements in the surrounding streets, as necessary. When compared to the Project, construction related noise would be almost identical to that of the Project but could involve a slightly shorter construction timeline. However, nighttime construction activities would be proposed for the development of the structure, similar to the Project. Construction noise and vibration impacts (both daytime and nighttime) would be similar to those of the Project, which would be significant and unavoidable even with implementation of Mitigation Measures NOI-1 and NOI-2, which would require the use of temporary noise barriers and maintenance of a smooth road surface along the alley during construction.

Operation

Alternative 2 would consist of the same operational activities, except for the digital signage, which is not associated with any noise. With that, Alternative 2 would produce similar noise as that of the Project. All potential impacts under Alternative 2 would be less than significant and similar to those of the Project.

5.6.2.12 Transportation

Construction

Alternative 2 would consist of the same demolition, construction, and building operation as the Project would, except construction and operation of the digital signage. Similar to the Project, construction activities would be primarily confined to the Project Site and would only include minor offsite improvements in the surrounding streets. Both the Project and Alternative 2 would include preparation and implementation of a CTMP as required by City, including a street closure plan detailing how vehicle traffic, including bus traffic, pedestrian traffic, and bicycle traffic would flow during temporary street closures during construction. The plan would also specify the locations of on- and off-street parking during construction and maintain emergency access at all times. Construction traffic impacts of Alternative 2 would be similar to those of the Project, which would be less than significant.

Operation

Operation of Alternative 2 respecting trip generation would be the same as that of the Project. As shown in Section 4.6, *Transportation*, of the RDEIR, the Project is estimated to generate approximately 1,172 daily trips, including 127 AM peak-hour trips and 125 PM peak-hour trips. Because Alternative 2 would not change the mix of land uses or square footage, trip generation under Alternative 2 would remain the same as the Project.

The record · June 25, 2026 [back to contents](#)

Links open the meeting video at the timestamp (the viewer starts three seconds early). Timestamps are relative to the item 4B clip, not the full Granicus recording.

Q1 Commissioner Lynn Hoopingarner · 68:01

“We’re already talking about a billboard that’s massively larger than what would otherwise be permitted. ... We can’t always be about more revenue for the city. We have to be about quality of life for the whole community.”

ON THE MAILER	Back, “The Commission’s own subcommittee, in June” · front deck (“told the developer to turn the sign or shrink it”); back, letter
WATCH IT	https://stop9160sunset.com/watch?t=4081
TRANSCRIPT	[68:01] Commissioner Hoopingarner: We’re already talking about a billboard that’s massively larger than what would otherwise be permitted. But, um, we can’t always be about more revenue for the city. We have to be about quality of life for the whole community.

Q2 Chair Stacey E. Jones · 73:20

“There are clearly people in Sierra Towers who feel this is going to encroach upon their way of life. ... I think it would behoove you and everyone else to figure out a way to reorient the billboards and/or change their size.”

ON THE MAILER	Back, “The Commission’s own subcommittee, in June” · front deck (“told the developer to turn the sign or shrink it”); back, letter
WATCH IT	https://stop9160sunset.com/watch?t=4400
TRANSCRIPT	[73:20] Chair Stacey Jones: There are clearly people in Sierra Towers who feel this is going to encroach upon their way of life. So, I think it would behoove you and everyone else to figure out a way to reorient the billboards and or change their size.

Q3 Commissioner David S. Gregoire · 51:44

“I do worry that there could be negative impacts on some of those residential buildings, on Sierra Towers in particular.”

ON THE MAILER	Back, “The Commission’s own subcommittee, in June”
WATCH IT	https://stop9160sunset.com/watch?t=3104
TRANSCRIPT	[51:44] Commissioner Gregoire: I do worry that there could be negative impacts on the, some of those residential buildings on Sierra Towers in particular.

Q4 Commissioner David S. Gregoire · 51:44 · “a missed opportunity”

ON THE MAILER	Docx facts (fact 3); not printed on draft 6
WATCH IT	https://stop9160sunset.com/watch?t=3104
TRANSCRIPT	[51:44] Commissioner Gregoire: One thing I was going to say is sometimes I think having such a small building, be good to have a bigger building in this location, maybe something mixed-use to add some residential housing to the area. Um, on Planning Commission, I try to be an advocate for building housing and somehow I think this is kind of a missed opportunity, that there’s really only three levels of commercial in this project.