IV. Environmental Impact Analysis
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A. Aesthetics, Views, Light/Glare, and Shading

1. Introduction

This section of the Draft EIR provides an analysis of the Project’s potential impacts with regard to aesthetics, views, light/glare, and shading. A description of each of these environmental issues is provided below.

a. Aesthetics

Aesthetics refers to the overall visual quality of an area or within a given field of view. As such, the analysis of aesthetics focuses on the Project’s visual relationship with existing and planned land uses in the Project area. The analysis considers qualities related to visual character, such as the composition of the urban landscape, density, massing, setbacks, materials, surrounding urban infrastructure, the existing aesthetic quality of the Project Site, and the general composition of aesthetic features, as well as the relationships between these elements. The analysis also considers both distant natural features and proximate man-made/urban features with aesthetic value within a reasonable geographic scope around the Project Site. The visual quality impacts considered within the analysis include the alteration of the existing visual quality of the Project Site, the potential loss of existing features of aesthetic value, and the consistency of the Project within the surrounding aesthetic character of the urban environment. The analysis also considers the introduction of contrasting features that could contribute to a decline in overall visual character (e.g., the introduction of contrasting features that overpower familiar features, eliminate context or associations with history, or create visual incompatibility where there may have been apparent efforts to maintain or promote a thematic or consistent character).¹ The analysis of Project impacts on aesthetics also includes an assessment of the Project’s consistency with applicable regulations and plans that address visual quality.

b. Views

The analysis of views assesses the Project's potential impacts on visual access to valued visual resources (e.g., mountain ranges, the urban skyline, historic resources, etc.) within and surrounding the Project Site. The analysis considers the Project's distance from visual resources identified in the area, the topography of the Project area, and existing view obstructions. The analysis considers both focal views (i.e., views of a particular object, scene, setting, or feature of visual interest) and panoramic views or vistas (i.e., views of a large geographic area for which the view may be wide and extend into the distance). Existing valued views of and from the Project Site are also identified and considered. Further, a number of development characteristics, such as building height, mass, and density, are considered as they relate to the potential obstruction of valuable views.

c. Light and Glare

Nighttime illumination of varying intensities is characteristic of most urban and suburban land uses, including those in the City of Los Angeles. New nighttime light sources have the potential to increase ambient nighttime illumination levels and result in spillover of light onto adjacent properties. These effects have the potential to interfere with certain functions including vision, sleep, privacy, and general enjoyment of the natural nighttime condition. The significance of the impact depends on the type of use affected, proximity to the affected use, the intensity of the light source, and the existing ambient light environment. As discussed in more detail below, according to the L.A. CEQA Thresholds Guide, land uses that are considered sensitive to nighttime light include, but are not limited to, residential, some commercial and institutional uses, and natural areas. These land uses are recognized as light-sensitive because they are typically occupied by persons who have expectations for privacy during evening hours and who are subject to disturbance by bright light sources (or in the case of natural areas, biological resources that are subject to disturbance by bright light sources). The analysis below considers the existing level of nighttime urban lighting in the vicinity and evaluates the potential for the nighttime lighting sources introduced by the Project to impact these light-sensitive uses.

Glare occurs during both daytime and nighttime hours. Daytime glare is caused by the reflection of sunlight or artificial light from highly polished surfaces, such as window glass or reflective materials, and, to a lesser degree, from broad expanses of light-colored surfaces. Daytime glare generation is common in urban areas and is typically associated with mid- to high-rise buildings with exterior façades largely or entirely comprised of highly

reflective glass or mirror-like materials from which the sun can reflect, particularly following
sunrise and prior to sunset. Daytime glare generation is typically related to sun angles,
although glare resulting from reflected sunlight can occur regularly at certain times of the
year. Glare can also be produced during evening and nighttime hours by artificial light
directed toward a light-sensitive land use. The analysis of glare provided below assesses
the Project’s potential impacts on glare-sensitive uses, which include light-sensitive uses
and transportation corridors (i.e., roadways).

d. Shading

Shading refers to the effect of shadows cast upon adjacent areas by proposed
structures. Shadows may provide positive effects, such as cooling effects during warm
weather, or negative effects, such as the loss of natural light necessary for solar energy
purposes, or the loss of warming influences during cool weather. Shadow effects depend
on several factors, including the local topography, height and bulk of a project’s structural
elements, sensitivity of adjacent land uses, existing conditions on adjacent land uses,
season, and duration of shadow projection. According to the L.A. CEQA Thresholds Guide,
facilities and operations sensitive to the effects of shading include: routinely useable
outdoor spaces associated with residential, recreational, or institutional land uses (e.g.,
schools, convalescent homes); commercial uses such as pedestrian-oriented outdoor
spaces or restaurants with outdoor dining areas; nurseries; and existing solar collectors.
These uses are considered sensitive because sunlight can be important to function,
physical comfort, or commerce. The L.A. CEQA Thresholds Guide provides guidance for
analyzing conditions throughout the year. For the purposes of this analysis, the two
solstices (i.e., summer and winter) and two equinoxes (i.e., spring and fall) are analyzed to
describe the variety of conditions that occur during the course of the year.

2. Environmental Setting

a. Regulatory Framework

A number of local plans, policies, and regulations related to visual character, views,
and lighting are applicable to the Project, including the Citywide General Plan Framework
Element, the Hollywood Community Plan, the Hollywood Redevelopment Plan, the City of
Los Angeles Walkability Checklist, the Citywide Urban Design Guidelines, the Los Angeles
Municipal Code (LAMC), and the Hollywood Signage Supplemental Use District (HSSUD).
There are no regulations concerning shading at the local, regional, or Statewide levels.
Methods to assess shading impacts are presented in the L.A. CEQA Thresholds Guide, as
further discussed below.
(1) City of Los Angeles General Plan Framework

As discussed in greater detail in Section IV.F, Land Use, of this Draft EIR, the City of Los Angeles General Plan Framework Element (General Plan Framework) provides direction regarding the City’s vision for future development in the Project vicinity and includes an Urban Form and Neighborhood Design chapter to guide the design of future development. Although the General Plan Framework does not directly address the design of individual neighborhoods or communities, it embodies general neighborhood design policies and implementation programs that guide local planning efforts. The General Plan Framework also states that the livability of all neighborhoods would be improved by upgrading the quality of development and improving the quality of the public realm (Objective 5.5).³

As it relates to the evaluation of aesthetics and views, the Urban Form and Neighborhood Design Chapter establishes a goal of creating a livable city for existing and future residents with interconnected, diverse neighborhoods. “Urban Form” refers to the general pattern of building heights and development intensity and the structural elements that define the City physically, such as natural features, transportation corridors, activity centers, and focal elements. “Neighborhood Design” refers to the physical character of neighborhoods and communities within the City. With respect to neighborhood design, the Urban Form and Neighborhood Design Chapter encourages growth in areas that have a sufficient base of both commercial and residential development to support transit service.

Also within the General Plan Framework, the Open Space and Conservation Chapter calls for the use of open space to enhance community and neighborhood character. Applicable objectives and policies from the Urban Form and Neighborhood Design Chapter and the Open Space and Conservation Chapter are listed in Table IV.A-1 on page IV.A-57 in the impact analysis below. For further discussion of the Project’s consistency with other applicable objectives and policies of the General Plan Framework refer to Section IV.F, Land Use, of this Draft EIR.

(2) Hollywood Community Plan

The Project Site lies within the Hollywood Community Plan area. The Hollywood Community Plan (Community Plan) is one of 35 community and district plans established for different areas of the City intended to implement the policies of the General Plan Framework. The specific purpose of the Hollywood Community Plan is to promote an arrangement of land use, circulation, and services that would encourage and contribute to

³ City of Los Angeles General Plan Framework, page 5-14.
the economic, social and physical health, safety, welfare, and convenience of the Hollywood Community, within the larger framework of the City. In addition, the Hollywood Community Plan serves to guide the development, betterment, and change of the community to meet existing and anticipated needs and conditions, as well as to balance growth and stability, reflect economic potentials and limits, land development and other trends, and to protect investment to the extent reasonable and feasible.

While the primary aim of the Community Plan is to guide growth and development, a few of the Community Plan’s objectives pertaining to land use also related to aesthetic issues. For example, the Community Plan calls for the coordinated development of Hollywood with other parts of the City and the perpetuation of Hollywood’s image as the international center of the motion picture industry. The Community Plan also encourages the conservation of open space within the Community Plan area.

The Project’s consistency with applicable policies from the Community Plan that relate to aesthetics, views, light/glare, and shading are summarized in the impact analysis below and further discussed in Section IV.F, Land Use, of this Draft EIR.

(3) Citywide Design Guidelines

The Citywide Design Guidelines serve to implement the General Plan Framework’s urban design principles and are intended to be used by City Planning Department staff, developers, architects, engineers, and community members in evaluating project applications, along with relevant policies from the General Plan Framework and Community Plans. By offering more direction for proceeding with the design of a project, the Citywide Design Guidelines illustrate options, solutions, and techniques to achieve the goal of excellence in new design. The Citywide Design Guidelines, which were adopted by the City Planning Commission in July 2013, are intended as performance goals and not zoning regulations or development standards, and therefore do not supersede regulations in the LAMC. As stated in the Citywide Design Guidelines, although each of the Citywide Design Guidelines should be considered in a project, not all of them will be appropriate in every case, as each project will require a unique approach, and “flexibility is necessary and encouraged to achieve excellent design.”4 The City’s Urban Design Studio, which is part of the City of Los Angeles Department of City Planning, considers the Citywide Design Guidelines and other applicable planning documents when reviewing development proposals.5 Accordingly, the elements of the Citywide Design Guidelines are considered in

4 Los Angeles Department of City Planning, Commercial Citywide Design Guidelines, Pedestrian-Oriented/Commercial and Mixed-Use Projects, May 2011, p.5.
the aesthetic impact analysis along with project-specific input received during the City’s urban design review processes, which has been applied to the Project as outlined in the project design features below.

The Citywide Design Guidelines are divided into three sections: residential, commercial, and industrial. Within each section are a number of design principles and measures that address the different elements of site and building design and environmental sensitivity based on land use. Each section of the Citywide Design Guidelines is organized by overarching objectives, followed by a list of specific implementation strategies. The Project’s consistency with the objectives of the Citywide Design Guidelines for pedestrian-oriented/commercial and mixed-use projects is discussed in the impact analysis below.

(4) City of Los Angeles Walkability Checklist

The City of Los Angeles Walkability Checklist Guidance for Entitlement Review (Walkability Checklist) is part of a proactive implementation program for the urban design principles contained in the Urban Form and Neighborhood Design Chapter of the General Plan Framework. City Planning Department staff use the Walkability Checklist in evaluating a project’s entitlement applications and in making findings of conformance with the policies and objectives of the General Plan and the local community plan. The Walkability Checklist is also intended to be used by architects, engineers, and all community members to create enhanced pedestrian movement, and access, comfort, and safety, thereby contributing to improving the walkability of the City. The City Planning Commission adopted the Walkability Checklist in 2007 and directed that it be applied to all projects seeking discretionary approval for new construction. The final Walkability Checklist was completed in November 2008.\(^6\)

In the field of urban design, walkability is the measure of the overall walking conditions in an area. Different factors have been identified with regard to enhancing walkability in the private versus public realms. Specific factors influencing walkability within the private realm (private areas of projects) include: building orientation; building frontages; signage and lighting; on-site landscaping; and off-street parking and driveways. Contributors influencing walkability within the public realm include sidewalks, crosswalks/street crossings, on-street parking, and utilities. Street connectivity, access to transit, aesthetics, landscaping, and street furniture are additional components that are discussed in the Walkability Checklist as they also influence the pedestrian experience.

The General Plan Framework’s Urban Design Form and Neighborhood Design Chapter recognizes that areas and communities within the City include a variety of unique elements. Thus, the General Plan Framework’s urban design principles should not be uniformly applied throughout the City. Similarly, not every Walkability Checklist guideline is appropriate for every project. The primary goal is to consider the applicable guidelines in the design of a project, thereby improving pedestrian access, comfort and safety in the public realm.

The Project’s consistency with applicable design guidelines in the Walkability Checklist is discussed in the impact analysis below.

(5) Hollywood Signage Supplemental Use District (HSSUD)

As stated above, the southern portion of the Project Site is located within the boundary of the HSSUD; the northern portion is not located within this district. The HSSUD was developed to provide the following: promote appropriate and economically viable signage; limit visual clutter by regulating the number, size, and location of signs; minimize potential traffic hazards and protect public safety; protect street views and scenic vistas of the Hollywood Sign and the Hollywood Hills; and protect and enhance major commercial corridors and properties. Last amended by Ordinance No. 181,340, the HSSUD promotes signage that uses clear attractive graphics; coordinates with the architectural elements of the building on which the signage is located; reflects a modern vibrant image of Hollywood as the global center of the entertainment industry; and complements and protects the character-defining features of historic buildings. Specifically, permitted signage types include architectural ledge signs, awning signs, electronic message displays, information signs, marquee signs, monument signs, open panel roof signs, pedestrian signs, pillar signs, projecting signs, and/or skyline logos/icons, as well as certain temporary signs. Billboards and pole signs are not permitted, though legally non-conforming signs that pre-date the HSSUD may remain. Maximum permitted sign areas are also specified. Refer to Section IV.F, Land Use, of this Draft EIR for an analysis of the Project’s consistency with the HSSUD.

(6) Community Redevelopment Agency of Los Angeles Hollywood Redevelopment Plan

The CRA’s Hollywood Redevelopment Plan (Redevelopment Plan) was adopted by the City Council on May 7, 1986, and most recently amended in May 2003. The Hollywood Redevelopment Project Area (Redevelopment Area) encompasses

approximately 1,107 acres bounded by Franklin Avenue on the north, Serrano Avenue on the east, Santa Monica Boulevard and Fountain Avenue on the south, and La Brea Avenue on the west. The Redevelopment Plan supports the California Community Redevelopment Law and as such, is designed to improve economically and socially disadvantaged areas, redevelop or rehabilitate under or improperly utilized properties, eliminate blight, and improve the public welfare. More specifically, as it relates to the analysis of aesthetic impacts, the goals established in the Redevelopment Plan include reviving the historic core of the area, preserving historically significant structures, and recommending urban design guidelines.

As discussed in Section IV.F, Land Use, of this Draft EIR, the Redevelopment Plan designates the Project Site for Highway Oriented Commercial land uses. Section 506.1 states that Community, Highway Oriented and Neighborhood and Office Commercial Uses shall generally provide neighborhood oriented goods and services, including, but not limited to, professional offices, institutional uses, food markets, laundries, dry cleaners, pharmacies, and other neighborhood retail or service businesses, and shall conform to the following criteria:

- Promote community revitalization;
- Conform with the goals and objectives of the Plan; and
- Be compatible with the adjacent residential uses and neighborhood.

The Redevelopment Plan provides density provisions for the Highway Oriented Commercial land use designation, which are discussed in Section IV.E, Land Use, of this Draft EIR, and places priority on enhancing the environmental quality of residential areas.

An analysis of the Project’s consistency with applicable Redevelopment Plan sections related to aesthetics is provided in the impact analysis below. For further discussion of the Redevelopment Plan and related goals and objectives, refer to Section IV.F, Land Use, of this Draft EIR.

(7) Community Redevelopment Agency’s Design for Development for Signs in Hollywood

CRA’s Design for Development for Signs in Hollywood (DFD), revised and amended in October 2007 formalizes CRA’s approval authority over signage located within the Hollywood Redevelopment Area. The DFD largely mirrors the HSSUD. As stated above, the southern portion of the Project Site is located within the boundary of the HSSUD; the northern portion is not located within this district. The general purposes of the DFD are
identical to the HSSUD, with the addition of a specific goal to promote the removal of billboards and pole signs in the area in order to reduce visual clutter. The purposes of the HSSUD are discussed above. As with the HSSUD, billboards and pole signs are not permitted, though legally non-conforming signs that pre-date the DFD and HSSUD may remain. In addition, the DFD specifically designates certain areas, including Sunset Boulevard between Cahuenga Boulevard and Gower Street, as electronic message display areas. In instances where the provisions of the DFD are more restrictive than those of the HSSUD or LAMC, the DFD provisions prevail.

(8) Los Angeles Municipal Code

The City of Los Angeles Planning and Zoning Code (Chapter 1 of the Los Angeles Municipal Code [LAMC]) sets forth regulations and standards regarding the allowable type, density, height, and design of new development projects. As discussed in Section IV.F, Land Use, of this Draft EIR, the northern portion of the Project Site is currently zoned P-1 (Parking, Height District 1) and C4-1-SN (Commercial, Height District 1, Signage Supplemental Use District) on the southern portion of the Project Site. The “P” zone permits public or private parking areas, parking buildings which are located entirely below the natural or finished grade of the parking lot, and specified signage. With some limitations (as identified in the LAMC), the “C4” zone permits any land use permitted in the “C2” zone, which in turn permits any land use permitted in the “C1.5” and “C1” zones. The Commercial zones permit a wide array of land uses such as retail stores, offices, hotels, schools, parks, and theaters. The “-1” component of the Project Site’s zoning designation indicates the Project Site is located in Height District 1, which permits a maximum floor area ratio (FAR) of 1.5:1, with no limit on building height. The existing and proposed zoning for the Project Site reflect its urban character and its existing and anticipated use as a commercial parcel located along one of Hollywood’s main thoroughfares. As discussed in Section II, Project Description, of this Draft EIR, the Project includes a set of entitlement requests that would modify the land use designation and zoning applicable to the Project Site.

The LAMC sets forth specific regulations regarding lighting. Relevant LAMC provisions include:

- Chapter 1, Article 2, Sec. 12.21 A.5(k). All lights used to illuminate a parking area shall be designed, located and arranged so as to reflect the light away from any streets and adjacent premises.

- Chapter 1, Article 4.4, Sec. 14.4.4 E. No sign shall be arranged and illuminated in such a manner as to produce a light intensity greater than 3 foot-candles above ambient lighting, as measured at the property line of the nearest residentially zoned property.
• Chapter 9, Article 3, Div. 1, Sec. 93.017(b). No exterior light may cause more than 2 foot-candles of lighting intensity or generate direct glare onto exterior glazed windows or glass doors on any property containing residential units; elevated habitable porch, deck, or balcony on any property containing residential units; or any ground surface intended for uses such as recreation, barbecue or lawn areas or any other property containing a residential unit or units.

Additionally, the southern portion of the Project Site is located within the boundary of the Hollywood Signage Supplemental Use District (HSSUD), which sets forth the requirement below regarding signage illumination. The northern portion of the Project Site is not located within this district.

• Section 5.H: In addition to the provisions of Article 4.4 of the [LAMC], all illuminated signs shall be designed, located or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit and into the window of any commercial building. If signs are to be externally lit, the source of the external illumination shall be shielded from public view.

b. Existing Conditions

(1) Aesthetics

(a) Project Site

The Project Site consists of approximately 1.55 acres located at the northwest corner of the intersection of Sunset Boulevard and Bronson Avenue. The Project Site is located in a highly urbanized area along a major thoroughfare in Hollywood, along Sunset Boulevard and approximately 0.2-mile from the 101 Freeway. The irregularly shaped Project Site is generally bounded by a mosaic of urban land uses. These uses represent a lack of thematic aesthetic character (typical of Los Angeles) and produced by intermingled dense urban uses, commercial structures, residential areas, infrastructure, and distant hillside backdrops. There are multi-family uses to the north, Bronson Avenue to the east, Sunset Boulevard to the south, and the Sunset and Gordon Mixed-Use Project to the west.

As detailed in Section II, Project Description, of this Draft EIR, the Project Site is developed as an active surface parking lot with a total of 204 spaces. The Project Site is currently used by the Applicant for overflow parking from its Sunset Bronson Studios property located southeast of the Project Site along Sunset Boulevard. Vine-covered concrete walls and fencing surround the Project Site. With the exception of a few shrubs along the northern property line, the Project Site is paved with asphalt surface. Several pole lights are also located throughout the Project Site. The visual character of the Project
Site as viewed from off-site is generally unremarkable and typical of an active surface parking lot in a developed, urban environment.

(b) Surrounding Area

The Project Site is located within the Hollywood Community Plan Area of the City of Los Angeles, which is highly urbanized and built out with predominantly low- to mid-rise buildings. As described in Section II, Project Description, of this Draft EIR, and shown in Figure IV.A-1 on page IV.A-12 and in Figure IV.A-2 on page IV.A-13, the surrounding area is highly urbanized and includes a mixture of low-, mid-, and high-rise buildings, both historic and modern, occupied by commercial, residential, and entertainment-related uses. Moreover, while the Project Site is characterized by a relatively flat topography and there is a general lack of elevation difference in the Project vicinity, intermittent views of the distant Hollywood Hills to the north are a distinctive component of the Hollywood urban skyline. From the Project Site, the grade-level views of the Hollywood Hills are limited and sporadic considering distance, intervening structures, and general location. Generally, dense commercial development and high-rise structures are focused along the major arterials, such as Sunset Boulevard, while lower density mixed-use areas interspersed with residential uses are located along the adjacent collector streets.

The irregularly shaped Project Site is generally bounded by multi-family uses to the north, Bronson Avenue to the east, Sunset Boulevard to the south, and the approximately 23-story Sunset and Gordon Mixed-Use Project to the west. There are five two-story multi-family residential buildings located immediately north of the Project Site with additional and more expansive multi-family residential and commercial developments located further north. East of the Project Site, across Bronson Avenue and fronting Sunset Boulevard is a Mobil gas station. Located north of the Mobil gas station are additional two-story multi-family residential uses. Commercial and multi-family residential developments continue east of the Project Site along Sunset Boulevard and include the three-story St. Moritz hotel building with lower level retail and a bar, the 12-story Metropolitan Residential Tower, a three-story walk-up office structure, and a Midas auto repair and service center. South of the Project Site, across Sunset Boulevard, are additional commercial uses including a tax service center, hair salon, flower studio, a café, a paintball store, and an Arby’s fast food restaurant, which are followed by multi- and single-family residential uses. East of these uses, across Bronson Avenue and along Sunset Boulevard, is the Sunset Bronson Studios campus. West of the commercial uses across the Project Site along Sunset Boulevard is the mid-rise Emerson College Los Angeles center. Further, as previously described, located immediately west of the Project Site is the 23-story Sunset and Gordon Mixed-Use Project, which includes the development of residential, office, retail and restaurant uses with associated parking. Commercial uses interspersed with multi-family residential developments continue further west of the Project Site. The Project Site is essentially a portion of an urban city block generally characterized as an urban infill site.
Figure IV.A-1
Aerial View of the Urban Setting in the Project Vicinity

Source: Gensler, 2015.
Figure IV.A-2
Cross Section Showing Varying Building Heights and Massing in the Project Vicinity

Source: Gensler, 2015.
(2) Views

(a) Visual Resources

A visual resource is a natural or urban aesthetic feature that contributes to the valued aesthetic character of a site or area. Natural features may include, but are not limited to: open space; native or ornamental vegetation/landscaping; topographic or geologic features; and natural water sources. Urban features that may contribute to a valued aesthetic character or image include: structures of architectural or historic significance or visual prominence; public plazas, art or gardens; heritage oaks or other trees or plants protected by the City; consistent design elements (such as setbacks, massing, height, and signage) along a street or district; pedestrian amenities; landscaped medians or park areas; etc.

No valued visual resources are located on the Project Site because it is a surface parking lot with low-quality visual character. Thus, the visual resources identified for purposes of this analysis include off-site resources that may be viewed within the same viewshed as the Project Site from nearby or distant vantage points. The visual resources identified for this analysis include: the distant Hollywood Sign, a City-designated historic monument, the Hollywood Hills; the historic Sunset Bronson Studios located south of the Project Site, particularly the historic Executive Office Building and the KTLA tower; and the distant Griffith Observatory. In particular, the Hollywood Sign and surrounding hills provide an important scenic backdrop to large portions of the metropolitan Los Angeles area, inclusive of views of and near the Project Site.

As discussed in the Initial Study prepared for the Project, which is included as Appendix A of this Draft EIR, the Project Site is not located along a City-designated scenic highway. Therefore, the Project would not substantially damage scenic resources within a scenic highway, including, but not limited to, trees, rock outcroppings, and historic buildings located within the vicinity of a City-designated scenic highway.

(b) Views from the Project Site

Due to the Project Site’s relatively flat topography and surrounding intervening development, views from the Project Site are generally short in range and limited to the urban landscape within the immediate vicinity (i.e., buildings, roadways, billboards, and street trees). As described above, views to the north are of the five two-story multi-family residential buildings. While northerly views from the ground level of the Project Site are

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8 City of Los Angeles General Plan, Transportation Element, Map E: Scenic Highways in the City of Los Angeles.
limited by residential development and trees immediately north of the Project Site, intermittent views of the scenic Hollywood Hills in the distance are possible from the ground along Sunset Boulevard and Bronson Avenue and view points within the Project Site. Views to the east of the Project Site, across Bronson Avenue, are of a Mobil gas station, additional two-story multi-family residential uses north of the Mobil gas station, the three-story St. Moritz hotel building along Sunset Boulevard, and the 12-story Metropolitan Residential Tower along Sunset Boulevard. Views to the southeast of the Project Site, across the intersection of Sunset Boulevard and Bronson Avenue, are of the Sunset Bronson Studios campus, which obstruct further views to the southwest. Views to the south, across Sunset Boulevard, are of commercial uses including a tax service center, hair salon, flower studio, a café, a paintball store, and an Arby’s fast food restaurant and associated hat-shaped sign which is considered an historical resource (refer to Section IV.D, Cultural Resources, of this Draft EIR). These uses are followed by multi- and single-family residential uses. Views to the west of the Project Site are of the Sunset and Gordon Mixed-Use Project, which is of similar height and scale as the Project. The height of this structure obstructs further views to the west.

(c) Views from the Surrounding Project Area

Public views from vantages within the surrounding Project area are also somewhat limited due to dense urban development and flat terrain. Surrounding views consist of the urban landscape with a varied composite of low-, mid-, high-rise buildings, both historic and modern, occupied by commercial, residential, and entertainment-related uses and structures. Intermittent, pedestrian-level, long-range views of the Hollywood Hills and the Hollywood Sign are available from segments of several north-south roadways in the area (e.g., Van Ness Avenue, Bronson Avenue, Gordon Street, and La Baig Avenue) and more limited segments of some east-west roadways (primarily along portions of Sunset Boulevard and Carlton Way). Although most private views of the Hollywood Hills and the Hollywood Sign from low-rise buildings are obstructed by existing development, private views of these scenic resources may be available from the upper levels of multi-story buildings in the area.

Short-range views of the Project Site are obstructed from most public vantages and are generally only available to viewers at adjacent locations (i.e., pedestrians and motorists along Sunset Boulevard and Bronson Avenue). There are also short stretches of Gordon Street and Tamarind Avenue, just south of Sunset Boulevard, where motorists and pedestrians have a limited view of the Project Site with intermittent distant views of the Hollywood Hills and structures thereon, including the Griffith Observatory, as a backdrop. Private views of the Project Site are visible from the residential and commercial development adjacent to the north and west sides of the Project Site. Private views of the Project Site are also visible from the commercial and residential development across from the Project Site along Sunset Boulevard and Bronson Avenue. In addition, private views
may be possible from elevated viewpoints, such as the St. Moritz hotel building, the Metropolitan Residential Tower, and Emerson Los Angeles, as well as other mid-rise buildings in the vicinity of the Project Site. Private views of the Project Site are also available from vantage points within the Sunset Bronson Studios campus.

(d) Views from the Hollywood Hills

The Hollywood Hills, located over one mile to the north of the Project Site, rise to an elevation of approximately 1,100 feet from the base of the hills and are developed primarily with single-family residences along winding streets. Due to their elevated locations on the hillside, many of the residences in the Hollywood Hills are afforded long-range private panoramic views across the area surrounding the Project Site and much of the Los Angeles Basin. These views of the urban landscape cross over the Project Site and, on a clear day, such views may extend southeast to downtown Los Angeles and southwest to the Pacific Ocean. In general, long-range views from the Hollywood Hills are not sensitive to individual development projects. As such, in-fill development, similar to the Project, is subordinate to broader views of the urban landscape.

(3) Light and Glare

The Project Site is located within the highly urbanized Hollywood community, along a well-developed commercial boulevard, which is characterized by moderate ambient nighttime artificial light levels. Characteristic of an urban area, night lighting in the Project vicinity results from several types of artificial light sources including street lights, automobile lights, residential, and commercial building lights, and parking facilities. The Project frontage along Sunset Boulevard is characterized by a well-developed commercial boulevard and the Project frontage along Bronson Avenue is characterized by a well-developed residential and commercial boulevard. All adjacent streets are lighted. The general lighting ranges from moderate ambient nighttime lighting levels along Sunset Boulevard in the Project vicinity to low and moderate ambient nighttime lighting levels in the multi-family areas. Existing nighttime lighting sources on the Project Site include low-level pole lights that illuminate the surface parking lot, vehicle headlights, and pole-mounted streetlights.

In the immediate Project vicinity, the nearest off-site receptors that are considered sensitive relative to nighttime light and have views of the Project Site include the existing multi-family residential uses to the north, northeast, and west of the Project Site along Sunset Boulevard and Bronson Avenue.

Daytime glare is generally associated with reflected sunlight from buildings with reflective surfaces such as glass, shiny surfaces, metal, or other reflective materials. As no structures are present on the Project Site, the Project Site does not generate a notable
degree of daytime glare. Some daytime glare emanates from sunlight reflecting off parked vehicles within the Project Site, however, these glare sources are not considerable in the context of the urban environment.

In the immediate Project vicinity, the nearest off-site receptors that are considered sensitive relative to daytime glare and have views of the Project Site include the existing multi-family residential uses to the north, northeast, and west of the Project Site along Sunset Boulevard and Bronson Avenue. In addition, motorists traveling along roadways in the Project vicinity may be sensitive to daytime glare.

(4) Shading

Given the number and density of mid- and high-rise buildings and the presence of mature trees throughout the urban Project area, shading is a common and expected phenomenon. Several multi-family residential properties are located in the immediate vicinity of the Project Site, some of which contain swimming pools, outdoor recreational amenities, front and backyard areas, and other potentially routinely useable outdoor spaces that could potentially be impacted by the Project. In addition, several outdoor areas to the north of the Project Site are comprised of paved open space areas that appear to be intended for use for vehicular access within the property. However, as the precise use of these areas cannot be definitively determined, these areas are conservatively considered to be routinely useable outdoor spaces that are shade-sensitive.

The Project Site is currently developed with an active surface parking lot and does not include any buildings which generate shadows on off-site uses. The existing landscaping along the northern property line may generate limited shadows along the southern boundary of the multi-family residential use (referred to as the Bungalow Court) north of the Project Site. In addition, the multi-family residential units immediately north of the Project Site are currently shadowed by mature tree coverage on that property. The existing high-rise Sunset and Gordon Mixed-Use project located immediately west of the Project Site also casts shadows on uses surrounding the Project Site.

(a) Winter and Summer Solstices

The “solstice” is defined as either of the two points on the ecliptic (i.e., the path of the earth around the sun) that lie midway between the equinoxes (separated from them by an angular distance of 90 degrees). At the solstices, the sun’s apparent position on the celestial sphere reaches its greatest distance above or below the celestial equator—about 23.5 degrees of the arc. At the winter solstice, around December 21, the sun is directly overhead the Tropic of Capricorn at noon; this marks the beginning of winter in the Northern Hemisphere. At the summer solstice, around June 21, the sun is directly overhead the Tropic of Cancer at noon. In the Northern Hemisphere, the longest day and
shortest night of the year occur on this date, marking the beginning of summer. Measuring shadow lengths for the winter and summer solstices represents the extremes of the shadow patterns that occur throughout the year. Shadows cast on the summer solstice are the shortest shadows of the year, becoming progressively longer until the winter solstice, when the shadows are the longest of the year.

(b) Fall and Spring Equinoxes

At the time of the fall equinox, around September 22, and the spring equinox, around March 21, night and day are nearly the same length and the sun crosses the celestial equator moving southward or northward (in the Northern Hemisphere). The fall equinox (also referred to as the autumnal equinox) marks the first day of the season of autumn and the spring equinox (also referred to as the vernal equinox) marks the first day of the season of spring.

3. Environmental Impacts

a. Methodology

(1) Aesthetics

The analysis of aesthetics considers the visual quality of the area immediately surrounding the Project Site and the impacts of the Project with respect to the existing aesthetic environment. The analysis considers the physical aspects of the Project and its associated regulatory compliance measures and project design features, described below, as well as an evaluation of simulated composite photographs showing existing and future conditions at representative locations. The analysis is based on the following:

- **Step 1:** Describe the aesthetic characteristics and design of the proposed building within its urban context. Consider factors such as aesthetic character and quality, massing and scale, setbacks and open space that may be anticipated on the basis of the Project’s design features.

- **Step 2:** Compare the expected appearance of the Project Site after Project implementation to the existing site appearance and character of adjacent uses and the character of the surrounding vicinity and determine whether and/or to what extent a change of the visual character of the area could occur (considering factors such as the blending/contrasting of new and existing buildings, density, height, bulk, setbacks, signage, architectural styles, etc.); and

- **Step 3:** Compare the anticipated appearance of the Project to standards within existing adopted plans and policies which are applicable to the Project and the Project Site, including any zone changes or variances (regulatory analysis).
(2) Views

The analysis of views evaluates the changes to existing views that may result from development of the Project. The intent of the analysis is to determine if valued view resources are visible in the Project area and whether visual access (primarily affecting the environment of persons in general) to such resources would be blocked or diminished as a result of the Project. In general, views are closely tied to topography and distance from a view resource. The identification of available views within the Project area was accomplished through field surveys, photographic documentation, and topographic analysis. The analysis is based on the Project’s characteristics, particularly building height and massing, and an evaluation of simulated composite photographs showing existing and future conditions based on the Project design, as viewed from a range of distances and variety of directions relative to the Project Site.

The L.A. CEQA Thresholds Guide provides that the analysis of project impacts to visual resources should address views from public places such as designated scenic highways, corridors, parkways, roadways, bike paths, and trails. To determine whether a potential view impact would occur, a five-step process is used to weigh several considerations, as follows:

- **Step 1**: Define the view resources that could be affected by Project development.
- **Step 2**: Identify the potential obstruction of valued view resources as a result of development of the Project Site.
- **Step 3**: Evaluate whether a potential obstruction would substantially alter the view. The “substantiality” of an alteration in views is somewhat subjective and dependent on many factors. In this case, an obstruction in the view of a particular view resource is considered substantial if it exhibits all of the following traits: (1) the area viewed contains a valued view resource; (2) the obstruction of the resource covers more than an incidental/small portion of the resource; and (3) the obstruction would occur from a public vantage point.
- **Step 4**: Consider whether the Project includes design features that offset the potential alteration or loss of views of a particular view resource.
- **Step 5**: Consider whether the view blockage is permanent, as viewed from a scenic vantage point; or whether the blockage would be of limited duration, such as when viewed from a moving vehicle or temporary blockages associated with construction activities.

This process is aided by an evaluation of computer-generated photographs that simulate future on-site conditions based on a 3D model of the Project. Figure IV.A-4
through Figure IV.A-9 on page IV.A-30 through page IV.A-39 each include a photograph of existing conditions and a corresponding simulated image of Project conditions, as viewed from a variety of locations representative of short-range and longer range views of the Project Site from throughout the surrounding area. A view location map is provided in Figure IV.A-3 on page IV.A-29.

(3) Light and Glare

The analysis of light and glare identifies the location of off-site light- and glare-sensitive land uses and describes the existing ambient lighting conditions in the Project area. The analysis evaluates the Project’s proposed light and glare sources and the extent to which Project lighting may spill off the Project Site onto off-site light-sensitive uses. The analysis also describes the affected street frontages, the direction in which light would be focused, and the extent to which the Project would illuminate off-site sensitive land uses. In addition, the analysis considers the potential for sunlight to reflect off of building surfaces (glare) and the extent to which such glare would interfere with the operation of motor vehicles or other activities.

(4) Shading

The analysis of a project’s potential shading impact focuses on changes in shading conditions for those off-site uses and activities that are dependent on access to natural light. As previously described, according to the L.A. CEQA Thresholds Guide, facilities and operations sensitive to the effects of shading include: routinely useable outdoor spaces associated with residential, recreational or institutional land uses; commercial uses such as pedestrian-oriented outdoor spaces or restaurants with outdoor dining areas; nurseries; and existing solar collectors. These uses are considered sensitive because sunlight is important to function, physical comfort, or commerce.

In determining the effects of shading, the locations of sensitive uses in the surrounding area are identified and Project-generated shadows are modeled using the proposed building heights and the distance from these buildings to the off-site sensitive uses. Shading impacts are evaluated in accordance with the L.A. CEQA Thresholds Guide. Shadows are modeled and plotted for representative hours during the winter solstice, summer solstice, fall equinox, and spring equinox. Specifically, shadow lengths are plotted for the following time periods by season:
### IV.A Aesthetics, Views, Light/Glare, and Shading

<table>
<thead>
<tr>
<th>Season</th>
<th>Date</th>
<th>Time of Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Solstice (PST)</td>
<td>December 21</td>
<td>9 A.M. PST to 3 P.M. PST</td>
</tr>
<tr>
<td>Summer Solstice (PDT)</td>
<td>June 21</td>
<td>9 A.M. PDT to 5 P.M. PDT</td>
</tr>
<tr>
<td>Fall Equinox (PDT)</td>
<td>September 22</td>
<td>9 A.M. PST to 5 P.M. PDT</td>
</tr>
<tr>
<td>Spring Equinox (PDT)</td>
<td>March 21</td>
<td>9 A.M. PDT to 5 P.M. PDT</td>
</tr>
</tbody>
</table>

PST = Pacific Standard Time  
PDT = Pacific Daylight Savings Time

These hours represent the period of the day relevant to the assessment of impacts pursuant to the thresholds of significance set forth in the *L.A. CEQA Thresholds Guide* (referred to above and discussed below). For the purpose of establishing the hours in which significant impacts may occur, winter is described as occurring during Pacific Standard Time, which occurs between the first Sunday of November through the second Sunday in March; and spring, summer, and fall are described as occurring during Pacific Daylight Time, which occurs between the second Sunday in March and the first Sunday of November.9

Figure IV.A-10 through Figure IV.A-13 on page IV.A-51 through page IV.A-56 provided below depict the projected shadows of the Project for the selected hours shown above. The projected shadows are based on a 3D model of the Project that identifies the specific building footprints and maximum building heights. Based on the projected shadows, the Project’s incremental effect on the duration of shading on each of the identified sensitive uses is determined and assessed against the thresholds of significance outlined below.

### b. Significance Thresholds

Appendix G of the CEQA Guidelines provides a set of sample questions that address impacts with regard to aesthetics. These questions are as follows:

Would the project:

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9 Timeframes have been adjusted from those specified in the L.A. CEQA Thresholds Guide to account for the new Daylight Savings time period (second Sunday in March through the first Sunday in November), which went into effect in 2007 (per the Energy Policy Act of 2005) to reduce energy consumption. Prior to this change, the spring equinox (March 21) occurred within Pacific Standard Time and was therefore subject to shading analysis between the hours of 9:00 A.M. and 3:00 P.M.
• Have a substantial adverse effect on a scenic vista?

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

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

• Create a new source of substantial light and glare which would adversely affect day or nighttime views in the area?

In the context of these questions from Appendix G of the CEQA Guidelines, the L.A. CEQA Thresholds Guide states that the determination of significance shall be made on a case-by case-basis, considering the following factors:

(1) Aesthetics

• The amount or relative proportion of existing features or elements that substantially contribute to the valued visual character or image of a neighborhood, community, or localized area, which would be removed, altered, or demolished;

• The amount of natural open space to be graded or developed;

• The degree to which proposed structures in natural open space areas would be effectively integrated into the aesthetics of the site, through appropriate design, etc;

• The degree of contrast between proposed features and existing features that represent the area’s valued aesthetic image;

• The degree to which a proposed zone change would result in buildings that would detract from the existing style or image of the area due to density, height, bulk, setbacks, signage, or other physical elements;

• The degree to which the project would contribute to the area's aesthetic value; and

• Applicable guidelines and regulations.

Based on these factors, the Project would have potentially significant impacts if it were to substantially degrade the existing visual character or quality of the site and its surroundings, including valued existing features or resources, or if the Project were to introduce elements that substantially detract from the visual character of an area.
(2) Views

- The nature and quality of recognized or valued views (such as natural topography, settings, manmade or natural features of visual interest, and resources such as mountains or the ocean);
- Whether the project affects views from a designated scenic highway, corridor, or parkway;
- The extent of obstruction (e.g., total blockage, partial interruption, or minor diminishment); and
- The extent to which the project affects recognized views available from a length of a public roadway, bike path, or trail as opposed to a single, fixed vantage point.

Based on these factors, the Project would have potentially significant impacts with respect to views if its development were to substantially obstruct an existing recognized or valued view from a public location.

(3) Light and Glare

- The change in ambient nighttime levels as a result of project sources; and
- The extent to which project lighting would spill off the project site and affect adjacent light-sensitive areas.

Based on these criteria, the Project would have a potentially significant impact on light if the Project would result in a substantial adverse change in ambient nighttime levels in close proximity to light-sensitive uses.

(4) Shading

The *L.A. CEQA Thresholds Guide* states that a proposed project would have a significant shading impact if:

- Shadow sensitive uses would be shaded by project-related structures for more than three hours between the hours of 9:00 A.M. and 3:00 P.M. Pacific Standard Time (between early November and early March), or more than four hours
between the hours of 9:00 A.M. and 5:00 P.M. Pacific Daylight Time (between early March and early November).10

With regard to the above questions from Appendix G of the CEQA Guidelines, as discussed in the Initial Study prepared for the Project, which is included as Appendix A of this Draft EIR, the Project Site is not located along a City-designated scenic highway.11 Therefore, the Project would not substantially damage scenic resources within a scenic highway, including, but not limited to, trees, rock outcroppings, and historic buildings located within the vicinity of a City-designated scenic highway. Therefore, no further analysis regarding this significance threshold is provided below.

c. Regulatory Compliance Measures and Project Design Features

(1) Regulatory Compliance Measures

The Project would comply with all applicable regulatory standards. Implementation of the following regulatory compliance measures, as currently required and/or as may be amended in the future, is intended to reduce impacts related to aesthetics, views, light/glare, and shading:


Regulatory Compliance Measure A-2: Exterior light sources other than signage lighting shall be designed so that lighting levels produced do not exceed 2 foot-candles above ambient lighting at the property line of the nearest residential property or light-sensitive receptor, in accordance with Section 93.0117(b) of the Los Angeles Municipal Code.

Regulatory Compliance Measure A-3: Lighting used to illuminate Project signage shall be designed so that lighting levels produced do not exceed 3 foot-candles above ambient lighting, as measured at the property

10 Timeframes have been adjusted from those specified in the City of Los Angeles CEQA Thresholds Guide to account for the new Daylight Savings time period (second Sunday in March through the first Sunday in November), which went into effect in 2007 (per the Energy Policy Act of 2005) to reduce energy consumption. Prior to this change, the spring equinox occurred within Pacific Standard Time and was therefore subject to shading analysis between the hours of 9:00 A.M. and 3:00 P.M.

11 City of Los Angeles General Plan, Transportation Element, Map E: Scenic Highways in the City of Los Angeles.
IV.A Aesthetics, Views, Light/Glare, and Shading

line of the nearest residentially zoned property, in accordance with Section 14.4.4 E of the Los Angeles Municipal Code.

Additionally, with respect to construction lighting, as stated in Regulatory Compliance Measure G-1 in Section IV.G, Noise, of this Draft EIR, construction activities would occur in accordance with the provisions of the LAMC, which limit the hours of construction to between 7:00 A.M. and 9:00 P.M. on weekdays and between 8:00 A.M. and 6:00 P.M. on Saturdays and national holidays, with no construction permitted on Sundays.

(2) Project Design Features

The following Project design features are proposed with regard to aesthetics, views, light/glare, and shading:

Project Design Feature A-1: Temporary construction fencing with an approximate height of eight feet shall be placed around the perimeter of the Project Site to screen construction activity from view at street level.

Project Design Feature A-2: The Applicant shall ensure through appropriate postings and daily visual inspections that no unauthorized materials are posted on any temporary construction barriers or temporary pedestrian walkways that are accessible/visible to the public, and that such temporary barriers and walkways are maintained in a visually attractive manner throughout the construction period.

Project Design Feature A-3: Light sources associated with Project construction shall be shielded and/or aimed so that no direct beam illumination is provided outside of the Project Site boundary. However, construction lighting shall not be so limited as to compromise the safety of construction workers.

Project Design Feature A-4: All new street and pedestrian lighting required for the Project shall be shielded and directed away from any off-site light-sensitive uses.

Project Design Feature A-5: Architectural lighting shall be directed onto the building surfaces and have low reflectivity to minimize glare and limit light spillover onto adjacent properties.

Project Design Feature A-6: All exterior windows and glass used on building surfaces shall be non-reflective or treated with a non-reflective coating.

Project Design Feature A-7: All on-site exterior lighting shall be automatically controlled via photo sensor to illuminate only when required.

Project Design Feature A-8: The Applicant has designed the building to shift massing towards Sunset Boulevard and use terraced floor plates
with large outdoor landscaped open areas facing land uses to the north.

**Project Design Feature A-9:** The Applicant has designed the building with varied setbacks along the Sunset Boulevard sidewalk interface with the ground-floor uses to add visual interest, reduce bulk, enhance the walkability, improve the aesthetic character, and enliven street frontage in the pedestrian zone.

**Project Design Feature A-10:** The Applicant has designed the building to include a landscaped median between the ingress and egress points along Bronson Avenue to improve pedestrian safety and provide aesthetic quality to the primary vehicular access point of the building.

**Project Design Feature A-11:** The Applicant has designed the building to soften the northeast corner of the structure by removing a portion of the northern façade at grade level to reduce the abruptness of the building interface with adjacent residential uses.

**Project Design Feature A-12:** The Applicant has designed the building with landscaped features along Bronson Avenue to beautify the street frontage and enhance the pedestrian and visual experience.

d. Analysis of Project Impacts

(1) Proposed Project Improvements

The following discussion summarizes the design elements of the Project that are considered in the assessment of operational impacts related to aesthetics, views, light/glare, and shading.

As described in detail in Section II, Project Description of this Draft EIR, the Applicant proposes to replace the existing surface parking lot on the Project Site with an approximately 18-story mixed-use building. The proposed building would include approximately 26,000 square feet of retail space at the ground level and approximately 274,000 square feet of office uses in the tower element of the Project for a total of approximately 300,000 square feet of new floor area and a corresponding FAR of 4.5:1. A total of 1,118 parking spaces could be provided in up to seven levels above the retail level and up to three subterranean levels below the retail level. The Project would also include an office lobby at the ground level and landscaped courtyards within certain office levels.

The maximum building height would be approximately 260 feet above grade level, not including rooftop structures. The proposed 18-story mixed-use building would gradually transition in height with the shortest portion of the building located along the northern property line of the Project Site and the tallest portion of the building situated along the
southern property line, along Sunset Boulevard. This terraced design of the building would place the height and massing of the building away from the low-rise residential structures to the north and would concentrate the bulk of the building along Sunset Boulevard.

The Project would be designed in a contemporary architectural style that would be consistent with the modern mid-rise and high-rise structures located along Sunset Boulevard and other nearby major thoroughfares in the vicinity. The new structure would include building fenestration, a variety of surface materials and colors, and a stepped back design at some levels to create horizontal and vertical articulation, provide visual interest, and reduce the building scale, especially on the northern portion of the Project Site. Building materials would include concrete, stucco, aluminum, glass, tile, metal, and prefinished metal. Glass used in building façades would be non-reflective or treated with a non-reflective coating in order to minimize glare. Additionally, all major utilities would be placed underground.

The Project would include low-level exterior lights adjacent to the proposed building for security and wayfinding purposes. Low-level accent lighting to highlight architectural features, landscape elements, and the Project's signage would also be incorporated. All exterior lighting would be shielded or directed toward the areas to be lit to limit spill-over onto off-site uses. Project signage would be designed to be aesthetically compatible with the existing and proposed architecture in the area. Proposed signage would include monument signage, building and tenant signage, and general ground level and wayfinding pedestrian signage. No off-premises billboard advertising is proposed as part of the Project.

(2) Aesthetics

(a) Construction

Construction activities generally cause a contrast to and disruption in the general order and aesthetic character of an area. Although temporary in nature, construction activities may cause a visually unappealing quality in a community. During construction activities for the Project, the visual appearance of the Project Site would be altered due to the removal of the existing surface parking lot. The existing visual quality and character of the Project Site as a parking lot is considered low. Other construction activities, including site preparation, grading, and excavation; the staging of construction equipment and materials; and the construction of the building foundation and proposed structure would also alter the visual character and quality of the Project Site and adjacent roadways. These construction activities could be visible to pedestrians and motorists on adjacent streets, as well as to viewers within nearby buildings. However, as provided above in Project Design Feature A-1, temporary construction fencing would be placed along the periphery of the Project Site to screen much of the construction activity from view at the
street level. In addition, as set forth in Project Design Feature A-2, any pedestrian walkways and construction fencing accessible to the public would be monitored for graffiti removal throughout the construction period. Further, as stated in Mitigation Measure G-1 in Section IV.G, Noise, of this Draft EIR, a temporary and impermeable sound barrier is proposed be installed along the northern, eastern, and southern property lines of the Project Site, which would further obstruct public views of on-site construction activities. The Project would also retain existing street trees along Sunset Boulevard.

Overall, construction would alter the visual character of the Project area on a short-term basis. However, as previously noted, the existing condition of the Project Site does not represent a high level of visual quality or character. In addition, Project construction activities would not substantially alter or degrade the existing visual character of the Project Site, or generate substantial long-term contrast with the visual character of the surrounding area. Therefore, with implementation of the regulatory compliance measures and project design features, aesthetics impacts associated with construction would be less than significant.

(b) Operation

(i) Description of Visual Simulations

To supplement the analysis of operational impacts related to aesthetics and views (analyzed under Subsection 3.d.(3), Views, below), visual simulations of the completed Project are provided in Figure IV.A-4 through Figure IV.A-9 on page IV.A-30 through page IV.A-39, respectively. A photograph location map depicting the locations of each view is provided in Figure IV.A-3 on page IV.A-29. The visual simulations are based on an architectural 3-D digital model of the Project and are intended to depict key features relevant to the assessment of aesthetic impacts, such as the existing urban and mixed-use character of the vicinity, building height, density, massing, materials, articulation, and setback, as well as signage and landscaping. Each figure also contains a corresponding photograph showing the existing view for comparison. Five simulations are provided, the locations of which were selected based on the availability of public views that contain the Project Site in conjunction with surrounding visual resources (e.g., the distant Hollywood Hills and the Hollywood Sign). The following discussion summarizes the principal characteristics of each view.

- View 1: Looking North-Northwest from near the Intersection of Bronson Avenue and Sunset Boulevard. Figure IV.A-4 on page IV.A-30 presents existing and proposed views of the Project Site from near the intersection of Bronson Avenue and Sunset Boulevard, southeast of the Project Site. Under existing conditions, the Project Site appears as an undeveloped site with the surface parking lot obscured by the perimeter landscaped wall and fencing. The foreground of the
Existing Conditions

[Image of existing condition]

Proposed Conditions

[Image of proposed condition]
view is occupied by the Sunset Boulevard right-of-way and associated traffic, street trees, street light poles and utility poles, and the recently completed Sunset and Gordon mixed-use building. The upper portion and rear of the two-story multi-family buildings that flank the Project Site to the north and mature trees are visible in the background of the view. Intermittent and mostly obscured views of the distant Hollywood Hills are also seen in the background.

Implementation of the Project would alter the appearance of the Project Site from this location, given the Project Site’s visibility as a surface parking lot. Specifically, the Project would add design elements, building height and massing to a previously vacant site. Portions of the proposed building would extend to the northern, eastern, southern, and western property line, creating a new commercial storefront along Sunset Boulevard and Bronson Avenue. The building would gradually transition in height along the northern property line, providing a visual transition and step back from the adjacent multi-family residential buildings to the north. The proposed structure would display a high degree of façade articulation in order to complement the scale of the site through building massing, fenestrations and exterior systems unitization and jointing, as well as through variation in finish materials, color and texture. These elements would have a visual effect of reducing the perceived height and massing of the structure by providing three-dimensional qualities to the building planes and creating vertical and horizontal variation. The height and architectural style of the proposed structure would appear similar to the recently completed Sunset and Gordon mixed-use building to the west of the Project Site and would be consistent with other height nodes and recognizable aesthetic character reference points along Sunset Boulevard. The Project would block partial views of the two-story multi-family residential buildings to the north and the mature trees and landscaping from this location. Views along Bronson Avenue of the Hollywood Hills to the north would remain from this location.

- **View 2: Looking North-Northeast from near the Intersection of Tamarind Avenue and Sunset Boulevard.** Figure IV.A-5 on page IV.A-32 presents existing and proposed views of the Project Site from near the intersection of Tamarind Avenue and Sunset Boulevard, southwest of the Project Site. Under existing conditions, the Project Site appears as an undeveloped site with the surface parking lot obscured by the perimeter landscaped wall. The foreground of the view is occupied by the Sunset Boulevard right-of-way, parked cars, urban structures, street trees, street light poles, the Arby’s restaurant and associated sign which is considered an historical resource, and the recently completed Sunset and Gordon mixed-use building. The two-story multi-family buildings that flank the Project Site to the north and mature trees are partially visible in the background of the view. Very limited and mostly obstructed intermittent views of the
Existing Conditions

Proposed Conditions

Source: Gensler, 2014.

Figure IV.A-5
Existing and Proposed Views – Location 2,
View Looking North-Northwest along Tamarind Avenue
Hollywood Hills and distant views of the Griffith Observatory are also seen in the background.

Implementation of the Project would alter the appearance of the Project Site from this location, given the Project Site’s visibility. Specifically, the Project would add building height and massing to a previously vacant site. Portions of the proposed building would extend to the southern and western property line, creating a new commercial storefront along Sunset Boulevard. The building would also feature variations in height along portions of the south and west façades. The proposed structure would display a high degree of façade articulation in order to complement the scale of the site through building massing, fenestrations and exterior systems unitization and jointing, as well as through variation in finish materials, color and texture. These elements would have a visual effect of reducing the perceived height and massing of the structure by providing three-dimensional qualities to the building planes and creating vertical and horizontal variation. The height and architectural style of the structure would appear similar to the recently completed Sunset and Gordon mixed-use building to the west of the Project Site. The Project would block the limited views of the roofs and upper portions of the two-story multi-family residential buildings and mature trees and landscaping, as well as very limited, obscured, and distant background views of the Hollywood Hills and Griffith Observatory from this location.

• **View 3: Looking East along Sunset Boulevard.** Figure IV.A-6 on page IV.A-34 presents existing and proposed views of the Project Site from Sunset Boulevard, west of the Project Site. Under existing conditions, the majority of the western boundary of the Project Site is obscured by the recently completed Sunset and Gordon mixed-use building with only portions of the fence along the western boundary and some parked vehicles visible from this view. The foreground of the view primarily depicts the southern façade of the Sunset and Gordon building. The Sunset and Gordon building includes design elements that create visual interest and convey the building’s architectural character. Such elements include variation in building heights, colors, and materials and a central element with a courtyard. The foreground also shows a potion of the commercial uses across the Project Site, including the Arby’s restaurant and associated sign, which is considered an historical resource. The background of the view depicts the western façades of the multi-family residential uses to the east of the Project Site, including the 12-story Metropolitan Residential Tower, streetscaping, billboard signage along Sunset Boulevard, and distant views of the Hollywood Hills.

With implementation of the Project, portions of the western façade of the proposed building and the south façade would be visible from this view along
Existing Conditions

Proposed Conditions

Figure IV.A-6
Existing and Proposed Views - Location 3, View Looking East-Northeast along Sunset Boulevard
Sunset Boulevard. Along Sunset Boulevard, the proposed building would align with the Sunset and Gordon mixed-use building to the west and would appear compatible and consistent in terms of scale, height, and massing along Sunset Boulevard and, as with the Sunset and Gordon building, would display a high degree of façade articulation in order to complement the scale of the site through building massing, fenestrations and exterior systems unitization and jointing, as well as through variation in finish materials, color and texture. These elements would have a visual effect of reducing the perceived height and massing of the building by providing three-dimensional qualities to the building planes and creating vertical and horizontal variation. From this view location, the Project would block views of the multi-family residential buildings east of the Project Site and a portion of the 12-story Metropolitan Residential Tower as well as distant views of the Hollywood Hills.

- **View 4: Looking South along Bronson Avenue.** Figure IV.A-7 on page IV.A-36 presents existing and proposed views of the Project Site along Bronson Avenue, at Harold Way, north of the Project Site. Under existing conditions, the Project Site appears as an undeveloped site with the surface parking lot obscured by the perimeter landscaped fencing. The foreground of the view is occupied by the Bronson Avenue right-of-way, parked cars, metal fencing, utility poles, lamppost, and multi-family residential buildings and associated mature landscaping. The approximately 23-story Sunset and Gordon mixed-use building is a prominently visible urban feature adjacent to the Project Site. There are additional commercial uses along Sunset Boulevard, a portion of the Sunset Bronson Studios, multi-family residential buildings behind the commercial uses fronting Sunset Boulevard, a billboard, and street trees that are visible in the background of the view.

Implementation of the Project would further alter the appearance of the Project Site from this location by introducing another architecturally modern commercial building to the viewshed. Specifically, the Project would add building height and massing to a previously vacant site. The proposed building would be situated adjacent to the existing Sunset and Gordon mixed-use building, which is of similar size and scale as the Project, and would continue the urban form currently visible in the skyline above the vegetation in the foreground. Portions of the proposed building would extend to the northern, eastern, southern, and western property line, creating a new commercial storefront along Sunset Boulevard and Bronson Avenue. From this view particularly, the building would terrace to allow for landscaped courtyards. With this terraced design, the building would gradually transition in height along the northern property line, providing a visual transition in height, articulation, and massing from the adjacent multi-family residential buildings to the north. The tiered building heights would
create a visual effect of pushing the Project’s taller building elements away from
the low-rise uses to the north so that the adjacent uses would not appear
overwhelmed by the taller portions of the building. As shown in Figure IV.A-7 on
page IV.A-36, limited portions of the proposed building’s northern façade would
also be visible at street level from this vantage point. As shown in Figure IV.A-8
on page IV.A-38, the building would be designed to incorporate a modulated
green screen along the northern façade of the building. This feature would
improve the aesthetic character of the building by softening the appearance of
the building while integrating the building with the existing landscaping
associated with the multi-family residential uses north of the Project Site. The
building design also includes an open northeast corner at grade level to soften
the perceived aesthetic abruptness from adjoining uses to the north. In addition,
the proposed structure would display a high degree of façade articulation in order
to complement the scale of the site through building massing, fenestrations and
exterior systems unitization and jointing, and through variation in finish materials,
color, and texture. These elements would have a visual effect of reducing the
perceived height and massing of the structure by providing three-dimensional
qualities to the building planes and creating vertical and horizontal variation. The
height and general modern architectural style of the structure would appear
similar to the recently completed Sunset and Gordon building to the west of the
Project Site. In addition, the existing mature landscaping within the property to
the north would screen portions of the building from this view. The Project would
block views of the commercial uses fronting Sunset Boulevard and the residential
buildings behind these commercial uses to the south, billboard signage along
Sunset Boulevard, and portions of the western façade of the Sunset and Gordon
building.

- **View 5: Looking West along Sunset Boulevard.** Figure IV.A-9 on page IV.A-39
  presents existing and proposed views of the Project Site from Sunset Boulevard,
east of the Project Site. Under existing conditions, the Project Site appears as
an undeveloped site with the surface parking lot obscured by the perimeter
landscaped wall and fencing. The foreground of the view is occupied by the
Sunset Boulevard right-of-way, street trees, street light poles, portions of the
Sunset Bronson Studios, and the three-story St. Moritz hotel building. The
background of the view depicts the Mobil service station, the eastern façades of
the Sunset and Gordon building, the Emerson Los Angeles building, and other
high-rise buildings along Sunset Boulevard located west of the Project Site.
Distant views of residential uses within the Hollywood Hills are also available
from this location.
Existing Conditions

Proposed Conditions

Figure IV.A-8
Existing and Proposed Views - Location 5,
View Looking West along Sunset Boulevard
Green Screen Illustrative References for the Building’s Northern Façade

Figure IV.A-9

Source: Gensler, 2015.
With implementation of the Project, the eastern and southern façades of the proposed building would be readily visible in the middle-ground of the view with portions of the eastern façade obscured by the St. Moritz Hotel building in the foreground. The Project would add building height and massing to a previously vacant site. Portions of the proposed building would extend to the southern and eastern property line creating a new commercial storefront along Sunset Boulevard and Bronson Avenue. The building would gradually transition in height and would display a high degree of façade articulation in order to complement the scale of the site through building massing, fenestrations and exterior systems unitization and jointing, as well as through variation in finish materials, color and texture. These elements would have a visual effect of reducing the perceived height and massing of the structure by providing three-dimensional qualities to the building planes and creating vertical and horizontal variation. The Project would block views of the tower portion of the Sunset and Gordon building and views of multi-family residential buildings beyond the Sunset and Gordon building. Existing mid-rise and high-rise commercial buildings along Sunset Boulevard would remain visible in the background. The views to the distant Hollywood Hills would also remain unchanged.

(ii) Analysis of Potential Aesthetic Impacts

The Project would replace the existing surface parking lot on the Project Site with an 18-story mixed-use building, thereby altering the visual character of the Project Site. Based on a review of the visual simulations described above, the Project would make a positive contribution to the aesthetic value of the Project Site and the aesthetic character of the surrounding area by replacing a surface parking lot with a new building that incorporates appropriate and creative design elements for the area and enhances the pedestrian experience adjacent to the Project Site. The Project would also be compatible with and would complement existing and future development in the Project area, as evidenced by the recently completed Sunset and Gordon building and Emerson Los Angeles, located adjacent and west of the Project Site, respectively. The Project would further increase the amount and quality of landscape and streetscape on and adjacent to the Project Site, and would provide new street trees and landscaping along Bronson Avenue, which currently does not feature any trees or landscaping. Overall, development of the proposed building and associated landscaping would visually “fill in” the existing underutilized Project Site and would represent an extension and reflection of the surrounding urban environment, thus creating a visual connection between the Project Site and the Project vicinity. In addition, the Project would improve the visual cohesiveness of the area by converting an otherwise underutilized site into an active component of the community. Additionally, as discussed below, the Project incorporates many of the recommendations in the Citywide Design Guidelines and Walkability Checklist, and is consistent with the vision for the Project area set forth in the Hollywood Community Plan.
Relative to surrounding development, a somewhat non-cohesive visual character is evident throughout the Project vicinity due to the eclectic nature and varying age of existing buildings and their associated variations in architecture, building heights, massing, and materials. There is a wide range of aesthetic characteristics and contrasts within the City of Los Angeles due to the intermingled suburban neighborhoods, dense urban areas, hillside residential areas, and accompanying urban fabric and infrastructure. This urban mosaic is also evident in the vicinity of the Project Site. In the surrounding community and region, the aesthetic environment reflects a multitude of interspersed low-, mid-, and high-rise structures with commercial and residential uses and associated infrastructure. Figure IV.A-1 on page IV.A-12 and in Figure IV.A-2 on page IV.A-13, above, illustrate the variety of uses, building heights and massing, and urban infrastructure that comprise the urban aesthetic characteristics that define the overall Project Site vicinity. The Project would become part of this urban fabric and, as shown in Figure IV.A-2 on page IV.A-13, the Project massing, height, and aesthetic character would be consistent with many of the existing and proposed commercial and residential structures along Sunset Boulevard and other major thoroughfares in the vicinity.

Further, the Project area continues to transform, with new and ongoing development incorporating mixed uses with mid- and high-rise buildings of contemporary design. The Project would not be in substantial conflict with the surrounding visual environment in terms of building height, design, massing, and scale. As previously noted, the Project Site is located in the Hollywood Community Plan Area of the City, which is highly urbanized and characterized by a wide array of building heights ranging from low-rise to high-rise. The proposed maximum height of up to 18 stories and approximately 260 feet would be consistent with other building heights in the vicinity along Sunset Boulevard, including the 21-story Sunset and Gordon Mixed-Use Project immediately west of the Project Site, the approximate 10-story Emerson Los Angeles approximately one-half block west of the Project Site, and the 12-story Metropolitan Residential Tower approximately one block east of the Project Site. In comparison to the residential uses immediately north and west of the Project Site, the Project would appear noticeably taller than most of the structures. These lower-rise residential structures are one element of the varied visual character of the area that also includes several modern mid-rise and high-rise buildings. In addition, the Project includes project design features and incorporates design elements that would visually moderate the disparities in height between lower-rise structures in the immediate vicinity and the proposed building. Through the community and City design review processes, the Project has evolved to include architectural elements that are sensitive to existing

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residential uses and the pedestrian experience along Sunset Boulevard and Bronson Avenue while concurrently developing an appropriately scaled mixed-use structure in a highly urbanized area. The Project’s aesthetic character is intended to be visually appealing, consistent with other commercial uses in the vicinity, and attractive to community residents that may patronize its retail uses. In many respects, the Project would appear as a continuation of the existing mid- and high-rise towers along Sunset Boulevard, including the recently completed Sunset and Gordon mixed-use building.

Moreover, the new structure would include building fenestration, a variety of surface materials and colors, and a stepped back design to create horizontal and vertical articulation, provide visual interest, and reduce the building scale. In particular, with regard to the uses north of the Project Site, the taller portion of the proposed building would be situated along the southern portion of the building while the shorter portion of the building would be situated along the northern property line, using varied heights to create a gradual tiered effect with landscaped courtyards. These elements would serve to reduce the perceived height and massing of the proposed structure when viewed from any direction, and provide substantial visual relief and variety when view from the north. The Project would also incorporate sensitive design elements on the building’s northern façade to moderate aesthetic massing adjacent to lower-rise structures. Overall, the tallest portion of the Project would be set back approximately 127 feet from the northern property line. As shown in the proposed views described above, these design elements would ensure that the Project would be a visually compatible backdrop to other similar buildings along Sunset Boulevard. Additionally, proposed parking on-site would be designed to maximize efficiency and minimize visual impacts. The parking to be provided on-site would be located within a parking structure and would be largely screened from off-site public views along surrounding streets. As such, the proposed parking would not result in adverse impacts to aesthetics.

Determining the significance of visual character impacts can be subjective, with some observers viewing any change as negative while others may not. Here, the visual simulations of the Project and images of the existing aesthetic character in the vicinity illustrate that the Project would change the visual character of the Project Site. Its ambiance would change from a surface parking lot to a mixed-use commercial building with creative offices and community-serving retail. The Project would become another recognizable and architecturally distinguished building fronting a major boulevard with interspersed residential uses among the surrounding urban fabric and infrastructure. In summary, the building height, design, massing, and scale would be compatible with the existing urban uses that set the aesthetic character of the vicinity. Therefore, based on the analysis above, the Project would not substantially degrade the existing visual character or quality of the Project Site or surrounding vicinity.
Project signage would be designed to be aesthetically compatible with the existing and proposed architecture and other signage in the area. Proposed signage would include monument signage, building and tenant signage, general ground level and wayfinding pedestrian signage, and a central identity sign, as permitted per the CRA’s DFD. The identity sign would be located on Sunset Boulevard and would consist of a horizontal building-mounted sign with cutout lettering presenting the Project name and/or address (see View Locations 2 and 3). Parking signs would be located at the parking entrance at Bronson Avenue. Signs would also be used to identify lobby entrances and the corner retail location at a pedestrian scale. Temporary window signs would also be permitted on the retail storefront. Wayfinding signs would be located at parking garage entrances and elevator lobbies. Furthermore, all Project signs would feature colors that are complementary to the architectural design of the proposed building. In addition, low-level accent lighting to highlight the Project’s signage would be incorporated. The Project would not include any of the types of signs that are prohibited in the HSSUD pursuant to Ordinance No. 181,340. In accordance with Regulatory Compliance Measure A-1, the Project would be consistent with the applicable signage requirements in the HSSUD. Therefore, the types and arrangement of signs would be appropriately designed and scaled within the context of the Project and the Project area. Overall, the proposed signage would not result in adverse impacts to aesthetics.

Based on the above analysis, the Project would not substantially degrade or eliminate the existing visual character of the Project area, including valued existing features or resources; or introduce elements that would substantially detract from the visual character of the Project area. Therefore, impacts related to the aesthetic character and quality of the Project Site and the vicinity would be less than significant.

(3) Views

Existing valued views within the greater Project area could include focal views and panoramic views or vistas of the identified visual resources. However, as shown in the photographs provided in Figure IV.A-4 through Figure IV.A-9 on page IV.A-30 through page IV.A-39, such views are limited, mostly obscured in the existing condition, and generally intermittent in the vicinity of the Project Site. Scenic vistas of visual resources in the Project vicinity are further limited due to the predominantly flat terrain of the vicinity and the dense, intervening development that blocks long-range, expansive views. As previously described, scenic resources within the Project area that are available from public and private view locations include: the Hollywood Sign, a City-designated historic monument; the Hollywood Hills; and the Griffith Observatory. As illustrated in the photographs above, views of these resources are limited, partial, and distant. Focal views closer to the Project Site include the historic Executive Office Building and KTLA tower within the Sunset Bronson Studios. The Project does not substantially obscure public focal
views of these resources as illustrated in the view simulations above. In addition, none of the roadways within the immediate Project Site vicinity are designated as scenic highways.

Public viewing locations or vantage points with respect to the Project Site include public streets and sidewalks adjacent to the Project Site and in the surrounding area that have existing views of identified valued view resources; distant view locations such as public vantage points within the Hollywood Hills; and other public areas surrounding the Project Site offering views of Hollywood. Public views from vantages within the surrounding Project area are somewhat limited due to dense urban development and flat terrain. Surrounding views consist of the urban landscape with a varied composite of low-rise to high-rise commercial, entertainment, office, educational, and residential buildings. Intermittent, pedestrian-level, long-range views of the Hollywood Hills and/or Hollywood Sign are available from segments of several north-south roadways in the area and more limited segments of some east-west roadways (primarily along portions of Sunset Boulevard). Although most private views of the Hollywood Sign and the Hollywood Hills from low-rise buildings are obstructed by existing development, private views of these scenic resources may be available from the upper levels of mid-rise buildings in the area.

Short-range views of the Project Site are obstructed from most public vantages and are generally only available to viewers at adjacent locations (i.e., pedestrians and motorists) along Sunset Boulevard and Bronson Avenue, and from the immediate uses surrounding the Project Site to the north and west.

(a) North-Facing Views

Long-range northerly views in the area around the Project Site provide intermittent and distant views to small portions of the Hollywood Hills and Hollywood Sign. The Project would be visible from certain locations to the south, southeast, and southwest that are not already obscured by intervening urban features. As previously discussed, the proposed building would block views of the two-story multi-family residential buildings and landscaping to the north of the Project Site, which is not considered a view resource, and views of the Hollywood Hills and the Hollywood Sign would remain when looking north-northwest from near the intersection of Bronson Avenue and Sunset Boulevard (see View Location 1, Figure IV.A-4 on page IV.A-30). However, when heading eastbound on Sunset Boulevard, the Project would obstruct potential intermittent views of portions of the Hollywood Hills and distant views of the Griffith Observatory (see View Location 3, Figure IV.A-6 on page IV.A-34). The potential for blocked views of the Hollywood Hills and the Griffith Observatory would diminish as the viewer moves away from the Project Site, just east of the Project Site. From longer range views, the Project would appear to contribute to the existing fabric of urban development that frames the foreground of long-range views of the Hollywood Hills. Furthermore, in the Project vicinity, views would continue to be available on an intermittent basis along roadway segments, particularly
north-south roadways. For example, as shown in View 1, the Project would not obstruct partial views of the Hollywood Hills and the Hollywood Sign along the Bronson Avenue roadway corridor. Therefore, while the Project would obstruct some partial, limited and distant views of the Hollywood Hills and Griffith Observatory (primarily views across the Project Site), impacts would occur on an intermittent basis at single, fixed vantage points, rather than resulting in substantial blockages across long distances, such as along the length of a public roadway. Furthermore, a myriad of other views of the Hollywood Hills at various degrees would continue to be available throughout Hollywood. Therefore, the reduction in publicly-available intermittent views of the Hollywood Hills and the Griffith Observatory that would result from the Project would not be considered a substantial obstruction of existing views of these visual resources.

(b) East-Facing Views

East-facing views of valued visual resources directly west of the Project Site are not available due to the presence of existing development. However, looking east from along Sunset Boulevard, west of the Project Site, limited views of the Hollywood Hills in the distant may be available. Therefore, the Project could potentially block existing views of the Hollywood Hills in the distance that are available across the Project Site. However, as previously discussed, the potential for blocked views of the Hollywood Hills would diminish as the viewer moves away from the Project Site, just east of the Project Site. In addition, in the Project vicinity, views would continue to be available on an intermittent basis along roadway segments, particularly north-south roadways. Therefore, while the Project would obstruct some views of the Hollywood Hills (primarily views across the Project Site), impacts would occur on an intermittent basis at single, fixed vantage points, rather than resulting in substantial blockages across long distances, such as along the length of a public roadway. Furthermore, a myriad of other views of the Hollywood Hills at various degrees would continue to be available throughout Hollywood. Therefore, the reduction in publicly-available intermittent views of the Hollywood Hills that would result from the Project would not be considerable to the extent that substantial obstruction would occur to existing valued views of these visual resources.

East-facing views from along the western boundary of the Project Site would be exclusively private views associated with the Sunset and Gordon building. East-facing private views from the Sunset and Gordon building are currently of the existing surface parking lot on the Project Site and multi-family residential and commercial uses across Bronson Avenue. In addition, views of the Hollywood Hills, the Hollywood Sign, and the Griffith Observatory could potentially be available from the upper stories of the Sunset and Gordon building. The Project would obscure the existing east-facing private views. However, northerly views of the Hollywood Hills, the Hollywood Sign, and the Griffith Observatory would continue to be available from the upper stories of the Sunset and Gordon building. Although private east-facing views from the Sunset and Gordon building
would be obscured, views from all other sides of the building would remain unchanged. Thus, the Project would affect unprotected private views from the east-facing units of the Sunset and Gordon building.

(c) South-Facing Views

Project implementation would alter views of the skyline, and the new structure would be visible from nearby and elevated view points. The skyline from this vantage point is currently dominated by the Sunset and Gordon residential tower adjacent to the Project Site. However, views of valued visual resources across the Project Site are not generally available under existing conditions, and thus, none would be obstructed by the Project. In addition, while the proposed building would be clearly visible, intervening structures and landscaping would partially obscure views of the Project from many south-facing perspectives and would not substantially alter views in the context of the greater urban landscape. Private south-facing views from the upper floors of the residential units immediately north of the Project Site would change. The current view is primarily of the existing surface parking lot on the Project Site and potentially the commercial uses across Sunset Boulevard, neither of which are considered valued visual resources. The Project would obscure those views. As previously described, the building would be designed to incorporate a modulated green screen along the northern façade of the building. This feature would improve the aesthetic character of the building by softening the appearance of the building while integrating the building with the existing landscaping associated with the multi-family residential uses north of the Project Site and improving south-facing views of the building from adjacent uses.

It should be noted that panoramic views that include the Project Site are available from a variety of vantage points in the distant Hollywood Hills to the north. As is the case under existing conditions, future views with implementation of the Project would continue to depict the highly urbanized area stretching from Hollywood to downtown Los Angeles and beyond. Despite the increase in building height and density that would result from the Project, the Project Site would remain difficult to discern within the greater fabric of urban development. In terms of long-range views, the downtown skyline and distant horizon line would still be visible and would not be affected by the Project. Therefore, since the Project would not obstruct views of visually prominent or valued resources from vantages to the north, impacts would be less than significant.

(d) West-Facing Views

Similar to other nearby views of the Project Site, Project development would be visually evident but would not obstruct public views of valued visual resources from vantage points to the east. The Project would merely block public views of other buildings to the west of the Project Site. In addition, as distance increases from the Project Site,
intervening structures would obscure much of the view of the proposed development. Therefore, the Project would not obstruct views of visually prominent resources from vantage points to the east, and impacts would be less than significant.

Based on the analysis above, the Project would not substantially obstruct an existing valued view and would not otherwise block or degrade a valued scenic vista. Therefore, impacts to views would be less than significant.

(4) Light and Glare

(a) Construction

Lighting needed during Project construction has the potential to generate light spillover to off-site sensitive land uses in the Project vicinity, including the residential uses directly north, west, and east of the Project Site. However, construction activities would occur in accordance with the provisions of LAMC Section 41.40, which limits the hours of construction to between 7:00 A.M. and 9:00 P.M. on weekdays and between 8:00 A.M. and 6:00 P.M. on Saturdays and national holidays, with no construction permitted on Sundays. Therefore, construction would occur primarily during daylight hours, and construction lighting would only be used for the duration needed if construction were to occur in the evening hours during the winter season. Furthermore, construction-related illumination would be used for safety and security purposes only, and would be shielded and/or aimed so that no direct beam illumination is provided outside of the Project Site boundary. Therefore, light resulting from construction activities would not significantly impact off-site sensitive uses, substantially alter the character of off-site areas surrounding the construction area, adversely impact day or nighttime views in the area, or substantially interfere with the performance of an off-site activity.

Daytime glare could potentially occur during construction activities if reflective construction materials were positioned in highly visible locations where the reflection of sunlight could occur. However, any glare would be highly transitory and short-term, given the movement of construction equipment and materials within the construction area and the temporary nature of construction activities. In addition, large, flat surfaces that are generally required to generate substantial glare are typically not an element of construction activities. Furthermore, as noted above, construction would primarily occur during the daytime hours in accordance with the LAMC. The glare from vehicles that currently park on the Project Site would be similar or more impactful than temporary construction glare, if any. Therefore, there would be a negligible potential for daytime or nighttime glare associated with construction activities to occur.

Based on the above, with the implementation of the regulatory compliance measures and the project design features provided above, light and glare associated with
Project construction would not substantially alter the character of off-site areas surrounding the Project Site or adversely impact day or nighttime views in the area. Impacts from Project-related sources of artificial light and glare during construction would be less than significant.

**(b) Operation**

The Project would replace the existing active surface parking lot on the Project Site with a new structure and would increase the number of vehicle trips to and from the Project Site. As such, the Project would increase light and glare levels emanating from the Project Site. New sources of artificial lighting that would be introduced by the Project would include: low-level exterior lights adjacent to the proposed building for security and wayfinding purposes; low-level accent lighting to highlight architectural features, landscape elements, and the Project’s signage; and automobile headlights. The Project would not include electronic signage or signs with flashing, mechanical, or strobe lights. New sources of glare would include building surfaces and Project-related vehicles.

The proposed lighting sources would be similar to other lighting sources in the Project vicinity and would not generate artificial light levels that are out of character with the surrounding area, which is densely developed and characterized by a high degree of human activity and ambient light during the day and night. All exterior lighting would be shielded and/or directed toward the areas to be lit, interior to the Project Site, to avoid light spillover onto adjacent sensitive uses. The stepped back design would further provide space along the building edges to serve as a buffer for light spillover. Project lighting would also meet all applicable LAMC lighting standards. As required by LAMC Section 93.0117(b), exterior light sources and building materials would not cause more than 2 foot-candles of lighting intensity or generating direct glare onto exterior glazed windows or glass doors on any property containing residential units; an elevated habitable porch, deck, or balcony on any property containing residential units; or any ground surface intended for uses such as recreation, barbecue or lawn areas, or any other property containing a residential unit or units.

As previously discussed, Project signage would include monument signage, building and tenant signage, general ground level and wayfinding pedestrian signage, and identity signage. No off-premises billboard advertising is proposed as part of the Project. Proposed signage would be designed to be aesthetically compatible with the existing and proposed architecture in the area and, in general, new signage would be architecturally integrated into the design of the building and would establish appropriate identification for the proposed commercial uses. Low-level accent lighting to highlight the Project’s signage would be incorporated. Exterior lighting to highlight the Project’s signage would be shielded or directed toward the areas to be lit to avoid creating off-site glare, in accordance with the HSSUD. The Project would not include electronic signage or signs with flashing,
mechanical, or strobe lights. In accordance with the LAMC, illumination used for Project signage would be limited to a light intensity of 3 foot-candles above ambient lighting, as measured at the property line of the nearest residentially zoned property.

The Project would be designed in a contemporary architectural style and would feature a variety of surface materials. Building materials would include concrete, stucco, aluminum, glass, tile, metal, and prefinished metal. Glass used in building façades would be non-reflective or treated with a non-reflective coating in order to minimize glare from reflected sunlight. Metal and prefinished building materials would be used as accent materials and would not cover expansive spaces. Therefore, these materials would not have the potential to produce a substantial degree of glare. In addition, the Project would eliminate the reflection potential from parked cars as viewed from surrounding areas and roadways during the day and night, and would substantially reduce lighting levels from vehicle headlights during the night. While headlights from the two proposed exit driveways on Bronson Avenue would be visible during the evening hours, such lighting sources would be typical for the Project area and would not be anticipated to result in a substantial adverse impact. Similarly, as the proposed service vehicle exit driveway along Sunset Boulevard would be adjacent to a high activity thoroughfare, headlights from service vehicles exiting onto Sunset Boulevard from the proposed service exit driveway would be typical and would not create a new source of substantial light or glare.

Based on the above, with the implementation of the regulatory compliance measures and project design features described above, lighting associated with Project operation would not substantially alter the character of off-site areas surrounding the Project Site. Impacts from Project-related sources of artificial light and glare during operation would be less than significant.

(5) Shading

As discussed above, the maximum building height would be approximately 260 feet above grade level, not including rooftop structures. The building would transition in height with the shortest portion of the building (approximately 93 feet) situated along the northern properly line and the tallest portion of the building situated along the southern portion of the Project Site.

Figure IV.A-10 through Figure IV.A-13 on page IV.A-51 through page IV.A-56 depict the potential shadows that would be cast by the Project. The following discussion evaluates the Project’s shading impacts by determining whether the Project would shade any shade-sensitive uses, as defined by the L.A. CEQA Thresholds Guide, and if so, if the duration of shading would exceed the thresholds set by the L.A. CEQA Thresholds Guide. Specifically, a significant shade/shadow impact would occur if a project would shade off-site
shadow-sensitive uses for more than three hours between 9:00 A.M. and 3:00 P.M. Pacific Standard Time (between early November and early March) or for more than four hours between 9:00 A.M. and 5:00 P.M. Pacific Daylight Time (between early March and early November).

As described above, given the number and density of mid- and high-rise buildings and presence of mature trees throughout the urban Project area, shading is a common and expected phenomenon. Several multi-family residential properties are located in the immediate vicinity of the Project Site, some of which contain swimming pools, outdoor recreational amenities, front and backyard areas, and other potentially routinely useable outdoor spaces that could potentially be impacted by the Project, or are already impacted by existing structures. In addition, several outdoor areas to the north of the Project Site are comprised of paved open space areas that appear to be intended for use for vehicular access within the property. However, as the precise use of these areas cannot be definitively determined, these areas are conservatively considered to be routinely useable outdoor spaces that are shade-sensitive.

(a) Winter Solstice

Shadow impacts are typically greatest during the winter months due to the sun’s low position in the sky, with the resultant longer shadows stretching roughly from the northwest to the northeast during daytime hours. As shown in Figure IV.A-10 on page IV.A-51, Project shadows during the winter would extend in a northerly direction and would move from northwest to northeast across the surrounding landscape. As shown in Figure IV.A-10, Project shadows would extend to the multi-family residential uses located west, northwest, and north of the Project Site from approximately 9:00 A.M. to 10:00 A.M. Project shadows would continue to extend to the multi-family residential uses to the north, including the multi-family residential use immediately north of the Project Site (referred to as the Bungalow Court) and the multi-family residential use north of the Bungalow Court, through 3:00 P.M. By 1:00 P.M., Project shadows would extend to the multi-family residential use north of the Mobil service station, east of the Project Site across Bronson Avenue, which would continue through 3:00 P.M. As shown in Figure IV.A-10, Project shadows during the winter would extend to the Bungalow Court and the multi-family residential use north of the Bungalow Court, for more than three hours. Therefore, the Project would cast shadows on potentially routinely useable outdoor spaces associated with these uses for more than three hours during the winter. As described above, the City considers a project to have a significant shading impact if shadow-sensitive uses would be shaded by proposed development for more than three hours between 9:00 A.M. and 3:00 P.M. during the winter. Therefore, as the Project would cast shadows on potentially shade-sensitive uses surrounding the Project Site for three or more hours during the winter, shading impacts during the winter would be significant.
Figure IV.A-10
Project Winter Solstice Shadows

Source: Gensler, 2015.
(b) Spring Equinox

Figure IV.A-11 on page IV.A-53 illustrates Project shadows during the spring equinox. As shown, due to the sun’s higher position in the sky, cast shadows are considerably shorter than in the winter. As shown in Figure IV.A-11, Project shadows would extend to the multi-family residential uses located immediately west, northwest, and north of the Project Site from approximately 9:00 A.M. to 12:00 P.M. Project shadows would extend almost completely off of the multi-family residential uses to the west and northwest by 12:00 P.M. Project shadows would continue to extend to the Bungalow Court immediately north of the Project Site through 5:00 P.M. At approximately 2:00 P.M., Project shadows would begin to extend to the multi-family residential use north of the Mobil service station, northeast of the Project Site across Bronson Avenue, which would continue through approximately 5:00 P.M. As shown in Figure IV.A-11, Project shadows during the spring would extend to the Bungalow Court immediately north of the Project Site for more than four hours. Therefore, the Project would cast shadows on potentially routinely useable outdoor spaces associated with this use for more than four hours during the spring. As described above, the City considers a project to have a significant shading impact if shadow-sensitive uses would be shaded by proposed development for more than four hours between 9:00 A.M. and 5:00 P.M. during the spring. Therefore, as the Project would cast shadows on shade-sensitive uses surrounding the Project Site for four or more hours during the spring, shading impacts during the spring would be significant.

(c) Summer Solstice

During the summer solstice, Project shadows would be the shortest due to the higher position of the sun and would move from west to east, as shown in Figure IV.A-12 on page IV.A-54. As shown in Figure IV.A-12, Project shadows would extend primarily to the Sunset and Gordon building and associated outdoor landscaped plaza located immediately west of the Project Site from approximately 9:00 A.M. to 12:00 P.M. and to the Bungalow Court located north of the Project Site from 11:00 A.M. through 3:00 P.M. At approximately 4:00 P.M., Project shadows would extend to a portion of the multi-family residential use north of the Mobil service station, northeast of the Project Site, and would continue through 5:00 P.M. As illustrated in Figure IV.A-12, while Project shadows would extend to the Bungalow Court for four hours during the summer, such shadows would not affect potentially routinely useable outdoor spaces associated with this use. Therefore, as the Project would not cast shadows on shade-sensitive uses surrounding the Project Site for four or more hours during the summer, shading impacts during the summer would be less than significant.
Figure IV.A-11
Project Spring Equinox Shadows

Source: Gensler, 2015.
Figure IV.A-12
Project Summer Solstice Shadows

Source: Gensler, 2015.
(d) Fall Equinox

As shown in Figure IV.A-13 on page IV.A-56, Project shadows would extend to the multi-family residential uses located immediately west, northwest, and north of the Project Site from approximately 9:00 A.M. through 11:00 A.M. Project shadows would extend almost completely off the multi-family residential uses to the west and northwest by 12:00 P.M. Project shadows would continue to extend to the Bungalow Court immediately north of the Project Site through 5:00 P.M. At approximately 2:00 P.M., Project shadows would begin to extend to the multi-family residential use north of the Mobil service station, northeast of the Project Site across Bronson Avenue, which would continue through approximately 5:00 P.M. As shown in Figure IV.A-13, Project shadows during the fall would extend to the Bungalow Court immediately north of the Project Site for more than four hours. Therefore, the Project would cast shadows on potentially routinely useable outdoor spaces associated with this use for more than four hours during the fall. As described above, the City considers a project to have a significant shading impact if shadow-sensitive uses would be shaded by proposed development for more than four hours between 9:00 A.M. and 5:00 P.M. during the fall. Therefore, as the Project would cast shadows on shade-sensitive uses surrounding the Project Site for four or more hours during the fall, shading impacts during the fall would be significant.

(6) Consistency with Regulatory Framework

(a) City of Los Angeles General Plan Framework Element and Hollywood Community Plan

While the primary aim of the General Plan Framework and Hollywood Community Plan is to guide growth and development, a few of the General Plan Framework Element and Community Plan’s objectives pertaining to land use also relate to aesthetic issues. As provided in Table IV.A-1 on page IV.A-57, the Project would support and is generally consistent with the General Plan Framework. Specifically, the Project would contribute to the needs of future residents, businesses, and visitors by introducing office and retail uses to a site currently used as a surface parking lot. Implementation of the Project would also improve the Project Site’s visual character, as well as the pedestrian streetscape along Sunset Boulevard and Bronson Avenue when compared to existing conditions. Furthermore, the Project would be designed in a contemporary architectural style that employs design elements to ensure compatibility with surrounding land uses, including building fenestration, variations in surface materials and colors, and a stepped back design at some levels to create horizontal and vertical articulation. Given these features, the Project would represent a positive contribution to the urban design elements of the surrounding cityscape. As previously discussed, the Project would not substantially degrade the character and quality of the Project Site or its surrounding visual environment.
Figure IV.A-13
Project Fall Equinox Shadows

Source: Gensler, 2015.
# Table IV.A-1

**Project Consistency with Applicable Goals, Objectives, and Policies of the General Plan Framework Element**

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<th>Goal/Objective/Policy</th>
<th>Analysis of Project Consistency</th>
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<tr>
<td><strong>Urban Form and Neighborhood Design Chapter</strong></td>
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<tr>
<td><strong>Objective 5.5:</strong> Enhance the livability of all neighborhoods by upgrading the quality of development and improving the quality of the public realm.</td>
<td><strong>Consistent.</strong> The Project is an infill development that would revitalize an existing site in the community by replacing an existing surface parking lot with a mixed-use office and retail tower, which would enhance livability within the Project area. The Project would include landscaping along the Sunset Boulevard and Bronson Avenue frontages, and landscaped courtyards within certain levels of the proposed building. The landscaped areas along Sunset Boulevard and Bronson Avenue would result in a more aesthetically appealing streetscape along these roadways when compared to existing conditions.</td>
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<tr>
<td><strong>Policy 5.7.1:</strong> Establish standards for transitions in building height and for on-site landscape buffers.</td>
<td><strong>Consistent.</strong> The Project design reflects a transition in building height with regard to the existing on-site surface parking lot and the surrounding neighborhood’s character. Although the Project would appear noticeably taller than some of the structures that are adjacent to the Project Site, the Project incorporates design elements that would visually moderate the disparities in height. Specifically, the new structure would include building fenestration, a variety of surface materials and colors, and a stepped back design to create horizontal and vertical articulation, provide visual interest, and reduce the building scale. In addition, the proposed tower portion of the building would be set back from the northern portion of the building to provide space for landscaped courtyards.</td>
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<tr>
<td><strong>Policy 5.8.4:</strong> Encourage that signage be designed to be integrated with the architectural character of the buildings and convey a visually attractive character.</td>
<td><strong>Consistent.</strong> Project signage would be designed to be aesthetically compatible with the existing and proposed architecture and other signage in the area. Proposed signage would include monument signage, building and tenant signage, general ground level and way-finding pedestrian signage, and identity signage as permitted per the CRA's DFD. Furthermore, all Project signs would feature colors that are complementary to the architectural design of the proposed building.</td>
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<tr>
<td><strong>Open Space and Conservation Chapter</strong></td>
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<td><strong>Policy 6.4.4:</strong> Consider open space as an integral ingredient of neighborhood character, especially in targeted growth areas, in order that open space resources contribute positively to the City's neighborhoods and urban centers as highly desirable places to live (see Chapter 5: Urban Form and Neighborhood Design).</td>
<td><strong>Consistent.</strong> The Project would include landscaping along the Sunset Boulevard and Bronson Avenue frontages, and landscaped courtyards within some of the office levels. The landscaped areas along Sunset Boulevard and Bronson Avenue would result in a more aesthetically appealing streetscape along these roadways when compared to existing conditions, which would contribute positively to the neighborhood.</td>
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Table IV.A-1 (Continued)

Project Consistency with Applicable Goals, Objectives, and Policies of the

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<th>Goal/Objective/Policy</th>
<th>Analysis of Project Consistency</th>
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<td><strong>Policy 6.4.8:</strong> Maximize the use of existing public open space resources at the neighborhood scale and seek new opportunities for private development to enhance the open space resources of the neighborhoods.</td>
<td>Consistent. The Project would include landscaping along the Sunset Boulevard and Bronson Avenue frontages, and landscaped courtyards on some of the office levels. The use of this landscaping and open space area would be restricted to on-site employees and visitors. The landscaped areas along Sunset Boulevard and Bronson Avenue would result in a more aesthetically appealing streetscape along these roadways when compared to existing conditions.</td>
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<tr>
<td>b. Encourage the improvement of open space, both on public and private property, as opportunities arise. Such places may include the dedication of “unbuildable” areas or sites that may serve as green space, or pathways and connections that may be improved to serve as neighborhood landscape and recreation amenities.</td>
<td></td>
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<tr>
<td><strong>Goal 9P:</strong> Appropriate lighting required to: (1) provide for nighttime vision, visibility, and safety needs on streets, sidewalks, parking lots, transportation, recreation, security, ornamental, and other outdoor locations; (2) provide appropriate and desirable regulation of architectural and informational lighting such as building façade lighting or advertising lighting; and (3) protect and preserve the nighttime environment, views, driver visibility, and otherwise minimize or prevent light pollution, light trespass, and glare.</td>
<td>Consistent. New sources of artificial lighting that would be introduced by the Project would include: low-level exterior lights adjacent to the proposed building for security and wayfinding purposes as well as low-level accent lighting to highlight architectural features, landscape elements, and the Project’s signage. The Project would not include electronic signage or signs with flashing, mechanical, or strobe lights. All exterior lighting would be shielded or directed toward the areas to be lit to limit spill-over onto off-site uses. Project lighting would also meet all applicable LAMC lighting standards.</td>
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Project consistency with additional General Plan Framework goals, objectives, and policies is analyzed in Section IV.F, Land Use, of this Draft EIR.

Source: Eyestone Environmental, 2014.

Further, although the Project would not be required to create open space resources, the Project would provide landscaped courtyards and landscaping within and around the perimeter of the Project Site, which would result in a more aesthetically appealing streetscape along these roadways when compared to existing conditions. As such, the impact of the Project relative to consistency with applicable policies in the General Plan Framework and the Hollywood Community Plan that relate to aesthetics would be less than significant. A detailed discussion of Project consistency with additional General Plan Framework and Hollywood Community Plan policies is provided in Table IV.F-1 and Table IV.F-2, respectively, within Section IV.F, Land Use, of this Draft EIR.
(b) Citywide Design Guidelines

The Citywide Design Guidelines are intended as performance goals and not zoning regulations or development standards. Although each of the Citywide Design Guidelines should be considered in a project, not all will be appropriate in every case. The Project is concluded to be consistent with the six objectives of the Citywide Design Guidelines for commercial and mixed-use projects, as discussed below.

Objective 1: Consider Neighborhood Context and Linkages in Building and Site Design.

The Project would create strong street walls along Sunset Boulevard and Bronson Avenue by locating building frontages at the property lines, consistent with adjacent commercial development and existing development along Sunset Boulevard, and would provide primary entrances for pedestrian that are safe, easily accessible, and a short distance from transit stops. The Project would also place the retail use at the ground floor level, along street-facing walls where this use would be visible to passersby. In addition, the Project would include the installation of bicycle racks for long-term and short-term use. The building is designed to include neighborhood-serving retail uses that would enhance neighborhood context in comparison to the existing surface parking lot.

Objective 2: Employ High Quality Architecture to Define the Character of Commercial Districts.

In the vicinity of the Project Site, dense commercial development and high-rise structures are generally focused along the major arterials, such as Sunset Boulevard, while lower density mixed-use areas interspersed with residential uses are located along the adjacent collector streets. As discussed above and depicted in the visual simulations, the Project would be designed in a contemporary architectural style and would include building fenestration, a variety of surface materials and colors, and a stepped back design to create horizontal and vertical articulation, provide visual interest, and reduce the building scale as well as differentiate the ground retail floor from the upper office levels. The Project would also utilize landscaping along Bronson Avenue and Sunset Boulevard to enhance the streetscape and add visual interest. Pursuant to the City of Los Angeles Fire Code, the building would be designed with a contiguous and fire-resistant wall along the western perimeter to meet the requirements of the Fire Code for a zero lot line condition. Along the western façade, the building would feature patterning and color, to the extent permitted by the Los Angeles Municipal Code, to provide visual relief and appeal. Along the northern perimeter, the building would feature a stepped-back design with landscaped terraces that would locate the tallest portion of the building along Sunset Boulevard and away from the low-rise multi-family residential uses to the north of the Project Site. As shown above in Figure IV.A-8 on page IV.A-38, the northern façade of the building podium (the ground floor
retail level and the above-grade parking levels) would be treated with a modulated green screen that would provide visual relief and appeal for the multi-family residential uses to the north of the Project Site. In addition, the above-grade parking levels would integrate screening that is designed to maximize the amount of opacity and minimize the appearance of parked cars while also complying with code requirements for ventilation. Accordingly, the Project would be designed to implement the type of high-quality architecture that is compatible with commercial districts within mixed-use urban areas.

Objective 3: Augment the Streetscape Environment with Pedestrian Amenities.

The Project would enhance the streetscape adjacent to the Project Site, particularly along Bronson Avenue, and would retain the existing palm trees along Sunset Boulevard. In addition, the Project would include low-level architectural lighting along the perimeter of the building that would serve to enhance the safety of pedestrians at night. Integration of a pedestrian accessible, ground floor retail use enhances the streetscape environment and provides additional pedestrian amenities for the community.

Objective 4: Minimize the Appearance of Driveways and Parking Areas.

Project parking would be located in several above-grade and subterranean levels within the proposed building and would not be highly visible from surrounding areas. The Project’s proposed primary driveways would be located on Bronson Avenue, in similar locations as the existing ingress/egress points to the Project Site. These ingress and egress points would include a landscaped median to beautify the driveway appearance and enhance aesthetic quality. As previously described, the proposed building, including the parking levels, would be articulated and screened in areas to provide visual interest and reduce the building scale. The Project would also include adequate lighting within the parking areas.

Objective 6: Improve the Streetscape by Reducing Visual Clutter.

Project signage would follow a coordinated sign plan and would include identification and wayfinding signs that would be appropriately scaled and located so as to be visible to pedestrians and compatible with the overall architecture of the Project. The Project would include low-level exterior lights adjacent to the proposed building for security and wayfinding purposes and would avoid unnecessary lighting fixtures. Low-level accent lighting to highlight architectural features, landscape elements, and the Project’s signage would also be incorporated. The Project would screen any necessary rooftop equipment and locate trash enclosures within the parking garage, so as not to detract from the visual character of the Project Site. In addition, all major utilities would be installed underground.
(c) City of Los Angeles Walkability Checklist

The Walkability Checklist consists of a list of design elements intended to improve the pedestrian environment, protect neighborhood character, and promote high quality urban form. As stated within the Walkability Checklist, while each of the implementation strategies should be considered for a project, not all will be appropriate for every project, and each project will involve a unique approach. The Walkability Checklist is tailored primarily for the new construction of residential and commercial mixed-use projects. The Walkability Checklist addresses the following topics, each of which is discussed further below, as applicable: sidewalks; crosswalks/street crossings; on-street parking; utilities; building orientation; off-street parking and driveways; on-site landscaping; building façade; and building signage and lighting.

The Project would incorporate, where applicable, many of the implementation strategies presented in the Walkability Checklist, and would implement a number of relevant design elements in order to foster a vibrant and visually appealing pedestrian environment. The primary objectives defined for sidewalks address facilitating pedestrian movement and enriching the quality of the public realm by providing appropriate connections and street furnishings in the public right-of-way. Recommended implementation strategies that would be incorporated into the Project include: creating a continuous and predominantly straight sidewalk and open space; creating a buffer between pedestrians and moving vehicles by the use of landscape (i.e., street trees along Bronson Avenue); providing adequate sidewalk widths; and incorporating closely planted shade-producing street trees.

The Walkability Checklist strategies regarding crosswalks and street crossings do not apply to the Project because no internal roadways are located or proposed within the Project Site, and the Project does not propose any changes to existing crosswalks or street crossings within public rights-of-way.

The Walkability Checklist strategies regarding on-street parking do not apply to the Project because no internal roadways are located or proposed within the Project Site. Furthermore, as discussed in Section IV.H, Traffic, Access, and Parking, of this Draft EIR, sufficient off-street parking would be provided that would exceed the applicable parking requirements of the LAMC.

The objective of the utilities section is to minimize the disruption of views and visual pollution created by utility lines and equipment. The Project would screen rooftop equipment and locate trash enclosures within the parking garage, so as not to detract from the visual character of the Project Site. In addition, all major utilities would be installed underground. Utilities would also be located away from building entrances. As such, the
Project would support the implementation strategies related to the undergrounding and screening of utilities.

Within the Walkability Checklist, building orientation addresses the relationship between building and street as a means of improving neighborhood character and the pedestrian environment. Recommended implementation strategies that would be incorporated into the Project include: grade level entrances from the public right-of-way for pedestrians; primary entrances for pedestrians that are easily accessible from transit stops; at least one entrance from the public way at retail establishments with doors unlocked during regular business hours; transitions from the sidewalk to the front door such as grade separation or landscaping; complying with Americans with Disabilities Act (ADA) guidelines at primary pedestrian entrances; locating buildings at the front property line or at the required setback to create a strong street wall; and the use of architectural features to provide continuity at the street where openings occur.

In terms of off-street parking and driveways, the primary objective is to ensure pedestrian safety. Recommended implementation strategies that would be incorporated into the Project include: maintaining continuity of the sidewalk; locating parking behind buildings; creating access to parking from a side street; accommodating vehicle access to and from the Project Site with as few driveways as possible; limiting the width of each driveway to the minimum width required; incorporating architectural features on parking structure façades that respond to the neighborhood context and that contribute to “placemaking”; illuminating all parking areas and pedestrian walkways; and using architectural features to provide continuity at the street where openings occur due to driveways or other breaks in the sidewalk and building wall.

The Walkability Checklist also calls for the use of on-site landscaping to contribute to the environment, add beauty, increase pedestrian comfort, add visual relief to the street, and extend the sense of the public right-of-way. As previously described, the Project would increase the amount of landscape and streetscape on and adjacent to the Project Site. In so doing, the Project would achieve the following implementation strategies: plantings that complement pedestrian movement and views; and plantings that complement the character of the built environment.

The Walkability Checklist objective related to building façades is to create/reinforce neighborhood identity and a richer pedestrian environment. As discussed above and depicted in the visual simulations provided above, the Project would address many of the relevant implementation strategies, including: incorporating different textures, colors, materials, screening, and distinctive architectural features that add visual interest; adding scale and interest to building façades by articulated massing; reinforcing the existing façade rhythm along the street with architectural elements; including overhead architectural
features, such as awnings, canopies, trellises or cornice treatments that provide shade and reduce heat gain; and providing windows at the street.

In addition, as intended in the Walkability Checklist, building signage and lighting would be designed to strengthen the pedestrian experience, neighborhood identity and visual coherence. Project signage and lighting would be designed to achieve the following in support of the Walkability Checklist: pedestrian visibility, building identification, and facilitation of access; adequate lighting levels to safely light pedestrian paths; adequate, uniform, and glare-free lighting to avoid uneven light distribution, harsh shadows, and light spillage; and the use of fixtures that are “dark sky” compliant.

Based on the Project elements previously described and the analysis herein, the Project would support the applicable Walkability Checklist objectives and implement relevant strategies. As such, the Project would be consistent with relevant aspects of the Walkability Checklist.

(d) CRA’s Hollywood Redevelopment Plan

As shown in Table IV.A-2 on page IV.A-64, the Project would be consistent with applicable goals and standards within the Redevelopment Plan. Specifically, the Project would support the Redevelopment Plan goal to promote a positive image for Hollywood by introducing a development featuring modern amenities and landscaped areas. Additionally, the Project would implement a sensitive parking garage design and meet applicable signage regulations. Further, the Project would include landscaping along the Sunset Boulevard and Bronson Avenue frontages, and landscaped courtyards on certain office levels. The proposed landscaped areas along Sunset Boulevard and Bronson Avenue would result in a more aesthetically appealing streetscape along these roadways when compared to existing conditions. As such, the impact of the Project relative to consistency with applicable policies in the Redevelopment Plan would be less than significant. For further discussion regarding the Project’s consistency with additional goals of the Redevelopment Plan refer to Section IV.F, Land Use, of this Draft EIR.

(e) CRA’s Design for Development for Signs in Hollywood

Proposed signage would support the purpose and intent of the CRA's DFD and would comply with applicable signage requirements, including those set forth in the LAMC and the Redevelopment Plan. Proposed signage would include monument signage, building and tenant signage, and general ground level and way-finding pedestrian signage, as permitted per the CRA's DFD. No billboard advertising, pole signs or cabinet signs are proposed as part of the Project. Similarly, Project signage would comply with all applicable signage requirements and seek appropriate approvals, if necessary. In accordance with the CRA's DFD, Project signage would not detract from the character-defining features of
### Table IV.A-2
#### Project Consistency with Applicable Provisions of the CRA Hollywood Redevelopment Plan

<table>
<thead>
<tr>
<th>Section 300. Redevelopment Plan Goals</th>
<th>Analysis of Project Consistency</th>
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| 5) Improve the quality of the environment, promote a positive image for Hollywood and provide a safe environment through mechanisms such as:  
  a) adopting land use standards;  
  b) promoting architectural and urban design standards including: standards for height, building setback, continuity of street façade, building materials, and compatibility of new construction with existing structures and concealment of mechanical appurtenances;  
  c) promoting landscape criteria and planting programs to ensure additional green space;  
  d) encouraging maintenance of the built environment;  
  e) promoting sign and billboard standards;  
  f) coordinating the provision of high quality public improvements;  
  g) promoting rehabilitation and restoration guidelines;  
  h) integrate public safety concerns into planning efforts. |
| **Consistent.** The Project would improve the quality of the environment by replacing a visually unappealing surface parking lot with a new building that incorporates appropriate design elements for the area and enhances the pedestrian experience adjacent to the Project Site. The Project would provide landscaping and open space, including landscaping along the perimeter of Sunset Boulevard and Bronson Avenue, and landscaped courtyards on some office levels. Proposed signage would include monument signage, building and tenant signage, general ground level and way-finding pedestrian signage, and identity signage, as permitted per the CRA's DFD. The Project would incorporate elements that would promote individual and community safety. These include, but are not limited to, implementation of the Construction Management Plan and coordination with the City of Los Angeles Police Department to ensure emergency response access to the Project Site is maintained; proper lighting of parking structures, elevators, and lobbies to reduce areas of concealment; lighting of building entries and pedestrian walkways to provide for pedestrian orientation and to clearly identify a secure route between parking areas and points of entry into buildings; and secured access entry. |

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<tr>
<th>516. Signs and Billboards</th>
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<tr>
<td>All signs must conform to City sign and billboard standards as they now exist or are hereafter legislated. It is recognized that the coordination of signs and billboards within the project area affect its appearance and image. Therefore, it is the intent of this Plan that the Agency may, after public hearing, adopt additional sign and billboard standards for a portion of or the entire Project Area which may be more restrictive than City standards in order to further the goals of this Plan or the objectives of a special district as established by this Plan.</td>
</tr>
<tr>
<td><strong>Consistent.</strong> Project signage would be designed to be aesthetically compatible with the existing and proposed architecture and other signage in the area. Proposed signage would include monument signage, building and tenant signage, general ground level and way-finding pedestrian signage, and identity signage, as permitted per the CRA's DFD. All Project signs would feature colors that are complementary to the architectural design of the proposed building.</td>
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<th>518.2 Parking and Loading</th>
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<td>Parking spaces, parking facilities and loading areas shall be designed to promote public safety and to prevent an unsightly or barren appearance. Lighting shall be provided to promote public safety. Lighting for parking spaces shall be shielded from adjacent residential properties and adjoining residential streets.</td>
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<tr>
<td><strong>Consistent.</strong> The Project would comply with LAMC Section 12.21.A.4 with regard to parking (see Section IV.H, Traffic, Access, and Parking, of this Draft EIR for further analysis). A total of 1,118 parking spaces would be provided in above grade and subterranean levels within the proposed building. Thus, parking facilities and loading areas would be generally hidden from Sunset Boulevard and Bronson Avenue. The proposed parking facilities would also be screened</td>
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City of Los Angeles  
SCH No. 2014021009  
5901 Sunset  
March 2015  
Page IV.A-64
### 4. Cumulative Impacts

As described in Section III, Environmental Setting, of this Draft EIR, a total of 71 potential related development projects have been identified in the vicinity of the Project Site. The related projects include mixed-use, office, residential, commercial, institution, recreation, museum, and motion picture uses. As shown in Figure III-1 in Section III, Environmental Setting, of this Draft EIR, there are numerous related projects located within a few blocks of the Project Site. These proposed developments comprise a variety of uses, including apartments, condominiums, restaurants, and retail uses, as well as mixed-use developments incorporating some or all of these elements, consistent with existing uses in the area. While precise building designs are not yet known for much of the related development proposed in the area, based on the nature of such proposals, it is evident that building densities are increasing in the Hollywood Community, which will likely entail general increases in the height, mass, and scale of buildings throughout the area. However, only those projects that would be sufficiently close to influence the visual character of the immediate Project area, that fall within the same viewshed as the Project,
or affect the same off-site sensitive uses could pose cumulative effects in conjunction with the Project.

a. Aesthetics

Cumulative impacts regarding aesthetics may occur if any of the related projects are located in close enough proximity to the Project Site to combine with the Project and result in significant adverse changes in the visual quality and character of the surrounding area. As shown in Figure III-1 in Section III, Environmental Setting, of this Draft EIR, few of the related projects are located sufficiently close to the Project Site to enter the same field of view as the Project. Specifically, only Related Project No. 6, the Sunset and Gordon Mixed-Use Project,\textsuperscript{14} located immediately west of the Project Site, and to a lesser extent, Related Project No. 5 (Sunset Bronson Studios Project, which is currently under construction east of the Project Site along Sunset Boulevard and Van Ness Avenue), Related Project No. 23 (Emerson Los Angeles),\textsuperscript{15} and Related Project No. 40 (Columbia Square Mixed-Use Project, which is currently under construction west of the Project Site along Sunset Boulevard), are close enough to potentially affect the same field of view from certain vantage points. The balance of the related projects would not cause cumulative visual impacts as these developments are either not visible from the Project area due to distance and/or existing intervening development, or are located at such a distance so as not to figure prominently within views that include the Project Site. With respect to visual quality and character, the nearby related projects would be similar to the Project and generally representative of the existing urban fabric and character in the area. Specifically, Related Project No. 6, the Sunset and Gordon Mixed-Use Project, includes residential, office, and retail uses within a 23-story high-rise building; Related Project No. 5, the Sunset Bronson Studios Project, includes office and production office uses within a 13-story building and a five-story building; and Related Project No. 40, the Columbia Square Mixed-Use Project includes residential, office, and retail uses within several buildings ranging in height up to approximately 20 stories. Many of the related projects, including these nearby related projects represent infill development, and in general, would reinforce existing and emerging land use patterns (e.g., mid- and high-rise development) in the area rather than introduce new development characteristics to the Project area. Furthermore, as with the Project, these related projects would be consistent with the prominent high-rise development along Sunset Boulevard in the vicinity of the Project Site. Therefore, development of the related

\textsuperscript{14} The Sunset and Gordon Mixed-Use Project was recently completed. However, for conservative purposes, this cumulative analysis assumes the Sunset and Gordon Mixed-Use Project may still have limited construction activities.

\textsuperscript{15} Emerson Los Angeles was completed approximately January 2014, prior to the release of the NOP for the Project in February 2014. As such, Emerson Los Angeles has been accounted for in the existing condition.
projects in combination with the Project would not be anticipated to substantially degrade the existing character or quality of the environment since the Project area is already highly urbanized. In addition, similar to the Project, future developments, including the related projects, would be subject to the City’s design review processes and discretionary review to ensure consistency with adopted guidelines and standards that address aesthetics (e.g., LAMC height limits, density, setback requirements, and specific Community Plan design guidelines, etc). Therefore, it is not anticipated that future development would introduce new aesthetic elements that would be substantially out of scale or character with the Project area’s visual environment. Additionally, as evaluated above, the Project would not have a significant aesthetic impact. The EIRs for the Sunset and Gordon Mixed-Use Project and the Sunset Bronson Studios Project and the EIR Addendum for the Columbia Square Mixed-Use Project also concluded that aesthetics impacts would be less than significant. Therefore, it is not anticipated that future development, inclusive of the Project and nearby related projects, would substantially alter, degrade, or eliminate the existing visual character of the Project area, including valued existing features or resources, or introduce elements that substantially detract from the visual character of the area. Cumulative impacts to aesthetics would not be cumulatively considerable, and no mitigation measures are required.

b. Views

With respect to view obstruction, the development of the Project and related projects would result in further infilling of the existing Hollywood skyline. Therefore, related projects have the potential to block views from local streets and other public vantages throughout a project area. With respect to the Project Site area, the views most likely to be affected by development on a cumulative basis are north-facing views of the Hollywood Hills and the Hollywood Sign and, to a lesser extent, views of the Griffith Observatory. Similar to cumulative aesthetic impacts, the related project with the greatest potential to cumulatively affect views in conjunction with the Project is Related Project No. 6, the Sunset and Gordon Mixed-Use Project, located immediately west of the Project Site along Sunset Boulevard. The Project and Related Project No. 6 would be similar in height and would be generally consistent with the height of existing and proposed surrounding development. As with the Project Site, it is anticipated that prior to development of Related Project No. 6, limited intermittent views of the Hollywood Hills and potentially the Hollywood Sign and the Griffith Observatory to the north were available across the site of the Sunset and Gordon Mixed-Use Project. While development of the Project and Related Project No. 6 would obstruct these limited intermittent views, it is not anticipated that the Project and Related Project No. 6 would affect such views of the Hollywood Hills, Hollywood Sign, or the Griffith Observatory to a measurable extent as the Project would only affect potential intermittent views across the Project Site and the site of the Sunset and Gordon Mixed-Use Project and not from long-range, expansive viewsheds. In addition, long-range views along north-south roadways such as Bronson Avenue and Gordon Street would continue to be available.
Further, as under existing conditions, views of the Hollywood Hills, Hollywood Sign, and Griffith Observatory would remain intermittent throughout the Project area, as many existing buildings already obstruct views of these resources from surrounding vantage points. As such, cumulative view impacts would not be cumulatively considerable, and no mitigation measures are required.

c. Light and Glare

Development of the Project, as well as the related projects in the area, would introduce new or expanded sources of artificial light. Consequently, ambient light levels are likely to increase in the Project area. Of the related projects, one related project (Related Project No. 6, the Sunset and Gordon Mixed-Use Project) is located within sufficient proximity to the Project Site to have the potential to combine with the Project and result in cumulative light and glare impacts.

With regard to light, as previously described, the Project Site is located within the highly urbanized Hollywood community, with urban lighting characteristics exhibiting medium to high ambient nighttime light levels. As such, the Project and nearby related projects, including the Sunset and Gordon Mixed-Use Project, which would include typical land uses for the Project area, would not significantly alter the existing lighting environment currently experienced in the area. Additionally, cumulative lighting would not be expected to interfere with the performance of off-site activities given the moderate ambient nighttime artificial light levels already present. Further, the Project’s and related projects adherence to applicable City requirements regarding lighting, discussed above, would control the Project’s potential artificial light sources to a sufficient degree so as not to be considered cumulatively considerable. Similarly with regard to glare, the Project’s and nearby related projects’ proposed uses are consistent and compatible with other development in the area and common for a high-density urban environment. Furthermore, it is anticipated that the Project and other future development projects would be subject to discretionary review to ensure that significant sources of glare are not introduced. Additionally, it is anticipated that as with the Project, related projects would include standard design features related to use of low-level lighting and shielding as well as use of non-reflective surfaces to minimize the potential for glare. Therefore, the Project’s contribution to light and glare impacts would not be cumulatively considerable, and cumulative light and glare impacts from development of the Project and the related projects would be less than significant.

d. Shading

Due to the positional relationship between the earth and the sun, shadows in the Northern Hemisphere fall to the west, northwest, north, northeast, and east, depending on the season and time of day. Related Project No. 6, the Sunset and Gordon Mixed-use
Project, is located immediately west of the Project Site, west-southwest of the Bungalow Court building and the multi-family residential use north of the Bungalow Court. As such, Related Project No. 6 could cast a shadow on these uses. As discussed above, the Project would cast shadows on the Bungalow Court during the winter solstice, spring equinox, and fall equinox, and on the multi-family residential use north of the Bungalow Court during the winter solstice. Therefore, the Bungalow Court and the multi-family residential use north of the Bungalow Court would experience combined shadows from the Project and Related Project No. 6 which would be considered significant. Overall, the Project’s contribution to shading impacts would be cumulatively considerable, and cumulative shading impacts would occur.

5. Mitigation Measures

Project-level and cumulative impacts with regard to aesthetics, views, light, and glare would be less than significant and no mitigation measures are required with regard to these topics. Project-level and cumulative impacts with regard to shading would be significant. Due to site constraints, the Applicant has designed the Project in a manner that could achieve the proposed density, meet the Project objectives, and consider the Project’s potential shading impacts. Nonetheless, shading impacts would remain significant. In addition, as evaluated in Section V, Alternatives, of this Draft EIR, altering the orientation of the building such that the tower portion of the building is situated north-south would not result in a reduced shadow pattern, and thus mitigation measures of that nature would be ineffective. Therefore, no feasible mitigation measures have been identified that would reduce the Project-level and cumulative impact with regard to shading to a less than significant level.

6. Level of Significance After Mitigation

Project-level and cumulative impacts related to aesthetics, views, light, and glare, would be less than significant. Project-level and cumulative impacts with regard to shading would be significant and unavoidable.