IV. Environmental Impact Analysis

IV. Environmental Impact Analysis

A. Aesthetics, Views, Light/Glare, and Shading

1. Introduction

This section of the Draft EIR addresses potential impacts related to aesthetics, views, light/glare, and shading. Aesthetics refers to the overall visual quality of an area or within a given field of view. The analysis considers visual character aspects, such as design, size, shape, color, texture, and general composition of aesthetic features, as well as the relationships between these elements. The analysis also considers both natural and manmade/urban features with aesthetic value. The adverse visual quality impacts considered within the analysis include the loss of any existing valued aesthetic features and the introduction of contrasting features that 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). The analysis of potential Proposed Project impacts on aesthetics also includes an assessment of the Proposed Project's consistency with applicable regulations and plans that address visual quality.

The analysis of views assesses the Proposed Project's potential impacts on visual access to visual resources (e.g., mountain ranges, urban skyline, historic buildings, etc.). The analysis considers the Proposed Project's distance from visual resources, the topography of the Proposed Project area, and existing view obstructions. The analysis also 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 issues pertaining to development projects, such as building height, mass, and floor area ratio (FAR), are considered as they directly relate to view obstruction.

Light impacts are typically associated with the use of artificial light during the evening and nighttime hours. Artificial light may be generated from point sources (e.g., illuminated signage, street light poles, vehicle headlights), as well as from indirect sources (i.e., reflected light). Uses such as residences, board and care facilities such as hospitals,

hotels, and natural biological areas are considered light sensitive since they require minimal nighttime illumination for proper function, physical comfort, or commerce and are subject to disturbance by bright light sources.

Glare is primarily a daytime occurrence 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. Glare can also be produced during evening and nighttime hours by the reflection of artificial light sources, such as automobile headlights. Glare generation is typically related to either moving vehicles or sun angles, although glare resulting from reflected sunlight can occur regularly at certain times of the year. Glare-sensitive uses generally include residences and motorists on roadways.

Shading is a common and expected occurrence in urban areas and is often considered a beneficial feature of the environment when it provides cover from excess sunlight and heat. However, shading can have an adverse impact if it substantially interferes with the enjoyment or performance of sun-related activities. While some incidental shading on shadow sensitive uses is commonly acceptable, shading that occurs over extended periods of time can be considered a detriment. As such, the analysis of Proposed Project's shading impacts assesses several shade-related factors, including local topography, the height and bulk of the Proposed Project's structural elements, the sensitivity of surrounding uses, the amount of the site impacted by shading, the season of the year, and the duration of shadow projection.

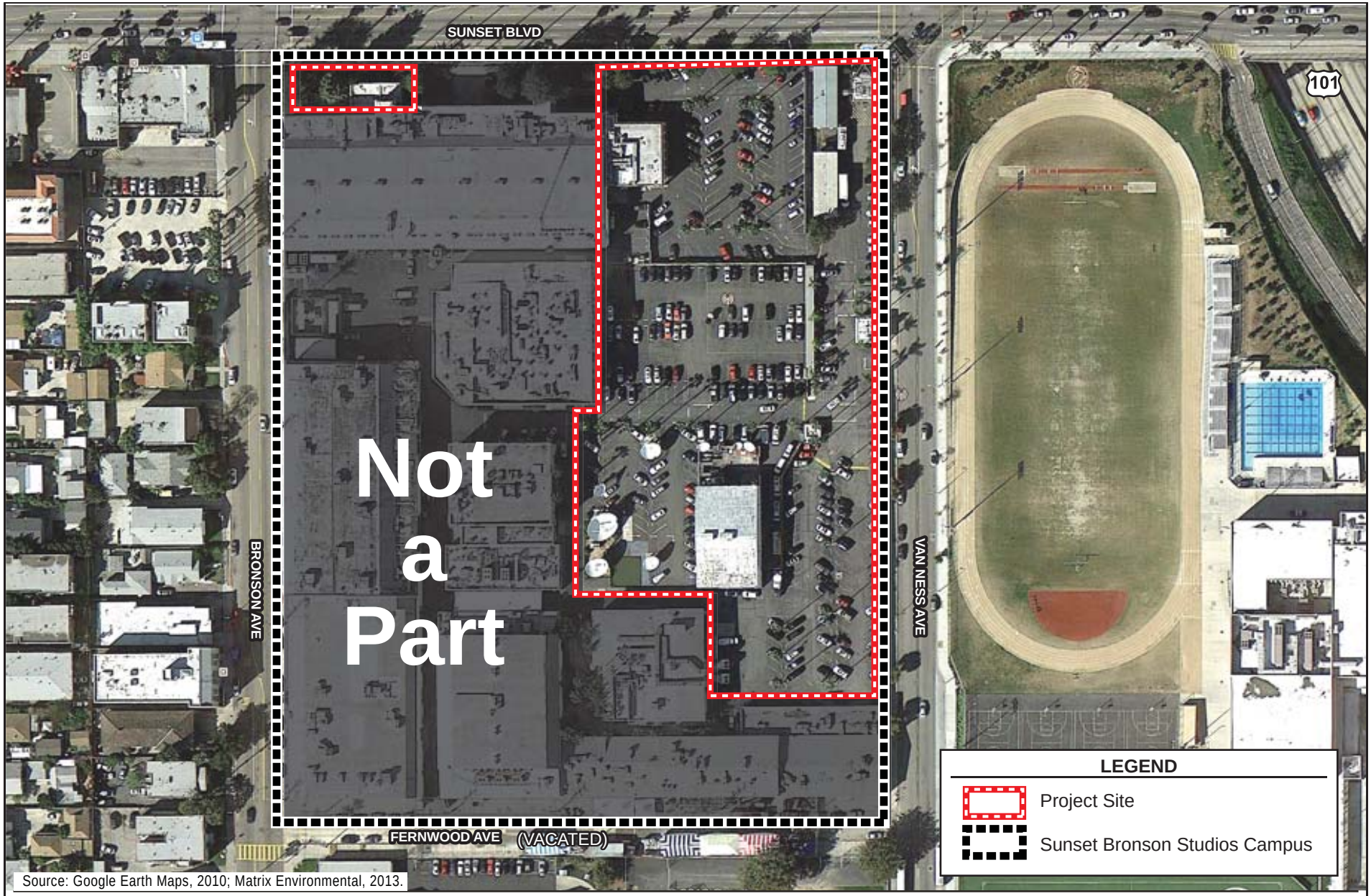
2. Environmental Setting

a. Existing Conditions

(1) Aesthetics/Visual Quality

(a) Project Site

Located within Hollywood, the historic center of the entertainment industry, the Project Site is situated in a highly urbanized area that includes a mix of commercial, entertainment, office, educational, and residential uses. As shown in Figure IV.A-1 on page IV.A-3, the Project Site consists of approximately 4.36 acres at the intersection of Sunset Boulevard and Van Ness Avenue, in the northeast portion of the existing 10.55-acre Sunset Bronson Studios (SBS) campus, as well as one non-contiguous area of the campus



Source: Google Earth Maps, 2010; Matrix Environmental, 2013.

Sunset Bronson Studios

matrix environmental

0' 125' 250'
Approximate Scale in Feet

Figure IV.A-1
Aerial Photograph of Existing Site Development

at the southeast corner of Sunset Boulevard and Bronson Avenue. The Project Site is irregular in shape and is generally bounded by Sunset Boulevard to the north, Van Ness Avenue to the east, and the SBS campus to the south and west. The overall SBS campus is bounded by Sunset Boulevard to the north, Van Ness Avenue to the east, Fernwood Avenue (vacated) to the south, and Bronson Avenue to the west. The Project Site is generally flat, with a topography that slopes gently down to the south, with a difference of approximately 20 feet between the northern and southern ends of the Project Site. With the exception of the setback area in front of the Executive Office Building (EOB), vegetation on-site is sparse and is limited to landscaping in the form of ornamental, non-native/non-protected trees, hedges, and shrubs throughout the surface parking lot, and several street trees along the adjacent roadways, and around some building perimeters.

The SBS campus has been developed with studio-related uses since approximately 1920, when Warner Brothers Studios established their EOB and several soundstages on what has become the current SBS campus. Several of the studio buildings constructed during that period are still present, including the EOB fronting Sunset Boulevard. Existing development on the overall SBS campus includes approximately 297,729 square feet of building area.

The Project Site is currently developed with an asphalt-paved surface parking lot providing approximately 466 parking spaces, three studio-related buildings, two structural additions to the EOB, and several ancillary structures, occupying a total of 14,499 square feet of building area. The studio-related buildings include a 293-square-foot guard station located at the Van Ness Avenue entrance to the Project Site (the Van Ness Gate), a 7,259-square-foot scenic shop located in the southern half of the lot, and a 77-square-foot restroom building located near the center of the lot. The ancillary structures located on the surface parking lot include several satellite dishes and emergency generators, located at the southwest portion of the lot, and the KTLA Tower, located at the northwest corner of the lot. The four-legged, steel-skeleton KTLA Tower is approximately 160 feet tall and has the letters “KTLA” and the number “5” attached vertically to all four sides. Two electronic message boards are attached to the lower sides of the KTLA Tower. On the western periphery of the surface lot is the approximately 4,757-square-foot, two-story addition to the EOB known as the Gene Autry Wing. The Gene Autry Wing was constructed in 1964 as a structural addition to the east side of the EOB. In addition to the area in and around the surface parking lot, the Project Site includes one non-contiguous area of the campus at the southeast corner of Sunset Boulevard and Bronson Avenue, immediately in front of the off-site EOB. This area contains a 2,113-square-foot, one-story addition to the north side of the EOB. This addition is currently used as office space.

The existing structures located throughout the Project Site exhibit a wide variety of architectural styles. The Van Ness Gate guardhouse was constructed in 1967. This one-story wood-framed building functions as the guardhouse for the Van Ness Avenue

entrance to the studio lot. The building is rectangular in shape with a stucco exterior. The flat roof has wide overhanging eaves. Windows have been replaced with steel-framed fixed windows. The color scheme of the Van Ness Gate guardhouse is brown and white. The Van Ness Gate guardhouse provides access to the surface parking lot and is the primary access point for the SBS campus. As described in Appendix D of this Draft EIR, the scenic shop building within the Project Site was originally constructed as part of the Mill Building during the 1920s. In the mid 1950s, the Mill Building was divided and the two parts, including the building now referred to as the scenic shop, were relocated throughout the SBS campus. The scenic shop is two stories, approximately 33 feet in height, has a gabled roof, and a stucco exterior. The north and south façades include multi-paned steel sash windows and tall sliding corrugated metal doors. The visitor restroom building is one story in height, rectangular in shape, and sheathed in stucco. The flat roof has wide overhanging eaves. There are two slab doors on the north façade to the men's and women's rooms. As mentioned above, several ancillary structures located on the Project Site include several satellite dishes and emergency generators, located within the southwest portion of the Project Site.

The remaining structures on the Project Site include the two additions to the EOB. The first is a one-story addition that was made to the northwest end of the EOB in the 1940s. This addition contains very little of the architectural features of the main EOB structure and is utilitarian looking in nature. The second is a two-story addition that was made to the east façade of the building in 1968. It housed Gene Autry's office and private dining room. The EOB was constructed in 1922–1923 and was originally used for the Warner Brothers offices, until the executive staff moved to Burbank in 1930. The original building is symmetrical in form and designed in a neoclassical style. Its dominant feature is a second story colonnade of Doric columns. The fenestration is symmetrical and consists of large, paired, eight-pane vertical windows arranged two-over-four. These windows appear on both the ground floor and second story balcony on the north façade. The east and west ends of the building were originally one story in height. In 1929, the west end was expanded and a second story was added. A second story was added to the east end in 1931. Many of the design elements in the central section of the building were continued across these sections. The EOB fronting Sunset Boulevard is painted entirely in white.

As discussed in detail in Section IV.D, Historic Resources, of this Draft EIR, the existing EOB is listed in the National Register of Historic Places and in the California Register of Historical Resources and is eligible for Los Angeles Historic–Cultural Monument designation for its association with Warner Brothers and as one of a small number of motion picture production facilities that date from the inception of the film industry in California. While the EOB is not located within the Project Site, the two-story Gene Autry Wing, located on the east side of the EOB, and the EOB's northern addition are included in the Project Site. However, neither of these additions are historic resources subject to CEQA because they are not individually significant and post date the EOB's

period of significance (1923–1938). Additionally, the KTLA Tower is eligible for listing in the National Register of Historic Places, the California Register of Historical Resources and as a Los Angeles Historic–Cultural Monument for its association with early radio in Los Angeles and as a prominent visual feature in the Hollywood area. The KTLA Tower was erected in 1925 for KFWB radio, which was owned by Warner Brothers. It was one of two towers that flanked the entrance to the EOB. The KTLA Tower was moved to its present location around 1957, while the other tower was removed. Lastly, per the City of Los Angeles Cultural Heritage Ordinance, the entire SBS campus has been designated as a City of Los Angeles Historic-Cultural Monument (HCM No. 180) as the site of the filming of *The Jazz Singer*. Although the designation applies to the entire property, the filming of this movie occurred in Stage 1 (or existing Stage 9), which is outside of the Project Site.

(i) 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 shown in Figure IV.A-2 on page IV.A-7, the area surrounding the Project Site includes a mix of light industrial, commercial, residential, and educational uses with associated parking. In addition, as the Project Site is a part of the overall SBS campus, studio facilities are located immediately adjacent to the south and west sides of a portion of the Project Site. Moreover, while the Project Site and surrounding area are generally flat, with topography that gently slopes down from north to south, the Hollywood Hills to the north are a distinctive component of the Hollywood urban skyline.

Land uses to the north across Sunset Boulevard are commercial and residential in nature and include surface parking lots, a Mobil gas station, the three-story St. Moritz Hotel with lower level retail and a bar, the Metropolitan Residential Tower and three-story walk-up office structure, and a Midas auto repair and service center. North of these uses, land uses primarily consist of multi-story apartment buildings. Land uses to the east across Van Ness Avenue consist entirely of the Helen Bernstein High School campus, with the US-101 Freeway located further to the east. The school's athletic fields are located closest to the Project Site, immediately adjacent to Van Ness Avenue. The main school building is located on the opposite side of the campus, adjacent to Wilton Place, and consists of a five-story building of contemporary design with a painted stucco exterior of complementary colors.

As mentioned above, the Project Site is a part of the overall SBS campus, and studio facilities are located immediately adjacent to the south and west side of a portion of the Project Site. Land uses to the south across vacated Fernwood Avenue, beyond the SBS campus buildings, consist of the Joseph Le Conte Middle School campus. The Joseph Le Conte Middle School campus primarily consists of one- and two-story brick school buildings with terra cotta roofs. The school's athletic fields are located on the northeastern

Source: Google Earth Maps, 2012; Matrix Environmental, 2013.

Sunset Bronson Studios

matrix environmental

NORTH

Figure IV.A-2
Aerial Photograph of Surrounding Development

portion of the campus, adjacent to vacated Fernwood Avenue. Beyond the Joseph Le Conte Middle School, land uses include a mixture of single-family homes and apartment/condo buildings. Land uses west of the Project Site, across Bronson Avenue, consist of commercial uses, restaurants, and two- to four-story apartment buildings of varying architectural age and design; although a few single family homes remain along the west side of Bronson Avenue.

The buildings surrounding the Project Site range roughly from one to 13 stories in height and vary in design, function, and aesthetic character. Given the eclectic nature of the surrounding land uses and their associated variations in architecture, building heights and building materials, a somewhat non-cohesive visual character is evident throughout the area.

(2) Views

Visual resources of merit in the greater Proposed Project area include the Hollywood Sign, a City-designated historic monument, and the Hollywood Hills located to the north, as well as a number of historic buildings. 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 Proposed Project, which is included as Appendix A of this Draft EIR, the Project Site is not located along a City-designated scenic highway.[1] Therefore, the Proposed 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 state scenic highway.

(a) 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 commercial and residential development, including the 12-story Metropolitan Residential Tower and three-story walk-up office structure, surface parking lots, the three-story St. Moritz Hotel with lower level retail and a bar, a Mobil gas station, and a Midas auto repair and service center. While northerly views from the ground level of the Project Site are limited by commercial and

[1] *City of Los Angeles General Plan, Transportation Element. Map E: Scenic Highways in the City of Los Angeles, http://cityplanning.lacity.org/cwd/gnlpln/transelt/TEMaps/E_Scnc.gif.*

residential development north of Sunset Boulevard, intermittent views of the scenic Hollywood Hills and the Hollywood Sign in the distance are possible from the ground at the corner of Sunset Boulevard and Van Ness Avenue and elevated view points within the Project Site (e.g., from the upper stories of the EOB). Views to the east are of the Helen Bernstein High School campus. The US-101 Freeway is located directly east of the Helen Bernstein High School campus; however, this segment of the US-101 Freeway is sunken, so the freeway is generally not visible from the Project Site. Beyond the US-101 Freeway, the one- to two-story commercial, retail, and apartment buildings on the opposite side of the US-101 Freeway are visible from the Project Site. Views to the south consist of the one- to two-story KTLA studio structures. The height of these structures obstructs further views to the south. Similarly, views to the west are of the SBS campus soundstages and production buildings, which obstruct further views to the west.

(b) Views from the Surrounding Proposed Project Area

Public views from vantages within the surrounding Proposed 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-rise and high-rise commercial, entertainment, office, 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 (e.g., Van Ness Avenue, Bronson Avenue, Wilton Place, and Gower Street) 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 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 Van Ness Avenue, and from students at the Helen Bernstein High School). There is also a short stretch of Wilton Place, just south of Sunset Boulevard, where motorists and pedestrians have a limited view of the Project Site across the Helen Bernstein High School campus. Private views of the Project Site are visible from the commercial and residential development adjacent to the north side of Sunset Boulevard and may be possible from elevated viewpoints such as mid-rise buildings in the vicinity of the Project Site. Private views of the Project Site are also available from vantage points within the SBS campus.

(c) 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 Proposed Project area 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 is subordinate to broader views of the urban landscape.

(3) Light/Glare

The Project Site is located within the highly urbanized Hollywood community, along a well developed commercial boulevard. Lighting from surrounding land uses contribute to the high ambient nighttime light levels that characterize the area. Exterior light sources include lighting for signage, architectural highlighting, parking lot visibility, and security purposes, as well as pole-mounted street lights along adjacent streets and light generated by vehicular traffic on local streets, especially Sunset Boulevard. In addition, the athletic fields of the Helen Bernstein High School are often lit at night for after-hours sporting events. Interior light spill-over from windows of nearby commercial and residential uses also contributes to the ambient nighttime levels. In the immediate vicinity of the Project Site, land uses sensitive to nighttime light include existing residences located to the south down Van Ness Avenue and residential uses to the north of Sunset Boulevard.

Light levels generated within the Project Site are medium, as the surface parking lot is lighted by pole-mounted lights at night. Additionally, the message reader boards at the base of the KTLA Tower provide additional lighting at the intersection of Sunset Boulevard and Van Ness Avenue. Further, some light spillover from the architectural lighting of the EOB spills over to the Project Site.

Sensitive receptors relative to glare include the existing residential uses along Van Ness Avenue, approximately 0.10 mile south of the Project Site, residential uses across Bronson Avenue, residential uses along and north of Sunset Boulevard, and motorists traveling on Sunset Boulevard and Van Ness Avenue. Neither the surface parking lot nor the studio-related ancillary uses currently generate substantial glare given the nature of their construction materials, which includes stucco exterior finishing.

(4) Shade and Shadow

Given the number of mid- to high-rise buildings throughout the urban Project area, shading is a common and expected phenomenon. Existing sensitive uses relative to shading impacts potentially generated by the Proposed Project include the athletic fields of

the Helen Bernstein High School, immediately east across Van Ness Avenue. The Project Site is currently developed with a large surface parking lot, and one- to two-story studio-related ancillary uses, which generate minimal shadows on off-site uses, particularly since the northern part of the Project Site is occupied by the surface parking lot. Additionally, none of the buildings located on the SBS campus are sufficiently tall enough to cast substantial shadows on the Project Site.

b. Regulatory Framework

(1) General Plan Framework

The Citywide General Plan Framework Element (General Plan Framework), adopted in December 1996 and readopted in August 2001, establishes the conceptual basis for the City's General Plan. The General Plan Framework provides direction regarding the City's vision for growth 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 broad neighborhood design policies and implementation programs to guide local planning efforts. The General Plan Framework also clearly 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).[2]

As discussed further in Section IV.E, Land Use, of this Draft EIR, 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 cites the need for the use of open space to enhance community and neighborhood character. The policies of this chapter recognize that there are communities where open space and recreation resources are currently in short supply, and therefore suggests that

[2] *City of Los Angeles Citywide General Plan Framework, 1995.*

pedestrian-oriented streets and small parks, where feasible, might serve as important resources for serving the open space and recreation needs of residents.

Specific applicable objectives from the Urban Form and Neighborhood Design and the Open Space and Conservation Chapters are listed below in Table IV.A-1 on page IV.A-38 in the impact analysis section. Additional relevant General Plan Framework goals, objectives, and policies are addressed in Section IV.E. Land Use, of this Draft EIR.

(2) Hollywood Community Plan

The Project Site is located within the Hollywood Community Plan (Community Plan) area of the City of Los Angeles. The Community Plan is one of the 35 community and district plans established throughout the City, which collectively compose the Land Use Element of the City's General Plan and which are intended to implement the policies of the General Plan Framework. The most recent version of the Community Plan was adopted in June 2012. While the primary aim of the Community Plan is to guide growth and development, several of the Community Plan's objectives pertaining to land use also relate to aesthetic issues. Further discussion of the Community Plan is provided in Section IV.E, Land Use, of this Draft EIR.

(3) 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.E, Land Use, of this Draft EIR, the Project Site is currently zoned M1-1. The M1 (Limited Industrial) zone permits any use permitted in the MR1 (Restricted Industrial) zone—provided that all regulations of the zone are complied with, except that front yard setbacks are not required—and any enclosed use permitted in the C2 (Commercial) zone. Example land uses permitted in the M1 zone include media products, machine shops, wireless telecommunications, and limited commercial and manufacturing uses. 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.

Relative to lighting, the LAMC specifies that outdoor light standards, specifically those used to illuminate a parking area, must be designed to reflect the light away from any adjacent street or property. In addition, exterior lighting may not generate direct glare or a light intensity greater than 2 foot-candles onto specified habitable and/or recreational uses. Further, signage illumination is limited to a light intensity of 3 foot-candles above ambient lighting, as measured at the property line of the nearest residentially zoned property. As it

also pertains to this analysis, additional LAMC requirements regulate such aspects of development as the design of parking facilities, fences, and walls. LAMC requirements relating to land use controls are discussed in Section IV.E, Land Use, of this Draft EIR.

(4) Community Redevelopment Agency's Hollywood Redevelopment Plan

The Community Redevelopment Agency's (CRA) Hollywood Redevelopment Plan (Redevelopment Plan) was adopted by the City Council on May 7, 1986, and most recently amended on October 31, 2003. The Hollywood Redevelopment Project Area (Redevelopment Area) encompasses approximately 1,107 acres bounded approximately 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[3] 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 this analysis, the goals established in the Redevelopment Plan include reviving the historic core of the area, preserving historically significant structures, and recommending urban design guidelines. Applicable goals and requirements are listed in Table IV.A-2 on page IV.A-42 in the impact analysis section. Further discussion of the Redevelopment Plan and related goals and objectives is provided in Section IV.D, Historic Resources, and Section IV.E, Land Use, of this Draft EIR.

(5) 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 Hollywood Signage Supplemental Use District (HSSUD) established by the City Council as Ordinance No. 176172; however, the Project Site is not located within the HSSUD. The general purposes of the DFD are identical to the HSSUD, with the addition of a specific goal to

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[3] *As described further in Section II, Project Description, of this Draft EIR, the California Supreme Court's decision in the* California Redevelopment Association v. Matosantos *case upheld the recently enacted state law, ABX1 26, dissolving all California redevelopment agencies, including the CRA/LA. ABX1 26, however, did not dissolve the redevelopment plans. Therefore, the Hollywood Redevelopment Plan and its requirements for development are still in effect. Given the uncertainty regarding the implementation of the land use policies in the Hollywood Redevelopment Plan, this Draft EIR will set forth the Proposed Project's consistency with CRA/LA plans and design district guidelines, and assume their applicability until action from the City and/or Designated Local Authority makes the Hollywood Redevelopment Plan no longer applicable to the Project Site.*

promote the removal of billboards and pole signs in the area in order to reduce visual clutter. The purposes of the HSSUD are the following: to promote appropriate and economically viable signage; to limit visual clutter by regulating the number, size, and location of signs; to minimize potential traffic hazards and protect public safety; to protect street views and scenic vistas of the Hollywood Sign and the Hollywood Hills; and to protect and enhance major commercial corridors and properties. As specified in the ordinance, 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. 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.

3. Project Impacts

a. Methodology

(1) Aesthetics/Visual Quality

The analysis of visual quality/aesthetics considers the visual quality of the area immediately surrounding the Project Site and the impacts of the Proposed Project with respect to the existing aesthetic environment. The analysis considers the physical aspects of the Proposed Project as well as an evaluation of simulated composite photographs showing existing and future conditions at representative locations within a range of distances and variety of directions from the Project Site. In order to apply the Thresholds of Significance described below, the following steps are used:

- Identify the degree to which the proposed project would result in the loss, removal, alteration, or destruction of any existing natural or urban aesthetic feature(s) that contributes to the valued aesthetic character of the area.
- Identify the major features of the proposed project that would be added to the site, including building heights, bulk, setbacks, architectural style, or any proposed zone changes or variances.

- Evaluate the degree to which the introduction of new features or the loss of existing aesthetic elements would alter, degrade, or contrast with the existing valued aesthetic character of the area.

(2) Views

The analysis of views evaluates the changes to existing views that may result from development of the Proposed Project. The intent of the analysis is to determine if valued view resources exist and are visible in the Proposed Project area and whether visual access to such resources would be blocked or diminished by the Proposed Project. The analysis further considers whether the Proposed Project would enhance viewing conditions through the creation of new resources. In general, views are closely tied to topography and distance from a view resource. The identification of available views within the Proposed Project area was accomplished through field surveys, photographic documentation, and topographic analysis. The analysis is based on the Proposed Project's characteristics, particularly building heights and massing, and an evaluation of simulated composite photographs showing existing and future conditions at representative locations, as viewed from a range of distances and variety of directions relative to the Project Site.

The *City of Los Angeles CEQA Thresholds Guide* provides that the analysis of project impacts to visual resources must address views from public places such as designated scenic highways, corridors, parkways, roadways, bike paths and trails. In addition, although not protected under CEQA, this impact analysis provides an analysis of private views for informational purposes only. Specifically, due to the proximity of the Proposed Project to the Hollywood Hills, this evaluation addresses private view impacts relative to distant and panoramic views of the urban landscape from private residences in the hills.

To determine whether a potential view impact would occur from the public places described above, and consistent with the *City of Los Angeles CEQA Thresholds Guide,* the following steps are used to weigh several considerations, as follows:

- Determine the nature and quality of any key visual resources in the project vicinity and whether the project is located in close proximity to a scenic highway.

- Identify any project elements that would obstruct or interrupt existing views of visual resources from public locations and the probable extent to which views would be impacted.

- Determine the extent to which a project would affect views of valued resources available from along a public roadway, bike path, trail, or other view corridor, and from single, fixed vantage points by identifying the areas from which the project

is visible. Consider whether and to what degree the project could impact views from these locations.

(3) Light/Glare

The analysis of light and glare identifies the location of off-site light-sensitive land uses and describes the existing ambient lighting conditions in the Proposed Project area. The analysis evaluates the proposed light and glare sources and the extent to which Proposed Project lighting, including illuminated signage, 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 Proposed 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 consequences of shadows on land uses can be positive, including cooling effects during warm weather; or negative, such as loss of warmth during cooler weather and loss of natural light. Shadow effects are dependent on several factors, including local topography, the height and bulk of a project's structural elements, the sensitivity of surrounding uses, season, and duration of shadow projection. In determining the effects of shading, the locations of sensitive uses in the surrounding area are identified and shadows of the Proposed Project are modeled based the proposed building heights. Shading impacts are evaluated in accordance with the thresholds set for in the *City of Los Angeles CEQA Thresholds Guide*. Accordingly, shadows have been modeled and plotted for representative hours during the spring and fall equinoxes and winter and summer solstices, as shown below.

Sensitive uses under the *City of Los Angeles CEQA Thresholds Guide* include routinely usable outdoor spaces associated with residential, recreational or institutional uses (e.g., schools, convalescent homes), commercial uses such as pedestrian-oriented outdoor spaces or restaurants with outdoor eating areas, nurseries, and existing solar collectors. These uses are considered sensitive because sunlight is important to function, physical comfort, or commerce.

To analyze the Proposed Project's shading impacts, shadow lengths have been identified for the following time periods by season:

Season	Date	Time of Day
Winter Solstice (PST)	December 21	9 A.M. PST to 3 P.M. PST
Spring Equinox (PDT)	March 21	9 A.M. PDT to 5 P.M. PDT
Summer Solstice (PDT)	June 21	9 A.M. PDT to 5 P.M. PDT
Fall Equinox (PDT)	September 21	9 A.M. PDT to 5 P.M. PDT

PST = Pacific Standard Time
PDT = Pacific Daylight Savings Time

The varying and seasonally adjusted daytime hours represent the period of the day during which the expectation of available sunlight exists. For the purpose of establishing the hours in which significant impacts occur, winter is described as occurring during Pacific Standard Time (PST), 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 (PDT), which occurs between the second Sunday in March and the first Sunday of November.

b. Thresholds of Significance

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:

- 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 *City of Los Angeles CEQA Thresholds Guide* states that the determination of significance shall be made on a case-by case-basis, considering the following factors:

(1) Aesthetics/Visual Quality:

- 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 Proposed Project would have potentially significant impacts if it were to substantially alter, degrade, or eliminate the existing visual character of an area, including valued existing features or resources; or if the Proposed 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 Proposed 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/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 Proposed Project would have a potentially significant impact on light aesthetics if Proposed Project lighting would result in a substantial change in ambient nighttime levels in close proximity to light-sensitive uses.

(4) Shading

The *City of Los Angeles 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).[4]

c. Project Design Features

No specific project design features beyond the project improvements discussed in Section II., Project Description of this Draft EIR are proposed with regard to aesthetics, views, light/glare, and shading.

[4] *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.*

d. Analysis of Project Impacts

(1) Proposed Project Improvements

As described in further detail in Section II, Project Description, of this Draft EIR, the Proposed Project would develop a 13-story office building with one level of subterranean parking and a five-story production office building, supported by a seven-story parking structure that would include two levels of subterranean parking. The proposed 13-story office building is anticipated to be located within the northeast corner of the Project Site. The top floor of the building would reach approximately 200 feet. As shown in Figure IV.A-3 on page IV.A-21, the office building would feature a distinctive glass and concrete panel façade. The five-story production office building is proposed to be located near the center of the Project Site. This building would have a height of up to approximately 73 feet. As shown in Figure IV.A-4 on page IV.A-22, the production office building would be located immediately adjacent to the west side of the proposed parking structure, creating the visual appearance of a single building with a production office component and a parking component.

As shown in Figure IV.A-5 on page IV.A-23, the proposed 7-story parking structure is anticipated to be located within the southern portion of the Project Site along Van Ness Avenue. The proposed parking structure would include two levels of subterranean parking and would be approximately 74 feet in height. The parking structure would be connected to the proposed office tower through an underground driveway and passageway. As shown in Figure IV.A-5, the proposed parking structure would be designed to enhance the Van Ness Avenue façade and would include metal panels that would be painted in complementary colors, planters on each level, as well as a landscaped strip along the Van Ness Avenue wall that would include shrubs and mature trees.

Additionally, by removing the EOB's Gene Autry Wing and northern addition that were subsequently added over time, the Proposed Project seeks to restore the original façade of the EOB. In addition, the proposed office building would be set back from Sunset Boulevard and landscaping would be kept low to enhance views of the historic façade. To further complement the existing EOB, the proposed office building would feature a soffit (decorative molding) on the building's third floor that would align with the eave line of the EOB, establishing a scale relationship between the buildings. Further, the proposed office building would feature landscaping and decorative architectural features (e.g., free-standing columns atop decorative bases) along the Sunset Boulevard street frontage, to mimic the design and cadence of the historic colonnade and masonry fence line found along Sunset Boulevard. The glazed storefront used on the first floor of the proposed office building would be recessed along Sunset Boulevard to allow the detailed, articulated façade of the EOB to be visually prominent. The Proposed Project would also relocate the KTLA Tower from its current location at the northeast corner of the Project Site to its original position in front of

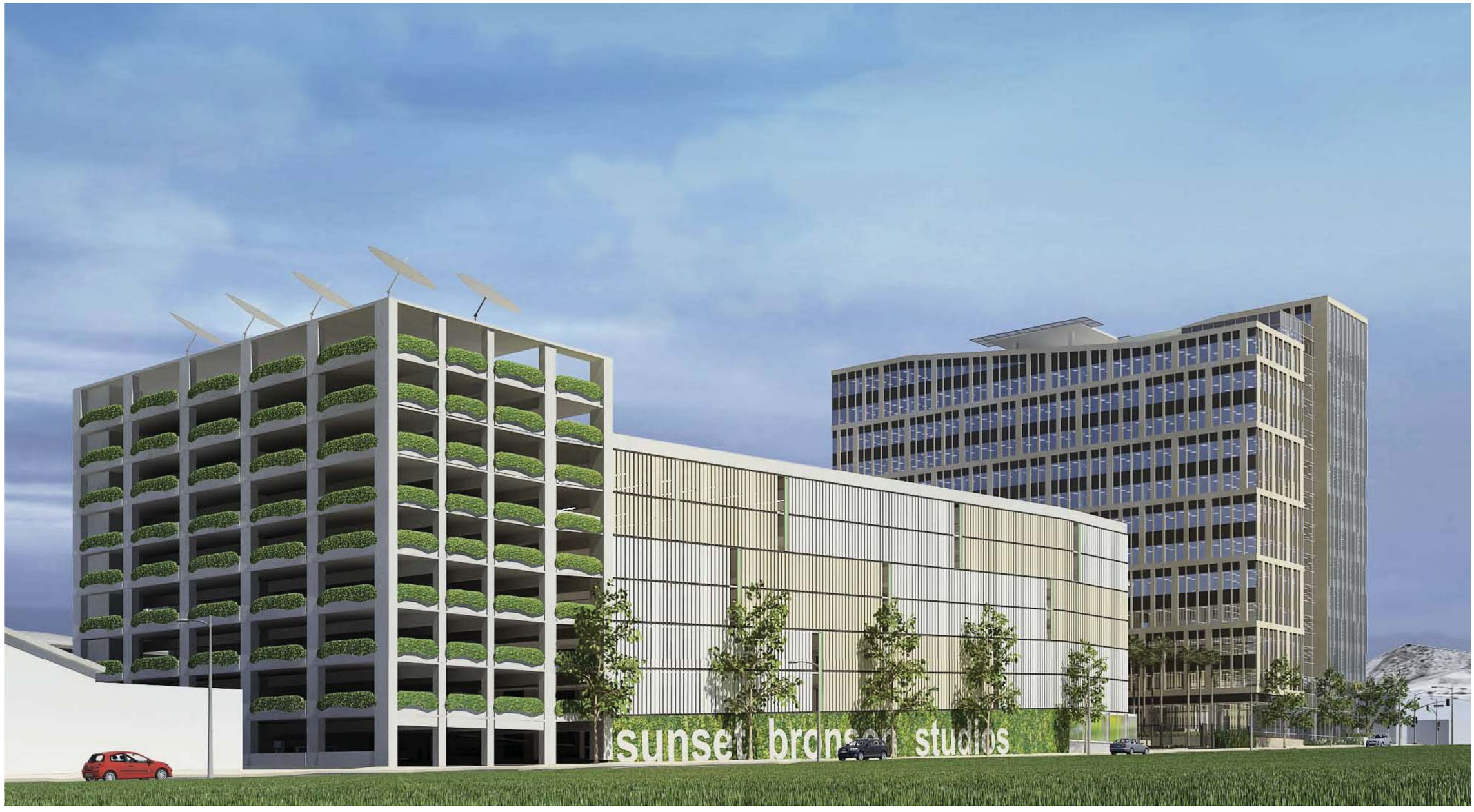
Source: Gensler, 2010.

Source: Gensler, 2010.

Sunset Bronson Studios

matrix environmental

Figure IV.A-4
Conceptual Depiction of Proposed Production Office Building



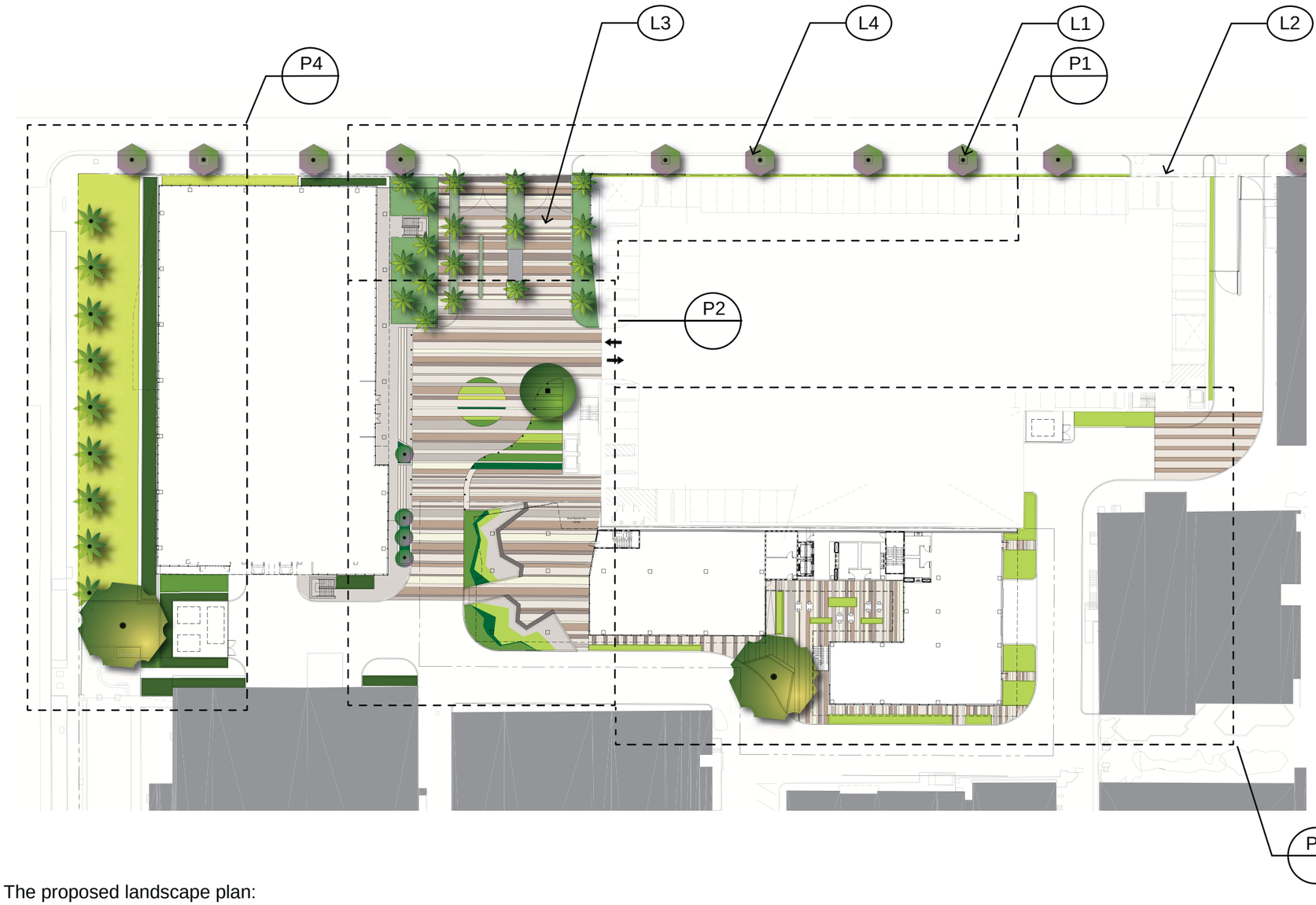
Source: Gensler, 2010.

the west wing of the EOB. The EOB and the KTLA Tower would be fully integrated with the other structures proposed on-site through the use of landscaping, particularly between the EOB and the proposed office building. Rehabilitation of the impacted portions of the EOB and the KTLA Tower would conform to the Secretary of the Interior Standards and as a result, the Proposed Project would restore the EOB and the KTLA Tower to its original design and visual architectural integrity.

Further, the landscaped area at the Van Ness Gate would be designed to enhance the SBS's arrival area and would be accentuated by a newly planted large oak tree. The landscaped setback area along Sunset Boulevard would be designed to enhance the pedestrian environment of the Project Site by providing additional landscaping along the Sunset Boulevard streetscape. The Proposed Project would also provide an outdoor seating area with landscaping immediately adjacent to the proposed production office building. Figures IV.A-6 through IV.A-10 on pages IV.A-25 through IV.A-29 depict the proposed landscaping throughout the Project Site.

Proposed Project signage would be designed to be aesthetically compatible with the existing and proposed architecture of the site and other signage in the area. Proposed signage would include monument signage, building and tenant signage, and general ground level and wayfinding pedestrian signage, as permitted per the CRA's Design for Development for Signs in Hollywood. No off-premises billboard advertising is proposed as part of the Project. Proposed Project lighting would include low-level exterior lights adjacent to buildings and along pathways for security and wayfinding purposes. In addition, low-level lighting to accent signage, architectural features, and landscaping elements would also be incorporated throughout the Project Site. Proposed Project lighting has been designed to provide for efficient, effective and aesthetically pleasing lighting solutions, which would minimize light trespass from the proposed buildings and overall Project Site, reduce sky-glow to increase night sky access, and improve nighttime visibility through glare reduction.

The Proposed Project would maintain site access along Van Ness Avenue, Bronson Avenue, and at the service-only driveway along vacated Fernwood Avenue. Pedestrian access would be provided through a pedestrian-friendly landscaped plaza entrance on Van Ness Avenue. Additionally, with implementation of the Proposed Project, pedestrian safety would be enhanced at the Van Ness Gate by creating a longer queuing area for entering and exiting vehicles. Sidewalks would also be provided along each side of the driveway rather than the current configuration, with the perimeter wall immediately adjacent to the driving surface. The modifications would improve visibility and provide pedestrian paths outside of the traffic lanes. A conceptual depiction of the improved main entry along Van Ness Avenue is provided in Figure IV.A-11 on page IV.A-30.



LEGEND

L1 – Landscape Points include street trees, walls and fences, site design such as use of permeable pavers and California Natives, and free flowering street trees.

P1 – Proposed Landscape Areas including the Main Entry, Pedestrian Arrival Plaza, Gathering Areas and Walkways, and Park Edge

The proposed landscape plan:

- identifies 21,500 sf of planted area on site .
- dedicates over 7600 sf of planted area to storm water infiltration areas using infiltration and flow-through planters.
- 100% of the plant species specified on site are California Native.
- uses ADA compliant permeable pavers in the main plaza area.
- will use a drip irrigation with low precipitation sprinkler heads with a flow-control device for all native planting areas.
- will specify an automatic irrigation controller with cycling and a watering schedule.
- will use soil moisture measuring device with an automatic controller.

Source: Gensler, 2010.

ENTRY

Leymus condensatus ‘Canyon Prince’
“Canyon Prince Wild Rye”

Washingtonia filfera
“California Fan Palm”

Dudleya Species
“Stone-crop Garden”

P1 MAIN ENTRY

Permeable Paver Aqua Via

STREETSCAPE

Vitis californica
“California Grape Rogers Red”

Tabebuia chrysotricha
“Golden Trumpet Tree”

Source: Gensler, 2010.

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Figure IV.A-7
Conceptual Landscape Plan – Main Entry at the Van Ness Gate

SHADE STORM WATER GARDEN

Heuchera elegans
“Coral Bells”

Fern Varieties

RUSH AND IRIS WATER GARDEN

Juncus patens
“California Rush/ Wire Grass”

Iris douglasiana
“Douglas Iris”

Carex tumulicola
“Foothill sedge”

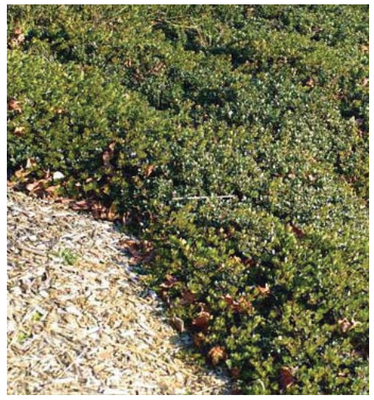
PLAZA TREE

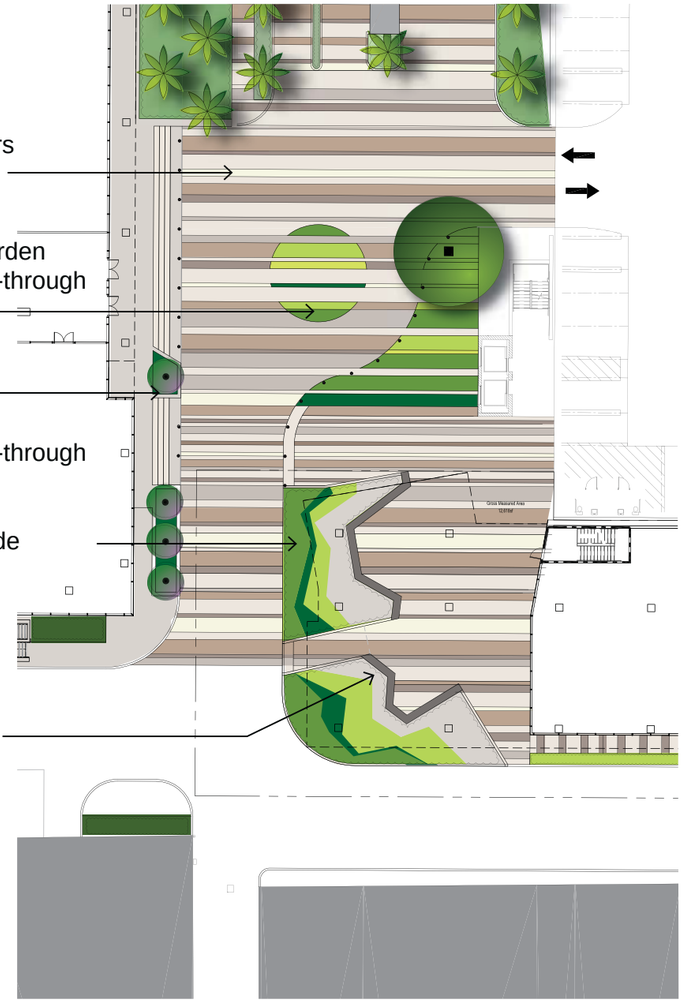
Platanus racemosa
“California Sycamore”

TOWER ENTRY

Ceanothus Ray Hartman
“California Wild Lilac”

Ceanothus Ray Hartman
“California Wild Lilac”





P2 PEDESTRIAN ARRIVAL PLAZA

Source: Gensler, 2010.

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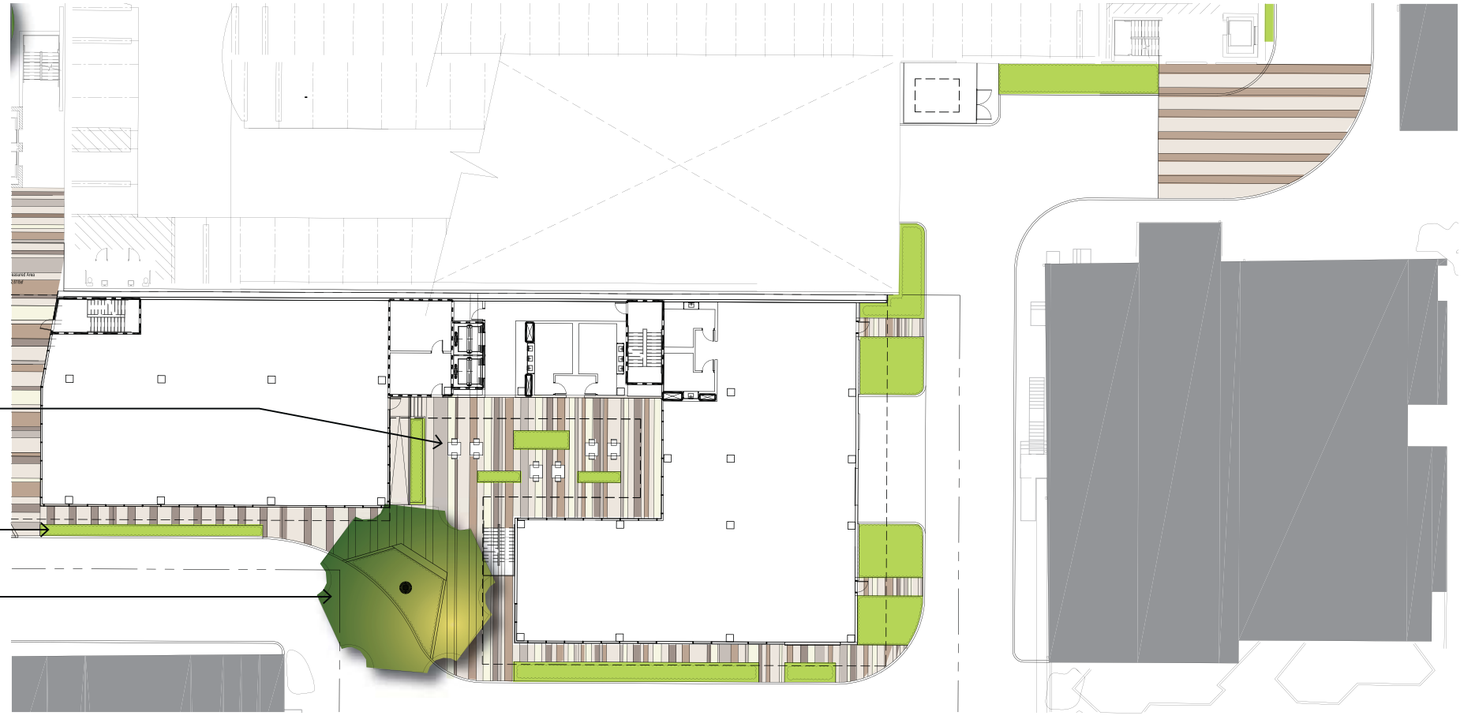
Figure IV.A-8
Conceptual Landscape Plan – Pedestrian Arrival Plaza

Seating area with tables and planters

Green Street sidewalk planter for storm water runoff

Large Oak Tree Brown/ Grey mix



P3 GATHERING AREAS AND WALKWAYS

Quercus agrifolia
“Coast Live Oak”

STORM WATER GARDEN

Juncus patens
“California Rush/ Wire Grass”

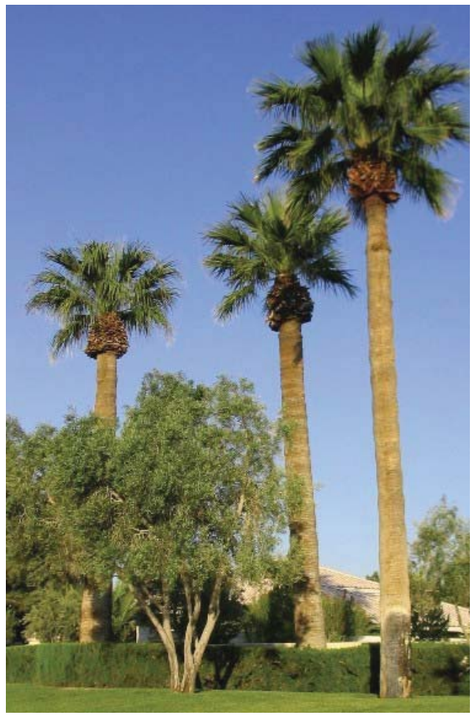
Iris douglasiana
“Douglas iris hybrid”

Source: Gensler, 2010.

SUNSET EDGE

Muhlenbergia rigens
“Deer Grass”

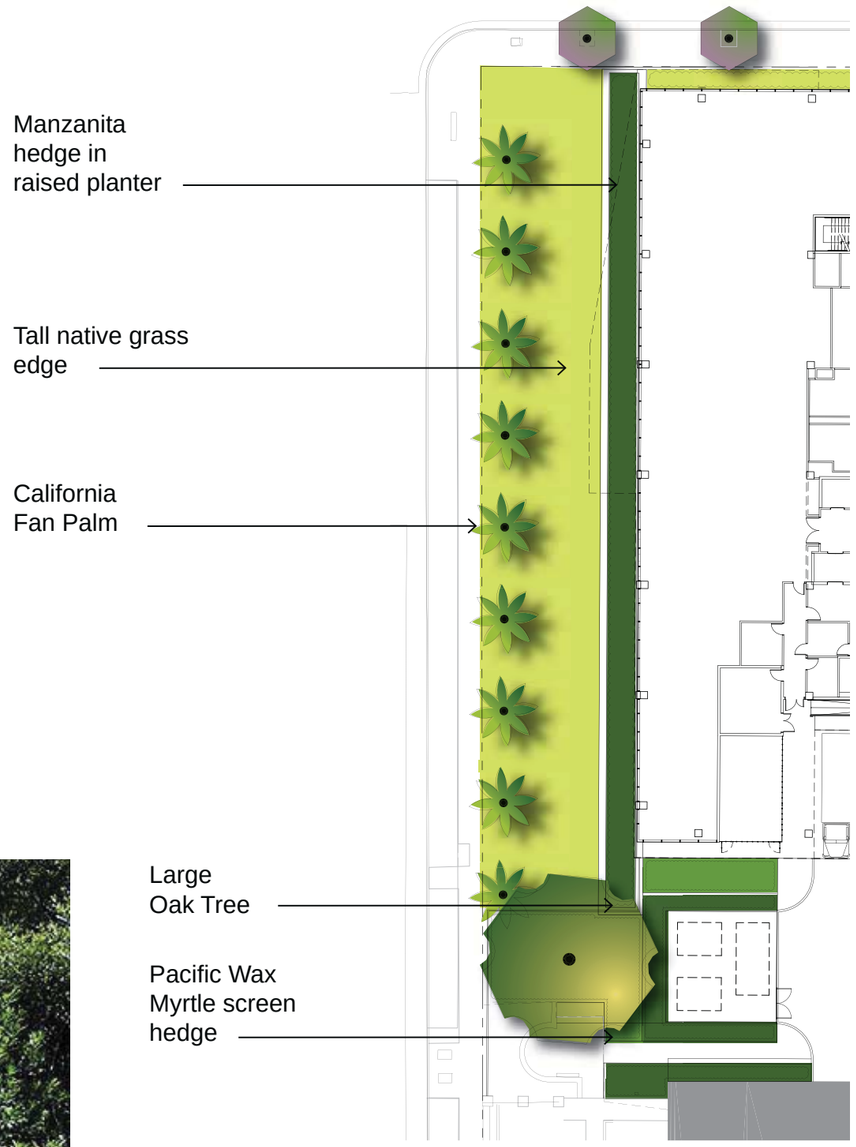
Washingtonia filfera
“California Fan Palm”



Arctostaphylos pumila
“Sandmat manzanita”

Quercus agrifolia
“Coast Live Oak”

Myrica californica
“Pacific Wax Myrtle”



P4 PARK EDGE

Source: Gensler, 2010.

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Figure IV.A-10
Conceptual Landscape Plan – Proposed Park Edge along the Sunset Boulevard Frontage

Source: Gensler, 2010.

matrix environmental

Figure IV.A-11
Conceptual Depiction of the Main Entry along Van Ness Avenue

(2) Aesthetics/Visual Quality

(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 Proposed Project, the visual appearance of the Project Site would be altered due to the removal of existing buildings, surface parking areas, and/or landscaping. Other construction activities including site preparation and grading; the staging of construction equipment and materials (e.g., bulldozers, portable toilets, and modular offices); and the construction of foundations, new buildings, parking structures, and outdoor open space areas would also alter the visual quality of the Project Site. However, the Project Site is currently surrounded by various visual barriers that obstruct public views of on-site studio activities, including a painted cinderblock wall along portions of Van Ness Avenue and a decorative painted brick wall along portions of Sunset Boulevard. Thus, although the aesthetic quality of the visual barrier around the Project Site would temporarily change during construction to one that is not visually uniform with the remainder of the Project Site in material and color scheme, overall views into the Project Site would not be substantially altered. In addition, temporary fencing may be placed along the periphery of the site to screen much of the on-site construction activity from view from the street level.

The Proposed Project construction activities may also require the removal of several mature street trees located in the public right-of-way along Van Ness Avenue. It is important to note that the tree planters along Van Ness Avenue are not all occupied, as trees removed from these planters have not been consistently replaced. Nonetheless, the Proposed Project would replace all removed trees in accordance with the City of Los Angeles Street Tree Ordinance and more consistent landscaping would be provided along Van Ness Avenue. The mature palm trees that line Sunset Boulevard in front of the Project Site within the public right-of-way would not be removed by the Proposed Project construction activities.

Visible construction activities would also include truck traffic to and from the Project Site. The intensity of construction trucks for the duration of the construction period would impact the visual quality of the area, though not to a significant degree, since the local major roadways are intended to accommodate a range of vehicle types, including trucks incidental to construction and deliveries.

Based on the above, construction of the Proposed Project would not substantially alter, degrade, or eliminate the existing visual character of the area, or generate substantial

long-term contrast with the visual character of the surrounding area. Accordingly, visual quality impacts associated with construction would be less than significant. Furthermore, Mitigation Measures A-1 and A-2 are proposed below to further ensure that impacts would remain less than significant.

(b) Operation

The Project Site is currently developed with buildings, surface parking, studio-related ancillary structures, and limited landscaping. These uses currently within the Project Site do not contribute individually or collectively to the valued visual character or image of the adjacent SBS campus or surrounding community. The Proposed Project would visually alter the Project Site by developing a denser configuration of new buildings integrated with landscaped areas. Specifically, as shown in Figure IV.A-12 on page IV.A-33 and described above, the Proposed Project would provide an office building at the intersection of Sunset Boulevard and Van Ness Avenue, a parking structure and production office building along Van Ness Avenue, an outdoor seating area and café internal to the Project Site, replacement of the guard station along Van Ness Avenue, and rehabilitation of the impacted portions of the EOB. The Proposed Project's uses would be an integrated part of the studio uses within the SBS campus to the south and east. Furthermore, as previously described, the proposed renovations to the EOB and the relocation of the KTLA Tower would conform to the Secretary of the Interior Standards for the Treatment of Historic Properties and would be considered a beneficial impact relative to aesthetics as the EOB would be restored to its original condition. In addition, the relocation of the KTLA Tower back to the place it once stood would restore its integrity of location and would enhance the EOB's integrity of setting. Proposed parking on-site would be designed to maximize efficiency and minimize visual impacts. Specifically, 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 by proposed buildings and landscaping.

Overall, development of the proposed buildings and associated landscaping would visually "fill in" the existing underutilized Project Site, thus creating a visual connection between the Project Site and the remaining SBS campus. The Proposed Project's increased landscaping along Sunset Boulevard and Van Ness Avenue, in conjunction with replacing a surface parking lot with buildings of uniform design that respect nearby historic resources, would enhance the appearance of the Project Site and the surrounding area and would promote controlled-access pedestrian activity within the Project Site and the SBS campus.

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 and materials. Further, the Project area continues to transform, with new and ongoing development

Source: Gensler, February 2010.

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0' 100' 200 Feet
Approximate Scale in Feet

Figure IV.A-12
Conceptual Site Plan

incorporating mixed uses with mid- and high-rise buildings of contemporary design, including the 12-story Metropolitan Residential Tower across Sunset Boulevard and the recently completed 4-story Helen Bernstein High School across Van Ness Avenue.

With implementation of the proposed improvements, the Proposed Project would result in greater density and scale of development at the Project Site when compared with existing conditions. However, based on the heights of existing buildings within the immediate Project Site vicinity and beyond, the Proposed Project would not contrast sharply with existing surrounding development or other more distant properties. As such, the Proposed Project would be consistent with the aesthetic image of the Project Site area, including the size, scale, mass and density of nearby development. Additionally, the SBS campus is strategically located at a gateway to Hollywood. The proposed office tower would establish a strong identity for the Van Ness Avenue corner, and in combination with the existing 12-story Metropolitan Residential Tower across Sunset Boulevard, the Proposed Project's 13-story office building would help to create a discernible visual threshold to the Hollywood area on Sunset Boulevard. Furthermore, as noted above, the Proposed Project's increase in density and building height would be in character with the area given the nature of other new high-density development recently completed and/or underway throughout the vicinity, including the 12-story Metropolitan Residential Tower across Sunset Boulevard and the 4-story Helen Bernstein High School across Van Ness Avenue.

Despite the increase in building height and density, the Proposed Project would not contrast sharply with the height and density of surrounding commercial and mixed-use development or other more distant properties. Figure IV.A-13 on page IV.A-35 depicts the Proposed Project and surrounding properties as viewed looking west, and demonstrates that while the height of the office building would be evident, the proposed building massing and density would not differ substantially from other nearby developments. Similarly, the bulk and density of the Proposed Project would be compatible with that of surrounding properties. The Proposed Project's vertical vernacular would provide a transition between the surrounding mixed uses while allowing for a higher density development within the Project Site. The Proposed Project would be designed to provide visual interest, since all of the buildings would vary in height, bulk and massing, thus creating an identity that is distinctive yet compatible with surrounding uses. The Proposed Project would also incorporate design elements with an architectural theme that complements the existing character of the Sunset Boulevard commercial corridor.

The Proposed Project would include lighting for purposes of providing security and aesthetic enhancements, while also being sensitive to nearby properties (refer to the analysis of lighting impacts later in this section for further discussion). In addition, the replacement of pole-mounted parking lot lighting with attractive security and architectural lighting would improve the aesthetic character of the Project Site. Moreover, the existing

Source: Gensler, 2010.

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Figure IV.A-13
Conceptual Aerial View of Proposed Project and Surroundings from the Southeast

sense of privacy would be reduced, as the walls that currently are provided for the purpose of obstructing views of the Proposed Project's interior would be replaced by buildings and landscaping that would serve the same purpose. Further, the Proposed Project would create new open spaces with landscaping visible to the public, particularly along Sunset Boulevard and Van Ness Avenue. The Proposed Project would also incorporate signage consistent with the signage regulations of the LAMC, the Hollywood Redevelopment Plan, and the CRA's Design for Development for Signs in Hollywood. Proposed signage would include general ground level and wayfinding pedestrian signage, as permitted per CRA's Design for Development for Signs in Hollywood and would be of a proper scale to motorists and pedestrians. In addition, signage would be visually integrated with the proposed development on the Project Site and would further add visual interest and texture to building façades.

Overall, with implementation of the proposed landscaping improvements within and along the Project Site boundaries, Proposed Project development would improve the Project Site's visual character, as well as pedestrian streetscape along Sunset Boulevard and Van Ness Avenue relative to the existing appearance of the Project Site and surrounding area. In addition, although the Proposed Project would remove structures that are part of the EOB, which is considered a valued historic resource, the areas of the EOB near the Gene Autry Wing and the northern addition to the EOB would be rehabilitated in conformance with the Secretary of the Interior Standards and would be considered a beneficial impact relative to aesthetics as the EOB would be restored to its original condition. In addition, relocation of the KTLA back to the place it once stood would restore its integrity of location and would enhance the EOB's integrity of setting. Relocation of the KTLA Tower would also conform to the Secretary of the Interior Standards. As such, the Proposed Project would improve the aesthetic integrity of the EOB and KTLA Tower and with the rehabilitation of these structures, would not remove valued features or elements that contribute positively to the visual character of the area. Additionally, the Proposed Project would not degrade or detract from the existing visual quality of the Project Site and its surroundings. Rather, the Proposed Project would introduce compatible uses within buildings that would incorporate a pedestrian-oriented layout and architectural design that would be complementary and visually compatible with surrounding land uses. Additionally, the Proposed Project would create new open spaces with landscaping that would not only "green" the Project Site but also the streetscapes adjacent to the Project Site.

Based on the above, the Proposed Project would not degrade the visual character of the site or surrounding area, would be aesthetically compatible with surrounding uses, and would positively contribute to the high activity, mixed-use nature of the area. Accordingly, the Proposed Project's visual quality impacts would be less than significant. Nonetheless, Mitigation Measures A-3 through A-7 are included below to further ensure that impacts would remain less than significant.

(c) Consistency with Regulatory Framework

(i) General Plan Framework and Hollywood Community Plan

As shown in Table IV.A-1 on page IV.A-38, the Proposed Project would be consistent with applicable policies related to aesthetics set forth in the City's General Plan Framework. Specifically, the Proposed Project would: introduce new development and modern amenities within an older site; improve the streetscapes along Sunset Boulevard and Van Ness Avenue and thus improve the pedestrian streetscape of the Project vicinity; enhance the livability of the neighborhood by renovating the Project Site, specifically by replacing an existing surface parking lot and ancillary studio-related uses with studio and parking uses consistent with the Project Site vicinity; and provide landscaping elements. Additionally, the Proposed Project would support Community Plan objectives to promote the Hollywood Center, in which the Project Site is located, as the focal point of the Hollywood Community. As discussed above, the Proposed Project's size, scale, and density would be compatible with surrounding development.

Further, the Proposed Project would include approximately 21,500 square feet of private landscaping and open space. Additionally, the landscaped areas along Sunset Boulevard and Van Ness Avenue would result in a more aesthetically appealing streetscape along these roadways when compared to existing conditions. As such, the impact of the Proposed Project relative to consistency with applicable policies in the General Plan Framework and Hollywood Community Plan would be less than significant. A detailed discussion of Proposed Project consistency with additional General Plan Framework and Community Plan policies is provided in Table IV.E-1 and Table IV.E-2 within Section IV.E, Land Use, of this Draft EIR.

(ii) Los Angeles Municipal Code

The Project Site is currently zoned M1-1 pursuant to the LAMC. The M1 (Limited Industrial) zone permits any use permitted in the MR1 (Restricted Industrial) zone—provided that all regulations of the zone are complied with, except that front yard setbacks are not required—and any enclosed use permitted in the C2 (Commercial) zone. Example land uses permitted in the M1 zone include media products, machine shops, wireless telecommunications, and limited commercial and manufacturing uses. 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 of 1.5:1, with no limit on building height. As evaluated in Section IV.E, Land Use, of this Draft EIR, the Proposed Project would be within the floor area ratio permitted for the overall SBS campus. In addition, as previously described, based on the heights of existing buildings within the immediate Project Site vicinity and beyond, the Proposed Project would not contrast sharply with existing surrounding development or other more distant properties.

Table IV.A-1
Consistency of the Proposed Project with Applicable Provisions of the General Plan Framework

Goal/Objective/Policy	Analysis of Project Consistency
Urban Form and Neighborhood Design Chapter	
Policy 5.2.2: Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale, and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime (see Chapter 3: Land Use). Additionally, develop these areas so that they are compatible with surrounding neighborhoods, as defined generally by the following building characteristics.	**Consistent.** By locating studio-related uses in an area with a high concentration of similar and supportive uses, the Proposed Project would further build on the identity of Hollywood as the center of the City's entertainment industry. In addition, the Project Site is located within Hollywood, a high density area featuring a mix of land uses including residential, retail, restaurants, entertainment, banking and other commercial offices and services. The Proposed Project would expand upon the existing uses in Hollywood by introducing studio/media/entertainment-related office space on a site traditionally occupied by studio-related uses. Further, the Proposed Project's location in proximity to public transit would provide opportunities for the use of alternative modes of transportation.
Objective 5.5: Enhance the livability of all neighborhoods by upgrading the quality of development and improving the quality of the public realm.	**Consistent.** The Proposed Project represents an investment in new studio/media/entertainment-related development featuring landscaping and setback areas, and modern amenities. Further, in addition, to providing landscaping throughout the Project Site, the Proposed Project would include three landscaped areas: a landscaped setback along Sunset Boulevard; a landscaped area at the Van Ness Gate; and an outdoor seating area adjacent to the proposed production office building. Although the use of these areas would be restricted to on-site employees and guests, the Proposed Project's landscaped areas would reduce the demand for open space in the Project vicinity and would improve the visual character of the Project Site from area roadways when compared to existing conditions. Specifically, the Proposed Project's landscaped setback area would improve the Project Site's aesthetic appeal from Sunset Boulevard, while the landscaped area at the Van Ness Gate and along the parking structures would improve the Project Site's aesthetic appeal from Van Ness Avenue.
Policy 5.7.1: Establish standards for transitions in building height and for on-site landscape buffers.	**Consistent.** The Proposed Project design reflects a transition in building height with regard to the existing on-site structures and the surrounding neighborhood's character. The transitional heights of the Proposed Project would locate the low-rise buildings along Van Ness Avenue and internal to the SBS campus, where buildings of similar heights exist, and concentrate the tallest component of the Proposed Project in the northeast corner of the Project Site, furthest from the remaining SBS campus buildings and existing off-site residential properties. Additionally, the Proposed

Table IV.A-1 (Continued)
Consistency of the Proposed Project with Applicable Provisions of the General Plan Framework

Goal/Objective/Policy	Analysis of Project Consistency
	Project would provide a landscaped area at the Van Ness Gate and another 60-foot-long landscaped setback area along Sunset Boulevard, in front of the proposed office building. The landscaped setback area along Sunset Boulevard would be designed to enhance the pedestrian environment of the Project Site by providing additional landscaping along the Sunset Boulevard streetscape.
Objective 5.8: Reinforce or encourage the establishment of a strong pedestrian orientation in designated neighborhood districts, community centers, and pedestrian-oriented subareas within regional centers, so that these districts and centers can serve as a focus of activity for the surrounding community and a focus for investment in the community.	**Consistent.** The Proposed Project would include landscaped areas for visitors and guests. In particular, the Proposed Project would provide a landscaped area at the Van Ness Gate and another 60-foot-long landscaped setback area along Sunset Boulevard, in front of the proposed office building. The landscaped setback area along Sunset Boulevard would be designed to enhance the pedestrian environment of the Project Site by providing additional landscaping along the Sunset Boulevard streetscape.
Policy 5.8.1: Buildings in pedestrian-oriented districts and centers should have the following general characteristics: a. An exterior building wall high enough to define the street, create a sense of enclosure, and typically located along the sidewalk; b. A building wall more-or-less continuous along the street frontage; c. Ground floor building frontage designed to accommodate commercial uses, community facilities, or display cases; d. Shops with entrances directly accessible from the sidewalk and located at frequent intervals; e. Well lit exteriors fronting on the sidewalk that provide safety and comfort commensurate with the intended nighttime use, when appropriate; f. Ground floor building walls devoted to display windows or display cases; g. Parking located behind the commercial frontage and screened from view and driveways located on side streets where feasible; h. Inclusion of bicycle parking areas and facilities to reduce the need for vehicular use; and i. The area within 15 feet of the sidewalk may be an arcade that is substantially open to the sidewalk to accommodate outdoor dining or other activities.	**Consistent.** Although the Project Site is not formally designated as a pedestrian-oriented district, the Proposed Project would improve the pedestrian environment in the area. Specifically, the Proposed Project would introduce mid- and high-rise buildings with continuous walls that create a sense of enclosure along the street frontage; provide sufficient lighting to create an attractive and safe environment; include structured parking within the interior of the site such that parking areas would generally not be visible from the street; and incorporate pedestrian links to connect and integrate all elements of the Proposed Project. Bicycle racks would be provided for visitors and employees, and outdoor seating would also be available.

Table IV.A-1 (Continued)
Consistency of the Proposed Project with Applicable Provisions of the General Plan Framework

Goal/Objective/Policy	Analysis of Project Consistency
Policy 5.8.2: The primary commercial streets within pedestrian-oriented districts and centers should have the following characteristics: a. Sidewalks: 15–17 feet wide (see illustrative street cross-sections). b. Mid-block medians (between intersections): landscaped where feasible. c. Shade trees, pruned above business signs, to provide a continuous canopy along the sidewalk and/or palm trees to provide visibility from a distance. d. Pedestrian amenities (e.g., benches, pedestrian-scale lighting, special paving, window boxes and planters).	**Consistent.** Although the Project Site is not located within a designated pedestrian-oriented district, the Proposed Project would meet many of the listed criteria under this policy pertaining to sidewalks, shade trees, and pedestrian amenities. The streets surrounding the Project Site do not contain mid-block medians and therefore, this particular criterion would not apply.
Policy 5.8.4: Encourage that signage be designed to be integrated with the architectural character of the buildings and convey a visually attractive character.	**Consistent.** Proposed Project signage would be designed to be aesthetically compatible with the existing and proposed architecture of the site and other signage in the area. The Proposed Project would introduce illuminated, approximately-scaled signage to contribute to the character and architecture of the existing and proposed buildings on the SBS campus and would include general ground level and wayfinding pedestrian signage. Proposed Project signage would be architecturally integrated into the design of the buildings and would be intended to bring visual dynamism to the area consistent with the studio uses of the site and mixed-use surrounding area. Proposed signage would be in keeping with CRA's Design for Development for Signs in Hollywood.
Open Space and Conservation Chapter	
Policy 6.4.4: 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).	**Consistent.** As previously discussed, the Proposed Project would include landscaped areas connecting the various uses within the Project Site in order to establish a pedestrian-oriented environment within the Project Site. Specifically, the Proposed Project would provide a landscaped area at the Van Ness Gate and another 60-foot-long landscaped setback area along Sunset Boulevard, in front of the proposed office building. The landscaped setback area along Sunset Boulevard would be designed to enhance the pedestrian environment of the Project Site by providing additional landscaping along the Sunset Boulevard streetscape.

Table IV.A-1 (Continued)
Consistency of the Proposed Project with Applicable Provisions of the General Plan Framework

Goal/Objective/Policy	Analysis of Project Consistency
GOAL 9P: 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.	**Consistent.** Exterior light sources would consist of low level lighting for security, wayfinding, architectural, and landscaping purposes. In addition, klieg lights associated with future studio uses on the Project Site could possibly be used on occasion. Lighting would be directed onto the areas to be lit (e.g., building details, landscape elements, signs, and pedestrian areas) and shielded to minimize light spillover effects.

Project consistency with additional General Plan Framework goals, objectives, and policies is analyzed in Section IV.E, Land Use, of this Draft EIR.

Source: Matrix Environmental, 2012.

With respect to setback regulations, buildings erected and used exclusively for commercial or industrial purposes in the M1 Zone do not require front, side or rear yard setbacks. However, pursuant to document number 1702, "Covenant and Agreement Regarding Maintenance of yards for Oversized Buildings," recorded with the Los Angeles County Recorder's Office on January 2, 1969, a yard of 60 feet in width must be maintained along the EOB, located at the northwest corner of the SBS campus and fronting Sunset Boulevard. The covenant only applies to the EOB and does not affect setback requirements for the structures proposed as part of the Proposed Project. Accordingly, the Proposed Project complies with the applicable setback requirements. However, in an effort to respect historic resources in the vicinity and to improve the pedestrian streetscape along Sunset Boulevard, the Proposed Project would exceed the setback requirements of the M1 zone by providing a landscaped setback in front of the proposed office building along Sunset Boulevard. Thus, the Proposed Project would be consistent with the development standards set forth in the LAMC. Further discussion is provided in Section IV.E, Land Use, of this Draft EIR.

(iii) CRA's Hollywood Redevelopment Plan

As shown in Table IV.A-2 on page IV.A-42, the Proposed Project would be consistent with applicable goals and standards within the Hollywood Redevelopment Plan. Specifically, the Proposed Project would support the Redevelopment Plan goal to promote a positive image for Hollywood by introducing a development featuring modern amenities and landscaped areas. The Proposed Project would also retain and rehabilitate historic

Table IV.A-2
Consistency of the Proposed Project with Applicable Sections of the CRA Hollywood Redevelopment Plan

Goal/Standard	Analysis of Project Consistency
Section 300. Redevelopment Plan Goals	
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 Proposed Project would be designed to provide visual interest through variations in building height, bulk, massing, and design, as well as through unique signage. The Project Site layout and architectural style of the new structures are intended to complement the adjacent SBS campus buildings. The Proposed Project design also reflects a transition in building height with regard to the existing historic structures and the surrounding neighborhood's character. In addition, rooftop screening features would be used to obscure rooftop equipment from view. As previously discussed, the Proposed Project would include a landscaped area at the Van Ness Gate and another 60-foot-long landscaped setback area along Sunset Boulevard, in front of the proposed office building. The landscaped setback area along Sunset Boulevard would be designed to enhance the pedestrian environment of the Project Site by providing additional landscaping along the Sunset Boulevard streetscape. Additionally, the Proposed Project would provide an outdoor seating area with landscaping immediately adjacent to the proposed production office building. While the use of these areas would be restricted to on-site employees and guests, the Proposed Project's landscaped areas along Sunset Boulevard and Van Ness Avenue would improve the visual character of the Project Site from area roadways when compared to existing conditions. Furthermore, rehabilitation of the EOB would conform to the Secretary of the Interior Standards. Proposed signage would also comply with applicable standards, as discussed above.
6) Support and promote Hollywood as the center of the entertainment industry and a tourist destination through the retention, development and expansion of all sectors of the entertainment industry and the preservation of landmarks related to the entertainment industry.	**Consistent.** The Proposed Project improvements would help to maintain the SBS tradition of providing media and entertainment-related facilities, while supporting the evolving needs of the entertainment industry through the development of enhanced production and post-production facilities, compatible office space, and other studio-related facilities. Additionally, the Proposed Project would rehabilitate the impacted portions of the EOB, which is considered a historic resource under CEQA, and would relocate the KTLA Tower to its original position in front of the western side of the EOB building. Moving the KTLA tower back to the place it once stood would restore its integrity of location and would enhance the EOB's integrity of setting. Moreover, the functionality of the rehabilitated structures would remain in their current capacity, with the EOB continuing to be used for office space and the KTLA Tower continuing to serve as an ornamental visual historic element of the Project Site. The proposed renovations to

Table IV.A-2 (Continued)
Consistency of the Proposed Project with Applicable Sections of the CRA Hollywood Redevelopment Plan

Goal/Standard	Analysis of Project Consistency
	the EOB and the relocation of the KTLA Tower would conform to the Secretary of the Interior Standards and would be considered a beneficial impact relative to aesthetics as the EOB and the KTLA Tower would be restored to their original conditions. Based on the above, the Project improvements would support and promote Hollywood as the center of the entertainment industry and as a tourist destination while preserving landmarks related to the entertainment industry.
11) Recognize, promote and support the retention, restoration and appropriate reuse of existing buildings, groupings of buildings and other physical features especially those having significant historic and/or architectural value and ensure that new development is sensitive to these features through land use and development criteria.	**Consistent.** As previously described, rehabilitation of the impacted portions of the EOB, which is considered a historic resource under CEQA, would conform to the Secretary of the Interior Standards. Furthermore, the Proposed Project would relocate the KTLA Tower from its current location at the northeast corner of the Project Site to its original position in front of the western side of the EOB building. Therefore, the Proposed Project would visually restore the EOB and the KTLA Tower to be more consistent with their original architectural design elements. The functionality of the rehabilitated structures would be fully integrated with that of the other structures proposed on-site, and landscaping, open space, and pedestrian links would be introduced to connect and integrate all elements of the Proposed Project.
14) Promote and encourage development of recreational and cultural facilities and open spaces necessary to support attractive residential neighborhoods and commercial centers.	**Consistent.** The Project Site is located within Hollywood, a high density area featuring a mix of land uses including residential, retail, restaurants, entertainment, banking and other commercial offices and services. The Proposed Project would expand upon the existing uses in Hollywood by introducing studio/media/entertainment-related office space on a site traditionally occupied by studio-related uses. In addition, the Proposed Project would include a landscaped area at the Van Ness Gate and another 60-foot-long landscaped setback area along Sunset Boulevard, in front of the proposed office building. The landscaped setback area along Sunset Boulevard would be designed to enhance the pedestrian environment of the Project Site by providing additional landscaping along the Sunset Boulevard streetscape. Additionally, the Proposed Project would provide a private outdoor seating area with landscaping immediately adjacent to the proposed production office building.
516. Signs and Billboards 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	**Consistent.** As discussed above, Proposed Project signage would be designed in compliance with applicable signage requirements, including those set forth in the Hollywood Redevelopment Plan. The Proposed Project would introduce illuminated, appropriately-scaled signage to contribute to the character and architecture of the existing and proposed buildings on the SBS campus and

Table IV.A-2 (Continued)
Consistency of the Proposed Project with Applicable Sections of the CRA Hollywood Redevelopment Plan

Goal/Standard	Analysis of Project Consistency
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.	would include general ground level and wayfinding pedestrian signage. Proposed Project signage would be architecturally integrated into the design of the buildings consistent with the studio uses of the site and mixed-use surrounding area and in keeping with CRA's adopted Design for Development signage standards for Hollywood.
518.2 Parking and Loading 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.	**Consistent.** Proposed parking would be designed in accordance with applicable Code requirements, and as described above, would be located within the interior of the Project Site, generally hidden from Sunset Boulevard. Lighting would be used as necessary to promote pedestrian and automobile safety and wayfinding. Given the design of the parking structure, parking lot lighting would be reduced from off-site locations.
519. Setbacks Parking for new developments shall not be permitted in the required residential front yards. Setback areas not used for access, or, when permitted parking, shall be landscaped and maintained by the owner unless otherwise specified in a Participation or Development Agreement. The Agency may adopt Design(s) for Development which establish setback and landscape requirements for new developments within the Project Area.	**Consistent.** Proposed parking would be located within the interior of the Project Site, surrounded on the north, west, and south sides by building façades, and as such would not be located within any setback areas. Any building setbacks along street frontages not utilized for pedestrian access would be landscaped in conjunction with a landscaping plan designed to promote a visually pleasing pedestrian environment.

Project consistency with additional Hollywood Redevelopment Plan goals is analyzed in Section IV.E, Land Use, of this Draft EIR.

Source: Matrix Environmental, 2012.

structures, thus acknowledging the history of the Project Site while building on it for the future. Additionally, the Proposed Project would implement a sensitive parking structure design and meet applicable signage regulations. Further, the Proposed Project would include approximately 21,500 square feet of private landscaping and open space. Although this space would be restricted to on-site employees and visitors, the provision of this space would reduce the Proposed Project's demand for public park services. Additionally, the landscaped areas along Sunset Boulevard and Van Ness Avenue would result in a more aesthetically appealing streetscape along these roadways when compared to existing conditions. As such, the impact of the Proposed Project relative to consistency with applicable policies in the Hollywood Redevelopment Plan would be less than significant. A discussion of the Proposed Project's consistency with additional

Redevelopment Plan goals and standards is provided in Section IV.E, Land Use, of this Draft EIR.

(iv) CRA's Design for Development for Signs in Hollywood

Proposed Project signage would support the purpose and intent of the Design for Development for Signs in Hollywood and would comply with applicable signage requirements, including those set forth in the LAMC and the Hollywood Redevelopment Plan. The general ground-level and wayfinding pedestrian signage proposed as part of the Proposed Project would be consistent with the allowed signage types and associated provisions within the Design for Development for Signs in Hollywood. Similarly, the Proposed Project's signage would comply with all applicable signage requirements and seek appropriate approvals, if necessary. Further, the total area of Proposed Project signage would not exceed the total permitted signage area of four square feet per foot of street frontage. In accordance with the Design for Development for Signs in Hollywood, Proposed Project signage would not detract from the character-defining features of the historic buildings on-site or in the vicinity of the Project Site. New signage would not cover nor alter such features, would not interfere with street views of such features, and would blend with the architecture of the existing buildings. To this end, in accordance with Design for Development for Signs in Hollywood requirements, the Applicant would submit documentation prepared by a qualified architectural historian to demonstrate that any new or replacement signage proposed on a façade of any of the historic buildings on-site would not "obscure or alter any character-defining features, views of character-defining features, historic signs, or views of historic signs on the building where the sign is to be located or any adjacent historic buildings, and that the sign blends with the architecture of the building."[5] Proposed Project signage also would not interfere with views of the Hollywood Sign and the Hollywood Hills to the north.

In summary, the proposed signage would be aesthetically compatible and consistent with existing signage in the area and the architecture of the Project Site. As such, based on the above, the Proposed Project would be consistent with the Design for Development for Signs in Hollywood, and impacts would be less than significant.

(3) Views

Public viewing locations or vantage points with respect to the Project Site include: (1) public streets and sidewalks adjacent to the Project Site and in the surrounding area

[5] *City of Los Angeles Ordinance No. 176172 (Hollywood Signage Supplemental Use District), Section 6.E.2.*

that have existing views of identified valued view resources; (2) distant view locations such as public vantage points within the Hollywood Hills; and (3) other public areas surrounding the Project Site offering views of Hollywood. Scenic resources within the Project area that are available from public and private view locations include the historic EOB, KTLA tower, and the Hollywood Hills and Hollywood Sign.

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 Van Ness Avenue, and from students at the Bernstein High School). There is also a short stretch of Wilton Place, just south of Sunset Boulevard, where motorists and pedestrians have a limited view of the Project Site across the Helen Bernstein High School campus.

(a) North-Facing Views

Long-range northerly views in the area, while intermittent, may well be considered some of the most valued views available given the visibility of the scenic Hollywood Hills and Hollywood Sign that help define the visual character of the Hollywood Community. The Proposed Project—the 13-story office building, in particular—would be visible from many locations to the south, southeast, and southwest. While Proposed Project buildings may partially obstruct views of the Hollywood Hills, such views are currently available on an intermittent basis along certain portions of local north-south roadways (e.g., Van Ness Avenue, Bronson Avenue, Wilton Place, Gower Street, etc.) and more limited segments of some east-west roadways (primarily along portions of Sunset Boulevard), and such views would continue to be available on an intermittent basis along roadway segments throughout the Project area. Therefore, the Proposed Project would not eliminate northerly views of the view resources in the area. It is further noted that views of the remaining SBS campus would be maintained.

(b) South-Facing Views

Project implementation would alter views of the skyline, and the new structures would be visible from nearby and elevated view points. However, views of valued visual resources are not generally available under existing conditions, and thus, none would be obstructed by the Proposed Project. In addition, the existing view corridor along Sunset Boulevard would remain and as distance increases from the Project Site, proposed development would feature less dominantly within southerly views. Furthermore, while the upper stories of the new office tower would be clearly visible, intervening structures and landscaping would partially obscure views of the Proposed Project and would not substantially alter views in the context of the greater urban landscape. Additionally, while views from the Hollywood Hills would experience minor interruption of the distant horizon due to the Proposed Project, the horizon line is presently interrupted by existing mid- and high-rise buildings in the area, as well as the downtown Los Angeles skyline in the distance, and thus the Proposed Project would not represent a substantial change from existing conditions. Moreover, long-range views from the Hollywood Hills are generally not sensitive to individual development projects, like the Proposed Project, since such projects are subordinate to broader views of the urban landscape. In addition, the Proposed Project would blend in with the surrounding urban environment and would continue to appear as part of the fabric of urban development. Similar effects would be expected from vantage points throughout the Hollywood Hills, including from other public roadways as well as private residential properties; it is noted, however, that due to heavy vegetation and landscaping, many hillside vantages have limited views, if any, of the Project area and surrounding skyline. Therefore, since the Proposed Project would not substantially obstruct views of visually prominent resources from vantages to the north, impacts would be less than significant.

(c) West-Facing Views

Similar to other nearby views of the Project Site, Proposed Project development would be visually evident but would not obstruct views of valued visual resources from most vantage points. The Proposed Project development would merely block views of other, more distant buildings to the west of the Project Site. In addition, as distance increases from the Project Site, intervening structures obscure much of the view of proposed development, and the Proposed Project has less of an effect on existing views. Furthermore, valued west-facing views of other visual resources (e.g., natural topography, natural settings, other manmade or natural features of visual interest, and resources such as mountains or the ocean) would not be significantly affected. Views of the SBS campus buildings and other nearby structures along Sunset Boulevard would continue to be available. Views of other valued visual resources in the area are not available from this vantage under existing conditions, and thus, none would be obstructed by the Proposed Project. Though altered by Proposed Project development, views of the open sky would

continue to exist both above the Project Site and throughout the area. In addition, the existing view corridor along Sunset Boulevard would remain. In summary, the Proposed Project would not substantially obstruct views of visually prominent resources from vantages to the east, and impacts would be less than significant.

(d) East-Facing Views

As with other vantages in the surrounding area, views of valued visual resources are not available from the west under existing conditions due to the presence of existing SBS campus buildings to the west of the Project Site, and thus, views of valued visual resources would not be obstructed by the Proposed Project. Therefore, as development would not obstruct an existing view of a visually prominent resource, east-facing view impacts would be less than significant.

Based on the above, the Proposed Project would not eliminate views of the view resources in the area and would not otherwise block or degrade a valued scenic vista.

(4) Light/Glare

(a) Light Impacts

(i) Construction

Construction activities would occur primarily during daylight hours and any spillover light to the west and south would be blocked by existing SBS campus buildings. Further, any construction-related illumination would be used for safety and security purposes only, in compliance with LAMC light intensity requirements, and would only occur for the duration needed in the finite construction process. Thus, with adherence to existing LAMC regulations, light resulting from construction activities would not significantly impact residential uses, substantially alter the character of off-site areas surrounding the construction area, or interfere with the performance of an off-site activity. Therefore, light impacts associated with construction would be less than significant.

(ii) Operation

The Proposed Project would introduce new lighting on the Project Site and, thus, would increase ambient light levels on the Project Site and immediate vicinity. Exterior light sources would consist of low level lighting for security, wayfinding, architectural, and landscaping purposes. As described above, lighting would be directed onto the areas to be lit (e.g., building details, landscape elements, signs, and pedestrian areas) and shielded to minimize light spillover effects. In addition, in accordance with the Hollywood Redevelopment Plan, a lighting plan would be submitted to the Designated Local Authority

to ensure that Proposed Project lighting would be directed and/or shielded to minimize spillage onto other properties. Proposed Project lighting would also meet all applicable LAMC lighting standards.

Interior light spillage from windows of the proposed uses, including the 13-story office building, would also contribute to an increase in ambient nighttime lighting levels, but such an increase would not be substantial as the Project Site area is already characterized by medium-high nighttime lighting levels primarily due to the existing restaurant, retail, and entertainment uses. Furthermore, light-sensitive uses such as residential uses are not located immediately adjacent to the Project Site. Overall, the Proposed Project's low level lighting would not significantly increase nighttime lighting levels in the area. Therefore, the increase in ambient light would not alter the character of the area and would not interfere with nearby residential uses. As such, the Proposed Project would not create a new source of substantial light which would adversely affect day or nighttime views in the area and Proposed Project lighting impacts would be less than significant. Furthermore, Mitigation Measures A-5 and A-6, listed below, are included to further ensure that specific design features would be implemented and that lighting impacts would remain less than significant.

(b) Glare Impacts

Daytime glare can result from sunlight reflecting from a shiny surface that would interfere with the performance of an off-site activity, such as the operation of a motor vehicle. Reflective surfaces can be associated with window glass and polished surfaces, such as metallic curtain walls and trim. Sun reflection can also occur with reflected light from parked vehicles. In general, sun reflection that has the greatest potential to interfere with driving occurs from the lower stories of a structure. Sun reflection typically occurs during periods in which the sun is low on the horizon and when the point of reflection within the Project Site is in front of the driver, in the direction of travel.

As described above, architectural materials would likely include materials such as glass, metal panels, stainless steel, stucco, and concrete. While stucco and concrete are non-reflective, the use of glass, metal panels, and stainless steel or other polished surfaces could have the potential to produce glare. During late afternoons in the winter months, the Proposed Project would be visible from major eastbound roadways, such as Sunset Boulevard, concurrent with the sun lowering in the southwestern horizon. This configuration has the potential to cause glare from any shiny façade materials or windows on the Proposed Project's western façade. Reflective glare would not be expected during winter morning hours or during the other seasons of the year along Sunset Boulevard or other streets approaching the Project Site due to the respective positions of the sun. However, implementation of Mitigation Measure A-7 that requires that exterior windows and glass used on building surfaces be non-reflective or treated with a non-reflective coating would reduce potential

impacts to a less-than-significant level. In addition, glare reflected from parked vehicles on-site would be minimal as the majority of the parked vehicles would be within the enclosed parking structure. Any glare reflected from parked vehicles would be limited to vehicles parked on the rooftop level, and would not affect the surrounding uses due to the height of the proposed seven-story parking structure.

(5) Shading

As discussed above, Proposed Project structures would include a 13-story office building, located in the northeast corner of the Project Site, which would reach a building height of approximately 200 feet, a five-story production office building near the center of the Site, with a building height of approximately 73 feet, and a seven-story parking structure with two levels of subterranean parking and a height of approximately 74 feet. Development of the Proposed Project would generate new shadows with varied lengths and angles depending on the time of day and season. As discussed above, 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).[6]

(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-14 on page IV.A-51, Proposed Project shadows during the winter would extend in a northerly direction and would move from northwest to northeast across the surrounding landscape. Throughout most of the day, these shadows would affect several commercial uses that are not considered shadow-sensitive. However, in the morning hours, the proposed office building would cast shadows that extend to a portion of the Metropolitan Residential Tower as well as several of the residential uses to the northwest, behind the commercial and residential uses fronting Sunset Boulevard. In addition, during the afternoon, the parking structure and office building would cast shadows on the residential uses that are part of the Metropolitan Residential Tower to the north and portions of the Helen Bernstein High School athletic field. While winter shadows generated by the Proposed Project would not

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[6] *Timeframes have been adjusted from those specified in the City of Los Angeles CEQA Thresholds Guide 2006 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 Daylight Standard Time and was therefore subject to shading analysis between the hours of 9:00 A.M. and 3:00 P.M.*

December 21st - (9 am - 3 pm)

Source: Gensler, 2013.

cast shadows on the Helen Bernstein High School athletic field nor the residential uses behind the commercial and residential uses fronting Sunset Boulevard for more than three hours, as shown in Figure IV.A-14, Proposed Project winter shadows would cast shadows on a portion of the Metropolitan Residential Tower for more than three hours. As set forth by the *City of Los Angeles CEQA Thresholds Guide*, shadow-sensitive uses are defined as "routinely usable outdoor spaces associated with residential, recreational or institutional uses… such as pedestrian-oriented outdoor spaces or restaurants with outdoor eating areas…" As shown in Figure IV.A-14 and in Figure IV.A-2 on page IV.A-7, the Proposed Project would cast shadows on the Metropolitan Residential Tower itself as well as the adjacent surface parking lots to the east and west of the Metropolitan Residential Tower. Therefore, as the Proposed Project would not cast shadows on "routinely usable outdoor spaces" associated with the Metropolitan Residential Tower, Proposed Project shadow impacts during this period would be less significant.

(b) Spring Equinox

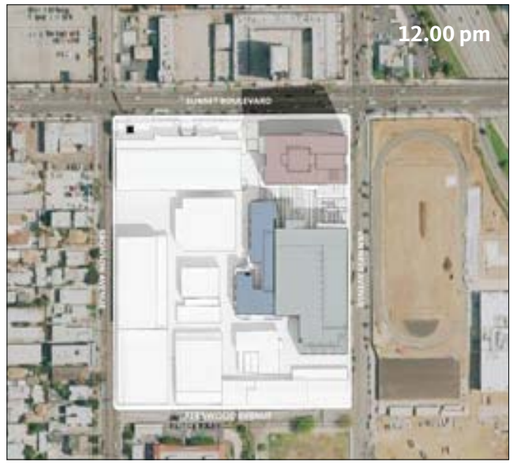
Figure IV.A-15 on page IV.A-53 shows Proposed Project shadows during the spring equinox. Due to the sun's higher position in the sky, shadows cast would be considerably shorter than during the winter. As shown in Figure IV.A-15, during the spring, Proposed Project shadows would affect Sunset Boulevard and portions of the sidewalks fronting the commercial and residential uses along Sunset Boulevard as well as portions of the Helen Bernstein High School athletic field during the afternoon. With the reduced shadows during spring, the Proposed Project would not shade sensitive uses for more than four hours, and impacts would be less than significant.

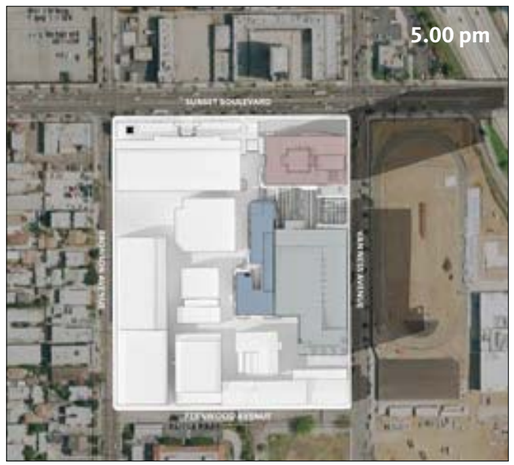
(c) Summer Solstice

During the summer solstice, Proposed Project shadows would be the shortest and would move from west to east. As shown in Figure IV.A-16 on page IV.A-54, at approximately 2:00 P.M., Proposed Project shadows would begin to affect the Helen Bernstein High School athletic field on the east side of Van Ness Avenue and would continue eastward into the Helen Bernstein High School during the rest of the afternoon. The maximum duration of shading between 9:00 A.M. and 5:00 P.M. would be approximately three hours. Since shadow impacts occurring from early March to early November are considered significant if lasting more than four hours, summer shadows generated by the Proposed Project would be less than significant.

(d) Fall Equinox

As shown in Figure IV.A-17 on page IV.A-55, Proposed Project shadows during the fall equinox would affect only a small portion of the commercial and residential uses to the north and the Helen Bernstein High School athletic field to the east. As shown in





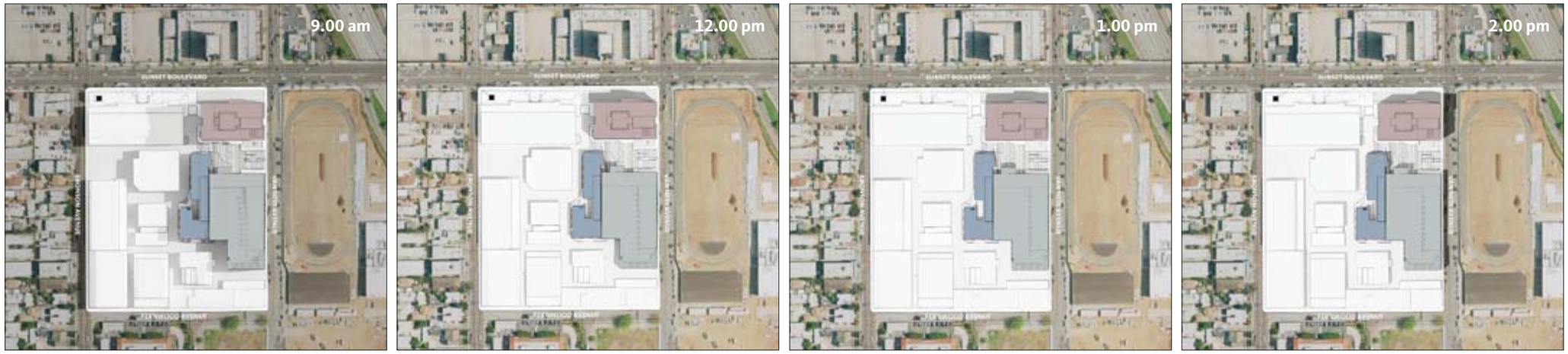
March 21st - (9 am - 5 pm)

Office Tower (**+200'-0"**)
Production Office Building (**+73'-0"**)
Parking Structure (**+74'-7"**)

Source: Gensler, 2013.

matrix environmental

Figure IV.A-15
Proposed Project Spring Shadows



June 21st - (9 am - 5 pm)

- Office Tower (**+200'-0"**)
- Production Office Building (**+73'-0"**)
- Parking Structure (**+74'-7"**)

Source: Gensler, 2013.

September 21st - (9 am - 5 pm)

Office Tower (**+200'-0"**)

Production Office Building (**+73'-0"**)

Parking Structure (**+74'-7"**)

Source: Gensler, 2013.

Figure IV.A-17

Proposed Project Fall Shadows

Figure IV.A-17, at approximately 2:00 P.M., Proposed Project shadows would begin to affect a small portion of the Helen Bernstein High School athletic field and would continue eastward into the Helen Bernstein High School during the rest of the afternoon. The maximum shadows would occur on the Helen Bernstein High School athletic field east of the Project Site along Sunset Boulevard and would be approximately three hours. Since shadow impacts occurring between 9:00 a.m. and 5:00 p.m. are considered significant if lasting more than four hours, fall shadows generated by the Proposed Project would be less than significant.

4. Cumulative Impacts

As previously discussed, the Project area has been undergoing transformation and new and ongoing development in the vicinity includes more dense mixed uses with mid-rise and some high-rise buildings. As indicated in Section III, Environmental Setting, of this Draft EIR, 57 related projects have been identified within the Project study area. Collectively, cumulative projects near the Project Site comprise a variety of residential (apartments, condominiums, etc.), office, hotel, retail, restaurant, and entertainment uses, consistent with existing uses in the area.

a. Aesthetics/Visual Quality

In general, the land use plans that guide development in the Proposed Project area anticipate the intensification of existing commercial and residential land uses in the surrounding area. Development of low-rise structures and lower intensity development would not be anticipated to have a substantial aesthetic effect since the Project area is already highly urbanized. Future development of mid- or high-rise structures, however, may change the density and visual character of the area over time. These future developments, including the 57 related projects, would be subject to City discretionary review to ensure consistency with adopted guidelines and standards that address aesthetics (e.g., LAMC height limits and density, Community Plan design guidelines, etc). Furthermore, many of the related projects represent infill development that is not anticipated to be out of scale or character with the existing visual environment. As discussed above, the Proposed Project does not have a significant aesthetic impact. Likewise, it does not result in a cumulative, considerable impact when assessed in relation to other related projects. Therefore, it is not anticipated that future development would introduce new aesthetic elements that would be substantially out of scale or character with the Proposed Project area's visual environment. In addition, as described above, the Proposed Project would be consistent with the general scale and character of the existing visual environment. Thus, cumulative impacts associated with aesthetic character would be less than significant.

b. Views

Views within the Proposed Project area that have the potential to be affected by development on a cumulative basis are north-facing views of the Hollywood Hills and Hollywood Sign. It is noted that many existing buildings and landscaping features currently obstruct views of these resources from public streets and open space areas, and such views are intermittent throughout the Project area. Based on the locations of the Proposed Project and the related projects, and location of the Hollywood Sign to the northeast of the Project Site, existing development and topography, and building massing proposed by the related projects, development of the Proposed Project and related projects would not obstruct views of the Hollywood Sign as viewed from the viewshed of the Project Site. Similarly, based on the location of the related projects and the Project Site, the distance to the Hollywood Hills and existing intervening development and topography, it is not expected that cumulative impacts associated with public viewsheds of the Hollywood Hills would occur.

c. Light/Glare

Development of the Proposed 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. However, given the location within the highly urbanized Hollywood community, the additional artificial light sources introduced by these projects would not significantly alter the existing medium-high lighting environment that is currently created by the prominent nightlife of Hollywood. Additionally, cumulative lighting would not be expected to interfere with the performance of off-site activities given the high ambient light levels already present. As a result, cumulative artificial light impacts would be less than significant.

With regard to glare, it is anticipated that the related projects within the vicinity of the Project Site would be subject to discretionary review to ensure that building materials to be utilized would not create significant glare impacts. In addition, since the Proposed Project's potential glare impacts would be eliminated through implementation of recommended mitigation, it would not contribute to any cumulative increase in glare in combination with the related projects. As such, cumulative glare impacts are concluded to be less than significant.

d. Shading

While two related projects (Related Project Nos. 28 and 29) would be located sufficiently near the Project Site, only one related project (No. 28) could potentially create cumulative shading impacts in conjunction with the Proposed Project. This related project,

located along Sunset Boulevard further west of the Project Site, features a mixed-use development including condominium, office, and retail uses. Since shadows move in a northwesterly to northeasterly direction, the shadows of this related project would extend northwest toward the adjacent commercial uses during the morning hours. During the afternoon, such shadows would extend northeasterly and thus, would not overlap with Proposed Project shadows. As these shadows in combination with Proposed Project shadows would not affect sensitive uses for longer than that established by the significance thresholds, cumulative shading impacts would be less than significant.

5. Mitigation Measures

a. Construction

While Proposed Project construction-related aesthetic impacts would be less than significant, the following mitigation measures are included to ensure that potential aesthetic impacts remain less than significant:

Mitigation Measure A-1: Temporary fencing with screening material shall be used around the perimeter of the Project Site to buffer views of construction equipment and materials.

Mitigation Measure 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, and that such temporary barriers and walkways are maintained in a visually attractive manner throughout the construction period.

b. Operation

While aesthetics impacts would be less than significant during operation of the Proposed Project, the following mitigation measures are proposed to ensure that other potential aesthetic impacts remain less than significant:

Mitigation Measure A-3: The Applicant shall prepare a street tree plan to be reviewed and approved by the City's Department of Public Works, Street Tree Division. All plantings in the public right-of-way shall be installed in accordance with the approved street tree plan.

Mitigation Measure A-4: All landscaped areas shall be maintained in accordance with a landscape plan, including an automatic irrigation plan, prepared by a licensed landscape architect to the satisfaction of the City of Los Angeles Department of Planning.

Mitigation Measure A-5: All new street and pedestrian lighting required for the Project shall be shielded and directed away from any off-site light-sensitive uses.

Mitigation Measure A-6: Architectural lighting shall be directed onto the building surfaces and have low reflectivity to minimize glare and limit light spillover onto adjacent properties.

Mitigation Measure A-7: All exterior windows and glass used on building surfaces shall be non-reflective or treated with a non-reflective coating.

Mitigation Measure A-8: All on-site exterior lighting shall be automatically controlled via photo sensor to illuminate only when required.

6. Level of Significance After Mitigation

a. Aesthetics/Visual Quality

As previously noted, aesthetic impacts during construction associated with the Proposed Project would be less than significant. Notwithstanding, the proposed mitigation measures would serve to screen views of construction activity and help maintain a visually attractive construction site. As such, with implementation of mitigation, construction-related aesthetic impacts would be further reduced. In addition, the Proposed Project would be consistent with applicable goals, policies, urban design guidelines, and signage standards set forth in local requirements. Further, despite the increase in building height and density, the Proposed Project would not contrast sharply with surrounding commercial and mixed-use development or other more distant properties. The Proposed Project would be designed to provide substantial and striking visual interest, since the buildings would vary in height, bulk and massing, thus creating an identity that is distinctive yet compatible with surrounding uses. The Proposed Project would also incorporate design elements with an architectural theme that complements the existing character of the Sunset Boulevard commercial corridor. Further, Proposed Project parking has been designed in a manner that would render it generally hidden from off-site public views (i.e., Sunset Boulevard and Bronson Avenue), with the exception of driveway entrances and exits from Van Ness Avenue. As such, the aesthetic impact of the Proposed Project relative to surrounding commercial, residential and mixed use development would be less than significant.

b. Views

As discussed above, valued views of the Hollywood Hills and Hollywood Sign would not be significantly obstructed as a result of the Proposed Project. View impacts would be less than significant and no mitigation measures are required.

c. Light/Glare

While the Proposed Project would increase light levels on-site, the increase in ambient light would not alter the character of the area and would not interfere with nearby residential uses. In addition, implementation of the proposed mitigation measures would ensure that light impacts would be less than significant.

While acute glare conditions which hazardously interfere with driving are rare, they may have the potential to occur in conjunction with the proposed office building. However, implementation of the proposed mitigation measures, including the use of non-reflective glass or non-reflective coatings and coordination with the City Planning Department, would reduce impacts to levels that are less than significant.

d. Shading

As described above, Proposed Project shadows would affect nearby sensitive receptors during varying portions of the day throughout the seasons of the year but would have no significant effect at any of the identified sensitive uses during the winter solstice, summer solstice, spring equinox, or fall equinox. As such, shading impacts would be less than significant and no mitigation measures are required.