



CITY OF LOS ANGELES  
DEPARTMENT OF CITY PLANNING  
CITY HALL 200 NORTH SPRING STREET LOS ANGELES CA 90012

# FINAL ENVIRONMENTAL IMPACT REPORT ADDENDUM

## Sunset and Bronson Studios Entertainment Center Project

Environmental Case: ENV-2010-1768-EIR-ADD1  
State Clearinghouse No.: 2011091029

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**Project Location:** 5800 West Sunset Boulevard (5808, 5842 West Sunset Boulevard; 1424, 1452, 1456 North Bronson Avenue; 1351, 1455, 1457 North Van Ness Avenue), Los Angeles, California, 90028

**Community Plan Area:** Hollywood

**Council District:** 13—O'Farrell

**Project Description:** Proposed Preliminary Parcel Map for the merger of two (2) existing parcels, and re-subdivision into four (4) parcels comprised of: (1) Parcel A, which covers an existing staging area comprised of Building 10 and Stages 9A and 9B; (2) Parcel B, which covers the 14-story office building; (3) Parcel C, which covers the five-story production building and seven-story parking structure; and (4) Parcel D, which covers the remaining staging and production buildings on-site; and the establishment of a Sign District for the Sunset Bronson Studios campus, an existing multi-tenant, mixed-use, creative office campus with on-site motion picture, news station, and television production facilities.

**PREPARED FOR:**

The City of Los Angeles  
Department of City Planning

**PREPARED BY:**

Eyestone Environmental

**APPLICANT:**

Sunset Bronson Entertainment Properties, LLC

July 2018

**ADDENDUM TO THE ENVIRONMENTAL IMPACT REPORT FOR THE SUNSET BRONSON STUDIOS  
ENTERTAINMENT CENTER PROJECT**

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**I. Introduction/Background**

This document is an Addendum to the Environmental Impact Report (EIR) for the Sunset Bronson Studios Entertainment Center Project (State Clearinghouse No. 2011091029), which was certified by the City of Los Angeles (City) in August 2013 and is referred to herein as the Certified EIR.<sup>1</sup> This Addendum specifically addresses the proposed modifications to the approved Sunset Bronson Studios Entertainment Center Project (Approved Project) to create a Supplemental Use District establishing a Sign District within the Sunset Bronson Studios campus; approve a Parcel Map subdividing the property into four (4) parcels; and approve a Conditional Use Permit (CUP) for floor area ratio (FAR) averaging (Modified Project). In accordance with the California Environmental Quality Act (CEQA), this Addendum analyzes the proposed modifications to the Approved Project to determine whether such modifications would result in any new significant environmental impacts that were not identified in the Certified EIR or a substantial increase in the severity of impacts set forth in the Certified EIR or otherwise require preparation of a supplemental or subsequent EIR.

The Certified EIR for the Sunset Bronson Studios Entertainment Center Project evaluated the development of a 14-story office building and five-story production office building on the Sunset Bronson Studio campus, supported by a proposed primarily seven-story parking structure that would include two levels of subterranean parking. One level of subterranean parking also would be provided below the proposed office building. In addition, a replacement guard station along Van Ness Avenue, an outdoor seating area and café adjacent to the proposed production office building, and landscaping were also proposed. The Sunset Bronson Studios Entertainment Center Project was completed in 2017.

Provided below are an overview of the CEQA regulations regarding the preparation of an addendum, a description of the proposed modifications to the Approved Project to create a Supplemental Use District establishing a Sign District within the Sunset Bronson Studios campus, approve a Parcel Map subdividing the property into four parcels, approve a CUP for FAR averaging, and a comparative analysis of the impacts of the Modified Project with those set forth in the Certified EIR. The Modified Project does not result in the development of any new buildings or structures and would not change the land uses on the Sunset Bronson Studios campus (Project Site).

**II. CEQA Authority for an Addendum**

CEQA establishes the type of environmental documentation required when changes to a project occur after an EIR is certified. An agency evaluating further approvals or changes for a

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<sup>1</sup> *The Certified EIR comprises the Draft EIR and the Final EIR.*

previously evaluated and approved project “must determine whether the previous environmental document retains any relevance in light of the proposed changes and, if so, whether major revisions to the previous environmental document are nevertheless required due to the involvement of new, previously unstudied environmental impacts.”<sup>2</sup> Specifically, Section 15164(a) of the CEQA Guidelines states that:

*The lead agency or responsible agency shall prepare an addendum to a previously certified EIR if some changes or additions are necessary but none of the conditions described in Section 15162 calling for preparation of a subsequent EIR have occurred.*

Sections 15162 and 15163 of the CEQA Guidelines requires the preparation of a Subsequent or Supplemental EIR when an EIR has been certified for a project and one or more of the following circumstances exist:

1. Substantial changes are proposed in the project which will require major revisions of the previous EIR due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
2. Substantial changes occur with respect to the circumstances under which the project is undertaken, which will require major revisions of the previous EIR due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or
3. New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete, shows any of the following:
  - a. The project will have one or more significant effects not discussed in the previous EIR;
  - b. Significant effects previously examined will be substantially more severe than shown in the previous EIR;
  - c. Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or
  - d. Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

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<sup>2</sup> *Friends of the College of San Mateo Gardens v. San Mateo County Community College District* (2016) 1 Cal.5th 937, 944.

Likewise, California Public Resources Code Section 21166 states that unless one or more of the following events occur, no subsequent or supplemental EIR shall be required by the lead agency or by any responsible agency:

- Substantial changes are proposed in the project which will require major revisions of the environmental impact report;
- Substantial changes occur with respect to the circumstances under which the project is being undertaken which will require major revisions in the environmental impact report; or
- New information, which was not known and could not have been known at the time the environmental impact report was certified as complete, becomes available.

An addendum may be used if there are only minor technical changes or additions or if no circumstances calling for a subsequent or supplemental EIR have occurred.<sup>3</sup> The original Certified EIR retains some value for environmental review despite the proposed changes of the Modified Project. The Modified Project is consistent with the overall project evaluated in the Certified EIR, and as demonstrated by the analysis herein (refer to Section IV, Comparative Analysis of Modified Project Impacts, below), the approval of a Supplemental Use District establishing a Sign District within the Sunset Bronson Studios campus, a Parcel Map subdividing the property into four parcels and a CUP for FAR averaging, would not result in any new significant impacts, nor would it substantially increase the severity of previously identified significant impacts.

As evaluated in the supporting analysis of this Addendum, mitigation measures that have been previously identified would continue to ensure that impacts are reduced to less than significant levels. Furthermore, no substantial changes have occurred with respect to the circumstances under which the Approved Project was undertaken, nor is there new information of substantial importance that would result in a new or more severe significant impact. Therefore, the proposed modifications resulting from the Modified Project do not trigger the requirements for a subsequent or supplemental EIR pursuant to Public Resources Code Section 21166 and CEQA Guidelines Sections 15162 and 15163. This Addendum has been prepared to identify any impacts associated with the Supplemental Use District establishing a Sign District within the Sunset Bronson Studios campus, a Parcel Map subdividing the property into four parcels and a CUP for FAR averaging. This Addendum compares the environmental effects of implementing the Modified Project with the analysis of the Approved Project in the Certified EIR in order to determine the extent to which the Certified EIR adequately addressed the impacts of the Modified Project. In summary, the anticipated environmental impacts of the Modified Project are consistent with the analysis contained in the Certified EIR, and the Modified Project would not generate significant impacts not previously analyzed or require additional mitigation measures.

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<sup>3</sup> *Friends of the College of San Mateo Gardens v. San Mateo County Community College District* (2017) 11 Cal.App.5th 596.



### **III. Project Description**

#### **A. Project Location and Existing Conditions**

As discussed in the Certified EIR, the Approved Project was proposed to be developed within an approximately 4.36-acre portion of the approximately 10.55-acre Sunset Bronson Studios campus, as well as one non-contiguous area of the campus at the southeast corner of Sunset Boulevard and Bronson Avenue. Where relevant, the Certified EIR considered the entirety of the Sunset Bronson Studios campus when addressing site conditions and potential environmental impacts of the Approved Project. As previously described, the Modified Project includes a Supplemental Use District establishing a Sign District within the overall Sunset Bronson Studios campus, a Parcel Map approval and a CUP for FAR averaging.

The Project Site is located within the Hollywood Community Plan (the Community Plan) Area of the City. The Sunset Bronson Studios campus is bounded by Sunset Boulevard to the north, Van Ness Avenue to the east, Fernwood Avenue (vacated) and Joseph Le Conte Middle School to the south, and Bronson Avenue to the west.

The Project Site is currently developed as a multi-tenant, mixed-use, creative office campus with on-site motion picture, news station, and television production facilities. The Project Site has nine (9) structures containing office and production buildings, studio stages, and a parking structure. The buildings range in height from approximately three-story to five-story stages to the seven-story parking garage to the 14-story office tower. Between the buildings on the Project Site are landscaped walkways and open space. The proposed Sunset Bronson Studios Sign District would allow the implementation of a comprehensive sign program throughout the Sunset Bronson Studios campus.

#### **B. Approved Project**

As previously discussed, the Approved Project included the development of a 14-story office building and five-story production office building on the Sunset Bronson Studio campus, supported by a proposed primarily seven-story parking structure that would include two levels of subterranean parking. The Approved Project also included one level of subterranean parking below the proposed office building. In addition, a replacement guard station along Van Ness Avenue, an outdoor seating area and café adjacent to the proposed production office building, and landscaping were also proposed.

With regard to signage, the Approved Project's proposed signage was designed to be aesthetically compatible with the existing and proposed architecture of the Sunset Bronson Studios campus and other signage in the area. Proposed signage included monument signage, building and tenant signage, and general ground level and way-finding pedestrian signage, as permitted per the Community Redevelopment Agency's (CRA) Design for Development for Signs in Hollywood. No off-premises billboard advertising was proposed as part of the Approved Project.

With regard to the Parcel Map, the Approved Project on the Project Site is currently subdivided into Parcel 1 and Parcel 2 (Case No. AA-2014-0465-PMEX). Parcel 1 consists of those portions of Lots 1 and 2 of Tract No. 1619, as per map recorded in book 20 page 48 of maps, and

portions of Lots 9 to 12 of Tract No. 4468, as per map recorded in book 48 page 67 of maps. Parcel 2 consists of those portions of Lots 1 and 2 of Tract No. 1619, as per map recorded in book 20 page 48 of maps, and portions of Lots 1 to 12 of Tract No. 4468, as per map recorded in book 48 page 67 of maps. Additionally, on July 13, 2016, a Master Covenant and Agreement was executed to hold the Project Site as one parcel (Recording No. 20160816893 of Official Records).

With regard to FAR, the Approved Project contains a floor area of approximately 688,747 square feet with a FAR of approximately 1.5:1. The Project Site is located in Height District 1, which limits development to a FAR of 1.5:1. Because Parcels 1 and 2 are currently subject to a recorded covenant to be held as one parcel, FAR is calculated based on the size of the Project Site lot area as a whole.

### **C. Modified Project**

As summarized above, proposed modifications to the previously Approved Project are proposed to create a Supplemental Use District establishing a Sign District within the Sunset Bronson Studios campus, approve a Parcel Map subdividing the Project Site into four (4) parcels and a CUP for FAR averaging in a Unified Development.

#### **(1) Sign District**

The proposed Sunset Bronson Studios Sign District would permit a comprehensive sign program for the Sunset Bronson Studios campus and enable the Applicant, Sunset Bronson Entertainment Properties, LLC., to continue to attract entertainment companies to the Sunset Bronson Studios campus and further establish Hollywood as the entertainment capital of the world. The Sunset Bronson Studios Sign District would permit a wide range of signage that would promote creative content being produced and/or edited on the Sunset Bronson Studios campus. In particular, the proposed signage would feature motion pictures and television series owned or being produced by the tenants of the Sunset Bronson Studios campus. All signs permitted by Chapter I, Article 4.4 of the Los Angeles Municipal Code (LAMC) would be permitted within the Sunset Bronson Studios Sign District. As provided in the Conceptual Sign Plan included in Figure 1 on page 8, the Sunset Bronson Studios Sign District incorporates a range of sign types, including Studio Banner Signs, Studio Identification Signs, Wall Signs, Monument Signs, and Digital Display Signs. These sign types and the sign types permitted within the LAMC would be allowed within the Sunset Bronson Studios Sign District. The following signs would be prohibited within the Sunset Bronson Studios Sign District: Billboards, Can Signs, Captive Balloon Signs, Sandwich Board Signs, Off-site Signs, Supergraphic Signs, and any other sign not specifically authorized by the proposed Sunset Bronson Studios Sign District or the LAMC.

The Sunset Bronson Studios Sign District would include approximately 12,940 square feet of sign area. Of that, approximately 1,299.3 square feet of sign area includes existing signage onsite. Consistent with other sign districts in the City, the following signs are not counted toward total sign area: pedestrian signs, information signs, temporary signs, large-scale architectural lighting, and all signs not visible from a public right-of-way. The Sunset Bronson Studios Sign District would include four (4) Studio Banners and four (4) Wall signs, totaling approximately 3,302 square feet, which are not visible from the public right-of-way and thus are not counted towards the maximum permitted sign area. Excluding these signs from the calculation of signage, the Sunset

Bronson Studios Sign District includes approximately 9,638.05 square feet of signage counted towards the maximum permitted sign area. The total permitted sign area within the proposed Sunset Bronson Studios Sign District would be distributed across the Sunset Bronson Studios campus with the heaviest concentration of signage located along Van Ness Avenue. As illustrated in the renderings of the proposed signage provided in Appendix A of this Addendum, all signs have been created and placed so as to restrict animated signage to areas above drivers' general sight lines. Specifically, digital signage would only be located on the KTLA Tower on the north elevation of the Project Site fronting Sunset Boulevard. The digital sign on the KTLA Tower would be a total of 446 square feet and placed approximately 36 feet above ground level. Other signage would be located at the pedestrian level, on the parking structure, and on various buildings throughout the Sunset Bronson Studios campus. Refer to the proposed signage shown in the elevations provided in on pages 4-32 Appendix A of this Addendum. This signage would include studio and tenant identification and tenant promotional signs ranging in size from four feet wide and one foot high, for a total of four square feet, to 26 feet wide and 80 feet high, for a total of 2,080 square feet. The largest sign visible from the public right of way would be approximately 1,280 square feet. The summary of the 11 existing signs and 26 proposed signs is provided on page 3 of Appendix A of this Addendum.

The Sunset Bronson Studios campus is zoned M1, Limited Industrial. The M1 zoning designation is consistent with the Limited Manufacturing General Plan land use designation. In addition, the Sunset Bronson Studios campus is located in Height District 1, which limits development to a floor area ratio of 1.5:1. The existing uses on the Sunset Bronson Studios campus are permitted or conditionally permitted in the M1 zone. Establishing the Sunset Bronson Studios Sign District is permitted in the site's underlying M1 zoning designation. Additionally, the Sunset Bronson Studios campus is located adjacent to the Hollywood Supplemental Use District for Signage (the Hollywood Sign District). The properties directly across Sunset Boulevard to the north are subject to the Hollywood Sign District. The Hollywood Sign District also encompasses the Hollywood Media District, home to numerous studios serving the film and television industries. The Hollywood Sign District acknowledges and promotes the contribution of signage to the distinctive aesthetic character of Hollywood. All signage within the Hollywood Sign District is subject to the Design for Development for Signs in Hollywood, adopted on October 18, 2007. The proposed Sunset Bronson Studios Sign District would permit the Sunset Bronson Studios campus to implement a comprehensive sign program similar to the character of other studios.

## (2) Parcel Map

The proposed four-lot Parcel Map reflects the development of the Approved Project and creates four (4) discrete parcels to separate various components of the Project Site, including: (1) Parcel A, which covers an existing staging area comprised of Building 10 and Stages 9A and 9B; (2) Parcel B, which covers the 14-story office building; (3) Parcel C, which covers the five-story production building and seven-story parking structure; and (4) Parcel D, which covers the remaining staging and production buildings on-site. The four (4) parcels are depicted in the proposed Parcel Map included in Figure 2 on page 9 and the parcel sizes are summarized in Table 1 on page 7.

A four-lot Parcel Map would allow for more flexible financing options and operational efficiencies of the Sunset Bronson Studios campus. The Parcel Map would not result in foreseeable future development, and instead is requested to provide legal parcels that are consistent with the

financing and managing needs of the existing improvements on the Sunset Bronson Studios campus.

**Table 1  
Proposed Parcel Sizes**

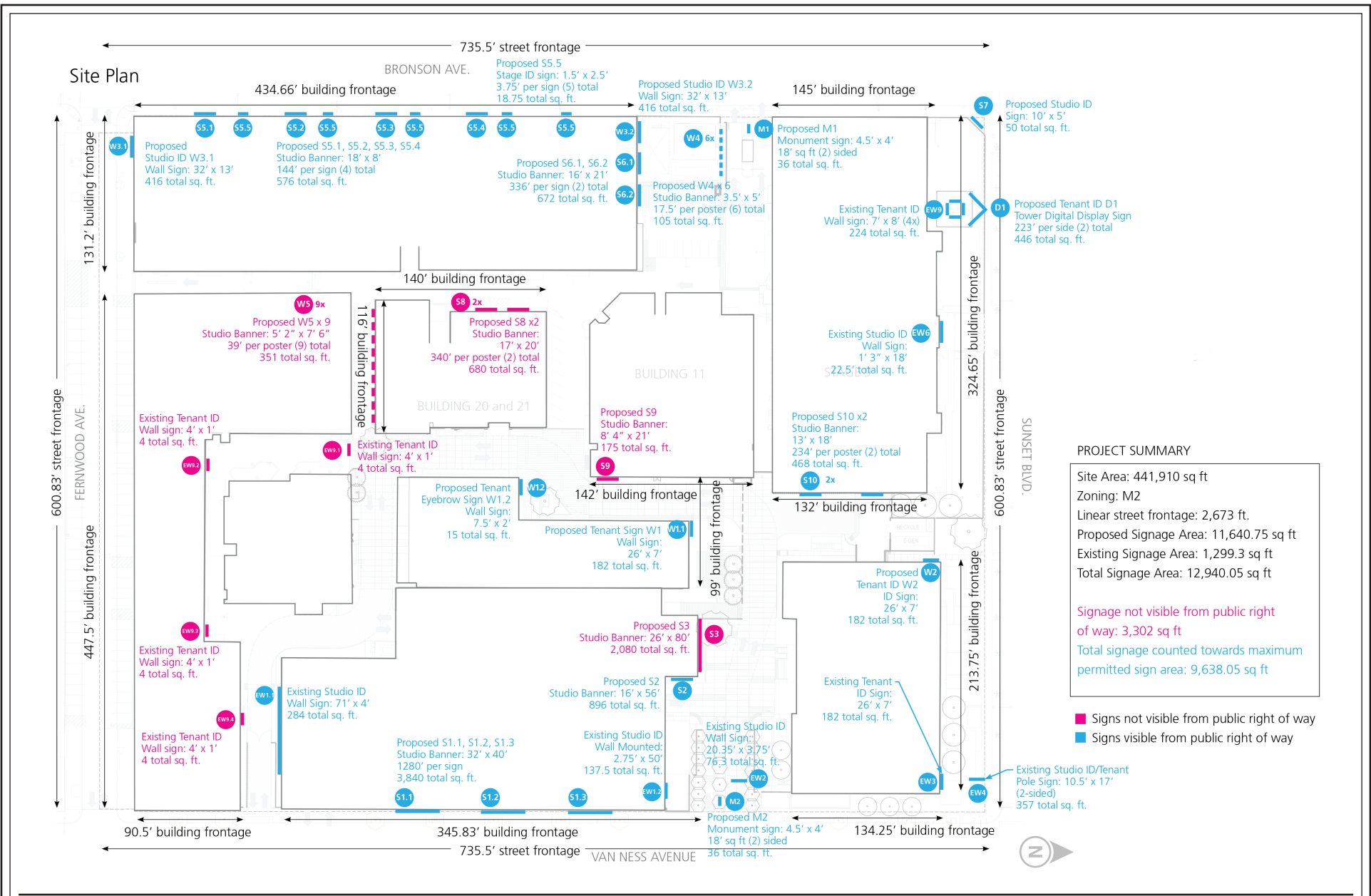
<b>Parcel</b>	<b>Gross Parcel Area</b>	<b>Net Parcel Area</b>
Parcel A	60,010 sf	59,897 sf
Parcel B	38,469 sf	38,386 sf
Parcel C	92,309 sf	N/A
Parcel D	269,036 sf	N/A
<hr/> <i>sf = square feet</i> <i>N/A = Not Applicable</i> <i>Source: Eyestone Environmental, 2018.</i>		

(3) FAR Averaging

LAMC Section 12.24 W.19 conditionally permits the averaging of FAR across unified developments. A “unified development” is a development with: (1) a combination of functional linkages, such as pedestrian or vehicular connections; (2) in conjunction with common architectural and landscape features, which constitute distinctive design elements of the development; (3) is composed of two or more contiguous parcels; and (4) when the development is viewed from adjoining streets appears to be a consolidated whole. (LAMC Section 12.24 W.19(c))

The Project is requesting a Floor Area Averaging for a unified development. The Project Site provides functional linkages throughout the Sunset Bronson Studio campus to create an integrated campus environment. The pedestrian connections are landscaped with trees and shrubs between the studio facilities. The structures on the Project Site include setbacks and are designed to complement the surrounding neighborhood and preserve historic view corridors. The Project Site, as described above, is proposed to be four contiguous parcels. The Project Site encompasses an entire city block bounded by Sunset Boulevard to the north, Van Ness Avenue to the east, Bronson Avenue to the west, and Fernwood Avenue (vacated) to the south, and as such, the Sunset Bronson Studios campus presents a consolidated appearance when viewed from adjoining streets because it covers an entire city block.

The Project Site has a net lot area of approximately 459,629 square feet (10.55 acres), and is located in Height District 1, which restricts developments to a FAR of 1.5:1. The above described Parcel Map subdivision is requested to allow flexibility for financing and management options for the Project Site. However, this entitlement would also terminate the existing covenant to hold the Project Site as one parcel. Without the requested FAR averaging, this would result in an increase to the Project Site’s FAR because the FAR will be calculated using the lot area of each new parcel, rather than the lot area of the Project Site as a whole. Accordingly, FAR averaging is requested so as to not render the existing development on the Sunset Bronson Studio campus nonconforming following the proposed Parcel Map approval.



**Figure 1**  
Conceptual Sign Plan

Source: Looking, 2018.



#### **IV. Comparative Analysis of Modified Project Impacts**

As discussed in the Certified EIR, the City of Los Angeles determined through the Initial Study that the Approved Project would not result in potentially significant impacts to or associated with agricultural resources, biological resources, cultural resources (archaeological and paleontological resources), geology and soils, hazards and hazardous materials, hydrology/water quality, mineral resources, population/housing, public services (fire protection, police protection, schools, and parks), recreation, and certain utilities (wastewater, solid waste, and energy). The City of Los Angeles determined through the Initial Study that the Approved Project could potentially result in a significant impact to or associated with the remaining environmental issue areas that included aesthetics; air quality; greenhouse gas emissions; historic resources; land use; noise; traffic, access, and parking; and water supply. As such, the Certified EIR further evaluated these environmental issue areas. Below is a summary of the analysis included in the Certified EIR, inclusive of the Initial Study, for each of the environmental issue areas addressed and an analysis of the proposed modifications.

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

###### **(1) Approved Project Impacts**

As detailed in the Certified EIR, the Approved 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. Relative to signage in particular, the Certified EIR provided that the Approved Project would 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 way-finding 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, impacts to aesthetics were concluded to be less than significant.

With regard to views, the Certified EIR determined that the Approved Project would not eliminate views of the view resources in the area and would not otherwise block or degrade a valued scenic vista. As such, the Certified EIR concluded that view impacts would be less than significant.

With regard to lighting, as set forth in the Certified EIR, lighting would be directed onto the areas to be lit 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 lighting would be directed and/or shielded to minimize spillage onto other properties. Proposed lighting would also meet all applicable LAMC lighting standards. Overall, the proposed low level lighting would not significantly increase nighttime lighting levels in the area. As such, the Certified EIR that the Approved Project would not create a new source of substantial light that would adversely affect day or nighttime views in the area and lighting impacts would be less than significant.

As provided in the Certified EIR, 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 Approved 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 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.

As evaluated in the Certified EIR, the Approved Project would not cast shadows on routinely usable outdoor spaces for longer than the specified thresholds. As such, the Certified EIR concluded that shading impacts would be less significant.

## (2) Modified Project Impacts

Subsequent to the preparation of the Certified EIR, there were changes to the regulatory framework addressing aesthetics analyses in environmental documents. Specifically, Senate Bill 743 (SB 743), which became effective on January 1, 2014, adds Public Resources Code Section 21099(d)(1), which provides that “aesthetic and parking impacts of a residential, mixed-use residential, or employment center project on an infill site within a transit priority area shall not be considered significant impacts on the environment.” Public Resources Code Section 21099(a)(7) defines a transit priority area as an area within 0.5 mile of a major transit stop that is “existing or planned, if the planned stop is scheduled to be completed within the planning horizon included in a Transportation Improvement Program adopted pursuant to Section 450.216 or 450.322 of Title 23 of the Code of Federal Regulations.” Public Resources Code Section 21064.3 defines a major transit stop as “a site containing an existing rail transit station, a ferry terminal served by either a bus or rail transit service, or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods.” Public Resources Code Section 21099(a)(4) defines an infill site as a lot located within an urban area that has been previously developed, or on a vacant site where at least 75 percent of the perimeter of the site adjoins, or is separated only by an improved public right-of-way from, parcels that are developed with qualified urban uses. Finally, Public Resources Code Section 21099(a)(1) defines an employment center project as a project that is located on a property that is zoned for commercial uses with a floor area ratio (FAR) of no less than 0.75 and that is located within a transit priority area.

The related City of Los Angeles Department of City Planning Zoning Information File ZI No. 2452 provides further instruction concerning the definition of transit priority projects and that “visual resources, aesthetic character, shade and shadow, light and glare, and scenic vistas or any other aesthetic impact as defined in the City’s CEQA Threshold Guide shall not be considered an impact



for infill projects within [transit priority areas] pursuant to CEQA.”<sup>4</sup>

Pursuant to Public Resources Code Section 21099, the Sunset Bronson Studios Entertainment Center Project would be considered an employment center project because it is located on property that is zoned to permit commercial uses with a maximum FAR greater than 0.75. In addition, the Project Site is located on an infill site<sup>5</sup> that is less than 0.5 mile from several bus lines, including bus transit service operated by the Los Angeles County Metropolitan Transportation Authority (Metro) (Metro lines 4, 217, 180/181, 2/302, 207, and 175) and the Los Angeles Department of Transportation (LADOT) (LADOT DASH Hollywood line and Commuter Express), as well as located in proximity to rail lines at the Hollywood and Vine and Hollywood and Western Metro stations. Therefore, the Project Site is located in a transit priority area as defined in Public Resources Code Section 21099. The City’s Zone Information and Map Access System (ZIMAS) also confirms the Project Site’s location within a transit priority area, as defined in the City’s Zoning Information File ZI No. 2452.6 Thus, any aesthetic impacts that might be identified for the Project would not be considered significant impacts on the environment pursuant to Public Resources Code Section 21099. Nonetheless, for informational purposes only and to provide a thorough assessment of all aspects of the Sunset Bronson Studios Entertainment Center Project, an analysis of the Modified Project’s potential impacts regarding aesthetics, views, light and glare, and shading associated with the proposed Sign District is provided below.

(a) Aesthetics

As discussed in the Certified EIR, aesthetics refers to the overall visual quality of an area or within a given field of view. Impacts to visual quality considers 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).

Valued aesthetic features within the Project Site include certain buildings within the Sunset Bronson Studios campus that have been identified as contributors to the potential historic district on the Sunset Bronson Studios campus. As discussed above in the Modified Project description, the proposed modification includes establishing a Sign District within the Sunset Bronson Studios, approving a Parcel Map, and approving FAR averaging. No existing buildings or structures within the Sunset Bronson Studios campus would be removed as part of the Modified Project. As such, the Project would not result in the loss of any existing valued aesthetics features within the Project Site.

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<sup>4</sup> City of Los Angeles Department of City Planning, Zoning Information File ZI No. 2452, Transit Priority Areas (TPAs)/Exemptions to Aesthetics and Parking Within TPAs Pursuant to CEQA.

<sup>5</sup> Infill can be defined as the use of land within a built-up area for further construction. The Project would be developed on a portion of the existing Sunset Bronson Studios, which is within a built-up area in the City of Los Angeles. Therefore, the Project is considered an infill development.

<sup>6</sup> City of Los Angeles, Zone Information and Map Access System (ZIMAS), <http://zimas.lacity.org/>, accessed December 14, 2017.

Additionally, as described above, the proposed signage, which would be located at the pedestrian level, on the parking structure, and on various buildings throughout the Sunset Bronson Studios campus, would feature motion pictures and television series owned or being produced by the tenants of the Sunset Bronson Studios campus. The signs would be visible from the public right-of-way (29 signs totaling 9,638 square feet) as well as visible from within the Project Site (eight (8) signs totaling 3,302 square feet). Sign placement would be proportionate with the buildings and structures they would be placed on so that the larger signs are applied to the larger buildings. The 11 existing signs and 26 proposed signs would be an extension of the existing studio environment and, as shown in the renderings included on pages 4-32 in Appendix A of this Addendum, would be consistent and compatible with the aesthetic environment of the Sunset Bronson Studios campus and surroundings. In addition, the Parcel Map and FAR averaging would not result in future development or physical impacts to the Project Site. Thus, as with the Approved Project, the Modified Project would not degrade the visual character of the site or surrounding area and would be aesthetically compatible with surrounding uses. Accordingly, the Modified Project's visual quality impacts would continue to be less than significant.

*(b) Views*

As set forth in the Certified EIR, scenic resources within the Project Site and vicinity that are available from public and private view locations include the historic Executive Office Building, KTLA tower, and the Hollywood Hills and Hollywood Sign.

Public views from vantages within the surrounding Project Site vicinity 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).

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 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.

As discussed above, the proposed modification to create a Sign District, approve a Parcel Map, and approve FAR averaging within the Sunset Bronson Studios campus would not introduce new structures to the Project Site that could alter existing views of and across the Project Site. In addition, proposed signage would be located at the pedestrian level, on the parking structure, and on various buildings throughout the Sunset Bronson Studios campus, as shown in the Conceptual Sign Plan included in Figure 2 of this Addendum and the elevations included in Appendix A of this Addendum, and would not block views of existing scenic resources within the Project Site and vicinity. Therefore, as with the Approved Project, view impacts would continue to be less than significant.

(c) Light/Glare

Modified Project lighting would include lighting associated with the proposed signage. Such lighting would be subject to the regulations outlined in the proposed Sign District Ordinance. Additionally, lighting for signs will be standard building lighting and will provide shielding so that the light only illuminates the appropriate signage. With regard to glare, glare is typically caused by direct light sources or direct reflections of light sources. Direct reflection is typically off of highly polished surfaces such as glass, mirror, bright silver paint and even water surfaces. As shown in the signage renderings included in Appendix A of this Addendum, proposed signage would feature matte finishes and other non-reflective surfaces. The Parcel Map and FAR averaging would not result in future development or physical impacts to the Project Site. Therefore, light and glare impacts under the Modified Project would continue to be less than significant.

(d) Shading

As discussed above, the Modified Project would not include the construction of new buildings or structures which could produce additional shadows. In addition, proposed signage would be attached to existing buildings. As such, the Modified Project would not generate new shadows which could shade shadow-sensitive uses. Therefore, as with the Approved Project, the Modified Project's potential shading impacts would continue to be less than significant.

## **B. Agriculture and Forest Resources**

(1) Approved Project Impacts

As evaluated in the Certified EIR, the Project Site is located in a heavily urbanized area of the City of Los Angeles and does not include any agricultural land or forest or timberland. Therefore, the Approved Project would not result in the loss or conversion of agricultural land or forest land, and no impacts would occur.

(2) Modified Project Impacts

As discussed above, the proposed modifications would be implemented within the existing boundaries of the Sunset Bronson Studios. As the Modified Project would remain within the same site analyzed under the Certified EIR, the specific site conditions would remain the same under the Modified Project. Therefore, as with the Approved Project, the Modified Project would not result in the loss or conversion of agricultural land or forest land, and no additional impacts on agriculture and forestry resources would occur.

## **C. Air Quality**

(1) Approved Project Impacts

(a) *Construction*

As evaluated in the Certified EIR, construction-related daily emissions would not exceed the regional or localized emissions thresholds. Therefore, the Approved Project would result in a less-than-significant impact with regard to regional and localized construction emissions. While not

required to reduce a significant impact, Mitigation Measures B-1 and B-2 were included in the Certified EIR to ensure construction-related air quality impacts would remain less than significant. Mitigation Measures B-1 and B-2 would require the implementation of standard measures such as use of use of low and non-VOC containing paints and other materials and prohibition of idling in excess of five minutes. These mitigation measures would reduce air quality impacts during construction of the Project.

Additionally, the Certified EIR concluded that Approved Project-related toxic emission and odor impacts during construction would be less than significant.

*(b) Operation*

As evaluated in the Certified EIR, the net operational emissions associated with the Approved Project would not exceed the established SCAQMD regional threshold levels for VOC, NO<sub>x</sub>, CO, So<sub>x</sub>, PM<sub>10</sub>, and PM<sub>2.5</sub>. Therefore, impacts associated with regional operational emissions would be less than significant. Similarly, the Approved Project would not cause any new or exacerbate any existing CO hotspots, and, as a result, impacts related to localized mobile-source CO emissions would be less than significant.

As discussed in the Certified EIR, based on the low incremental increase in the number of potential contaminant sources and the long-term (annual average) activity of the on-site toxic air contaminant sources, the Approved Project would not warrant the need for a refined health risk assessment, and potential air toxic impacts to on- and off-site receptors from on-site sources would be less than significant.

Additionally, the Approved Project would not include any uses identified by the SCAQMD as being associated with odors. Therefore, the Approved Project would not result in the creation of objectionable odors and potential odor impacts would be less than significant.

(2) Modified Project Impacts

Based on the limited construction activities involved in the installation of signage, which would not involve heavy machinery or street blockages, it is not anticipated that the construction or operation of the Modified Project would generate air emissions that would exceed the air quality standards. Additionally, the Parcel Map and FAR averaging would not result in future development or physical impacts to the Project Site. Therefore, the Modified Project's potential air quality impacts would continue to be less than significant.

**D. Biological Resources**

(1) Approved Project Impacts

The Project Site is located in an urbanized area. The Project Site is not located in or adjacent to any riparian area and is not identified in the City of Los Angeles General Plan as a natural, conservation, or open space resource. Additionally, no other adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved, local, regional, or state habitat conservation plan applies to the Project Site. Furthermore, the Project Site does not contain any

natural hydrologic features or federally protected wetlands as defined by Section 404 of the Clean Water Act. In addition, any street trees requiring removal would occur in accordance with the City of Los Angeles Street Tree Division requirements. Lastly, the Project Site does not function as a wildlife corridor and no bodies or courses of water exist on-site to provide habitat for fish. As set forth in the Certified EIR, overall, no impacts to biological resources would occur.

## (2) Modified Project Impacts

As described above, there are no notable natural features or natural habitat for species identified as candidate, sensitive, or of special status within the Sunset Bronson Studios, and the proposed modifications would be implemented within the existing boundaries of the Sunset Bronson Studios. As the Modified Project would remain within the same site analyzed under the Certified EIR, the specific site conditions would remain the same under the Modified Project. Therefore, similar to the Approved Project, no additional impacts to biological resources would occur.

## E. Cultural Resources

### (1) Approved Project Impacts

#### (a) *Historic Resources*

As evaluated in the Certified EIR, the Approved Project included the demolition of the Van Ness Avenue guard station and a restroom, neither of which are historic resources. In addition, the Approved Project included the demolition of Building 14, which is a portion of the original Mill Building that was constructed sometime in the 1920s. Building 14 is not considered to be individually significant, and demolition of Building 14 would not result in the demolition of an individually significant historic resource. Building 14 is considered to be a contributor to the potential historic district on the Sunset Bronson Studios campus, and demolition of Building 14 would reduce the total number of contributing resources on the property. However, the Sunset Bronson Studios campus would retain all of the other contributing resources from the period of significance, all in their original locations. Therefore, the Certified EIR concluded that the Approved Project would not involve the demolition of a significant historic resource, and as a result, impacts associated with demolition would be less than significant.

With regard to relocation of resources, the Approved Project did not include the relocation of any individually significant *buildings or buildings that contribute* to the potential historic district on the property. The Approved Project did, however, include the relocation of the KTLA Tower, which has been identified as an *historic structure*, individually significant for its association with early radio in Los Angeles. The KTLA Tower is also considered a *contributing structure* to the potential historic district on the property. The KTLA Tower was originally constructed in 1925 as one of two radio towers positioned in front of the Sunset Boulevard façade of the Executive Office Building. It was relocated in 1956. The Approved Project proposed to return the KTLA Tower to its original location in front of the Executive Office Building. Therefore, the Approved Project has the potential to enhance the integrity of the KTLA Tower and the historic district character of the property by returning the tower to its original location. Similarly, the Approved Project would maintain the integrity of all other individually significant historic resources on the property, and maintain the

integrity of the property itself, because no other buildings or structures would be relocated as part of the Approved Project. As a result, potential impacts associated with relocation of a historic resource would be less than significant.

The Approved Project involved the removal of the 1963 Gene Autry Wing and the 1940s northern addition to the historic Executive Office Building. Rehabilitation of those portions of the Executive Office Building disturbed by construction activities would conform to the Secretary of the Interior Standards. As a result, the Executive Office Building would retain its original design and architectural integrity. The Approved Project would also restore the KTLA Tower to its original location. The functionality of the rehabilitated structures would remain in their current capacity, with the Executive Office Building continuing to be used for office space and the KTLA Tower continuing to serve as an ornamental visual historic element of the Project Site. Therefore, no portion of the Approved Project has the potential to involve conversion, rehabilitation, or alteration of a significant historic resource which does not meet the Secretary of the Interior's Standards, and as a result, impacts were determined to be less than significant.

Regarding impacts to integrity or significance of important resources, based on the proposed development and design features, the Certified EIR concluded that the Approved Project would not materially impair the significance of any of the historic resources located on the Project Site. As a result, impacts would be less than significant.

With regard to potential impacts to historic district characteristics, as evaluated in the Certified EIR, the proposed new development, although adding considerable height and density, would not substantially impact the integrity of the Sunset Bronson Studios campus. In addition, the Approved Project would complete the perimeter enclosure of the property along Van Ness Avenue. Enclosure along the perimeter (either by walls or building façades) is a character-defining feature of motion picture studios from the studio era. After implementation of the Approved Project, the Sunset Bronson Studios campus would still contain a concentration of buildings and structures dating from the period of significance as well as the remaining spatial relationships and circulation patterns. Therefore, the Approved Project would not materially impair the historic district resources on the Sunset Bronson Studios campus and impacts would be less than significant.

The Certified EIR also evaluated potential impacts on the Executive Office Building. As analyzed therein, the Sunset Bronson Studios campus' most important and character-defining façade is the Executive Office Building facing Sunset Boulevard, which was specifically constructed by Warner Brothers Studios to create a memorable public face for the studio. The Approved Project included setting the proposed office building back from Sunset Boulevard at a distance equal to the setback of the Executive Office Building. This setback would ensure that sightlines to the Executive Office Building from Sunset Boulevard are preserved. As a result, the new office building would not materially affect the building's ability to convey its historic significance and impacts would be less than significant.

*(b) Archaeological and Paleontological Resources*

As discussed in the Certified EIR, the Project Site is located within an urbanized area and has been subject to disturbance due to grading and development activities in the past, any surficial

archaeological or paleontological resources that may have existed on the site at one time are likely to have been disturbed or removed previously. Additionally, no human remains are known to be present. However, any discovery of archaeological and paleontological resources and human remains during construction of the Approved Project would be treated in accordance with federal, state, and local guidelines, as appropriate, as well as with Mitigation Measures V-1 to V-3 included in the Certified EIR. Specifically, Mitigation Measure V-1 would require that if any archaeological materials are encountered, work in the area would cease and deposits would be treated in accordance with Federal, State, and local guidelines. Mitigation Measure V-2 would provide for the preparation of an archaeological resources report if any archaeological materials are encountered. Lastly, Mitigation Measure V-3 would require that any uncovered archaeological resources be curated at an appropriate accredited curation facility. As such, impacts to archaeological and paleontological resources were determined to be less than significant with mitigation incorporated.

## (2) Modified Project Impacts

### (a) *Historic Resources*

The Parcel Map and FAR averaging would not result in future development or physical impacts to the Project Site, and thus, would not result in significant impacts to historic resources. The following analysis regarding the proposed Sign District is based on a memorandum prepared by Historic Resources Group, dated May 22, 2018, and included in Appendix B of this Addendum. The memorandum was reviewed by the Department of City Planning Office of Historic Resources on June 11, 2018, who concurred with the conclusions of the report.

As detailed in the memorandum, the Sunset Bronson Studios campus has been recognized as historically significant for over 40 years. In 1977, the entire studio was designated as Los Angeles Historic-Cultural Monument #180 as the “Site of the Filming of the First Talking Feature Film.” The designation specifically recognized the filming of *The Jazz Singer* in 1927 as the basis for designation but did not differentiate individual buildings located on-site. In 2002, the Executive Office Building was listed as an individual resource in the National Register of Historic Places (National Register). It was found significant under Criterion A for its “strong association with Warner Brothers Pictures, which has played a significant role in the history and development of the motion picture industry.” By virtue of being listed in the National Register, the Executive Office Building is also listed in the California Register of Historical Resources (California Register). The Executive Office Building has been restored to its original configuration with the removal of two later additions. The Executive Office Building is attached to Stage 9, the oldest stage on the lot and the filming location of Warner Brothers’ groundbreaking 1927 film, *The Jazz Singer*. Together, they are significant as an individual resource.

The KTLA Tower was found eligible for listing in the National and California Registers for its association with early radio in Los Angeles. As described above, as part of the Approved Project, the KTLA Tower was proposed to be relocated to its original location in front of the Executive Office Building. Relocation of the KTLA Tower has been completed.

As provided above, the Certified EIR also identified and evaluated a potential historic district located on the Sunset Bronson Studios campus. The potential historic district contains a distinctive configuration of buildings and structures significant for its association with the development of the

motion picture industry in the State and the concentration of the industry's production facilities in Southern California. The potential historic district was identified as eligible for the National Register and California Register.

The Secretary of the Interior is responsible for establishing standards for all programs under Departmental authority and for advising federal agencies on the preservation of historic properties listed in or eligible for listing in the National Register. The *Secretary of the Interior's Standards for the Treatment of Historic Properties* provide guidance for reviewing proposed projects that may affect historic resources. The intent of the Secretary of the Interior's Standards is to assist the long-term preservation of a property's significance through the preservation, rehabilitation, and maintenance of historic materials and features. The Secretary of the Interior's Standards pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and interior of the buildings. The Secretary of the Interior's Standards also encompass related landscape features and the building's site and environment, as well as attached, adjacent, or related new construction. The *Standards for Rehabilitation* address the most prevalent treatment. "Rehabilitation" is defined as "the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values."

The proposed sign program would install signs throughout the Sunset Bronson Studios campus for the purposes of identification and way-finding. Signs would be of varying sizes and except for a small number of free-standing pole signs, would be applied to existing buildings and structures on the campus. Although not written to directly address signs, new construction related to existing historic resources is addressed in Standards 9 and 10 of the of the *Secretary of the Interior's Standards for Rehabilitation*. Standards 1 through 8, which directly address the treatment of existing historic buildings are not relevant in this context. Therefore, conformance with Standards 9 and 10 is discussed below.

Standard 9 states in part: "New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment." The proposed sign program includes a variety of sign types, ranging in size from 4-foot by 1-foot identification signs to 80-foot-high banner signs. Sign placements would be largely proportionate with the buildings and structures they would be placed on so that the larger signs are applied to the larger buildings. The largest banner signs would only be featured on non-contributing, recently constructed buildings on the eastern portion of the property. Overall, signs would occupy only a small portion of the exterior wall space of any contributing and individually significant building. As such, the proposed signs would be subordinate in scale to the historic district contributors and individually significant resources to which they are applied. Therefore, the placement of signs would not obscure the overall massing and proportions of the contributing buildings or interfere with existing openings, doors, and windows.

No signs would be applied directly to the north (primary) façade of the Executive Office Building facing Sunset Boulevard, which represents the most expressive architectural detailing on the studio lot. A 10-foot by 5-foot studio identification sign would be located at the northwest corner



of the campus in front of the Executive Office Building at ground level. A 50-foot by 7.75-foot digital display sign would wrap the KTLA Tower at mid-level in front of the Executive Office Building. The digital display sign to be applied to the KTLA Tower would be similar to signs previously applied to the KTLA Tower prior to its recent relocation. The sign will only obscure a small portion of the Tower structure, which will be fully discernible as a radio signal tower after installation of the display sign. The materials, structure, and form of the Tower will remain unaltered after installation of the digital display sign. Furthermore, the identification sign and the KTLA Tower sign would obscure only small portions of the primary façade of the Executive Office Building. New signage would be contemporary in content and design making them clearly discernible as new signs applied to existing buildings and structures. As such, all signs will be clearly differentiated from the contributing and individually significant resources.

In accordance with Standard 9, the Modified Project would not destroy historic materials or features that characterize the potential historic district and individually eligible resources. The proposed sign program would be differentiated from the historically significant resources and compatible with the massing, size, and scale of the potential historic district and the individually significant resources. The Modified Project would conform to Standard 9.

Standard 10 states that “new additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.” In accordance with Standard 10, the essential form and integrity of the potential historic district and individually significant resources would be unimpaired if the proposed signs were removed in the future. After implementation of the Modified Project, the distinctive form and design of the potential historic district and individually significant resources would remain intact and understandable by the public. Therefore, the Modified Project would conform to Standard 10.

In conclusion, the Modified Project would not destroy historic materials, features, and spatial relationships that characterize the Sunset Bronson Studios campus. The proposed signs would be applied to existing buildings and structures such that if they are removed in the future the essential form and integrity of contributors to the historic district and the individually significant resources would remain intact and unimpaired. As such, the Modified Project would not adversely affect the integrity or significance of historic resources located on the Sunset Bronson Studios campus. As with the Approved Project, impacts to historical resources would continue to be less than significant.

*(b) Archaeological and Paleontological Resources*

Since the Modified Project would not include additional grading or excavation, the Modified Project would not have the potential to impact archaeological and paleontological resources, and impacts would continue to be less than significant. However, these mitigation measures have since become Regulatory Compliance Measures and applied on a citywide policy level.

## **F. Geology and Soils**

### **(1) Approved Project Impacts**

As set forth in the Certified EIR, no known active faults pass through the Project Site nor is the Project Site within an Alquist-Priolo Earthquake Fault Zone. The Project Site could be subject to moderate to strong ground shaking typical of the general southern California area. With adherence to applicable seismic standards, safety requirements and construction specifications required by the state and the City's Building Code, potential impacts related to strong seismic ground shaking would be less than significant, and no mitigation measures are necessary. As indicated in the Certified EIR, the Project Site would not be expected to experience liquefaction or similar seismic ground failure. In addition, the probability of seismically-induced landslides occurring within the Project Site is remote. Furthermore, as Approved Project development would not result in the substantial loss of topsoil and construction activities would occur in accordance with applicable state and local regulations governing grading and site design, the Approved Project would not cause substantial soil erosion. As such, any impacts associated with landslides, liquefaction, unstable/expansive soils, and soil erosion would be less than significant.

### **(2) Modified Project Impacts**

As the Modified Project would remain within the same site analyzed under the Certified EIR, the specific site conditions would remain the same under the Modified Project. Therefore, similar to the Approved Project, impacts associated with geology and soils would continue to be less than significant.

## **G. Greenhouse Gas Emissions**

### **(1) Approved Project Impacts**

As analyzed in the Certified EIR, with the incorporation of project design features and state mandates, the Approved Project's climate change impacts with regard to GHG emissions would be less than significant.

### **(2) Modified Project Impacts**

Based on the limited construction activities involved in the installation of signage, which would not involve heavy machinery or street blockages, it is not anticipated that the construction or operation of the Modified Project would generate air emissions that would be inconsistent with policies to reduce greenhouse gases evaluated in the Certified EIR. Additionally, the Parcel Map and FAR averaging would not result in future development or physical impacts to the Project Site. Therefore, the Modified Project would not create new impacts associated with greenhouse gas emissions, and impacts would continue to be less than significant.

## **H. Hazards and Hazardous Materials**

### **(1) Approved Project Impacts**

As discussed in the Certified EIR, potential hazards and hazardous materials impacts associated with the Approved Project would primarily be limited to the use of potentially hazardous materials during construction and operation, including paints, cleaning materials, vehicle fuels, and oils. However, all potentially hazardous materials used during construction and operation would be contained, stored, used, and disposed of in accordance with all applicable federal, state, and local laws, regulations, and standards. Based on the preceding, the Approved Project would not create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials. In addition, no upset or accident is reasonably foreseen that would involve the creation of a significant hazard through the release of hazardous materials into the environment. As such, impacts would be less than significant.

### **(2) Modified Project Impacts**

The Parcel Map and FAR averaging would not result in future development or physical impacts to the Project Site, but installation of the proposed signage could result in the use of potentially hazardous materials, such materials would be used, handled, and disposed of in accordance with all applicable regulatory requirements. However, the Sunset Bronson Studios campus's Los Angeles County Unified Program Form, which is administered by the City of Los Angeles Fire Department (LAFD), requires information on hazardous materials handling and storage locations and provides instructions on how to properly store on-site hazardous materials and procedures for dealing with an accidental release of these materials. In accordance with the procedures in the Unified Program Form, any on-site hazardous materials would routinely be monitored by the LAFD under the Hazardous Materials Disclosure Program. Therefore, the Modified Project would not result in significant impacts related to hazardous materials and impacts would continue to be less than significant.

## **I. Hydrology and Water Quality**

### **(1) Approved Project Impacts**

#### *(a) Construction*

As evaluated in the Certified EIR, grading and site preparation would comply with all applicable provisions of Chapter IX, Division 70 of the Los Angeles Municipal Code to reduce the effects of sedimentation and erosion. In addition, the Project Applicant would be required to meet the provisions of the National Pollutant Discharge Elimination System General Permit for Discharges of Storm Water with regard to surface water quality as governed by the State Water Resources Control Board. Therefore, impacts to hydrology and water quality during construction would be less than significant.

#### *(b) Operation*

With regard to operation, the Approved Project would be required to incorporate operational Best Management Practices per the City of Los Angeles Standard Urban Stormwater Management

Plan permit requirements. As a result, the Approved Project would not result in a measurable change in the groundwater recharge occurring at the Project Site. Additionally, the Approved Project would not require temporary dewatering during construction or long-term dewatering during operation. Additionally, the Approved Project would result in a net reduction in the quantity of stormwater runoff from the Project Site, and could be accommodated by the City's local stormwater drainage system. Furthermore, the Project Site is not located adjacent to any stream or river, and Approved Project runoff would continue to drain into the existing City storm drain infrastructure. The Project Site is also not located within a flood zone or tsunami zone. As such, impacts to hydrology and water quality during operation would be less than significant.

## (2) Modified Project Impacts

Since the Modified Project would not include additional grading or excavation, the Modified Project would not have the potential to result in impacts associated with hydrology and water quality, and impacts would continue to be less than significant.

## J. Land Use

### (1) Approved Project Impacts

The Certified EIR addressed the Approved Project's land use consistency with the requirements and policies of the City's General Plan, including the General Plan Framework Element, the Hollywood Community Plan, and the Hollywood Community Plan Update<sup>7</sup>; the Hollywood Redevelopment Plan; the Los Angeles Municipal Code (LAMC); the Walkability Checklist; the Citywide Design Guidelines; the State Enterprise Zone; and the Southern California Association of Governments Regional Transportation Plan and Growth Vision Report. The Certified EIR determined that the Approved Project's impacts related to land use consistency would be less than significant. Furthermore, the Approved Project would not substantially or adversely change the existing relationship between on- and off-site land uses and properties, or have the long-term effect of adversely altering a neighborhood or community through ongoing disruption, division, or isolation, and Approved Project impacts related to land use compatibility would be less than significant.

#### (a) City of Los Angeles General Plan

As discussed in the Certified EIR, the Approved Project would support the General Plan Framework Element as it would assist in improving the jobs and housing relationships in sub-areas of the City by introducing additional media and entertainment-related uses to a site historically occupied with such uses and by drawing on the unique and established entertainment-related skill set of employees and residents in the Hollywood area. By expanding media and entertainment-

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<sup>7</sup> *The City Council rescinded the 2012 Hollywood Community Plan Update and a new Hollywood Community Plan Update is in the process of being drafted. Therefore, the prior Certified EIR analysis of the 2012 Hollywood Community Plan Update is no longer applicable to the Approved Project or the Modified Project. While the goal and policies of the new plan related to land use in Industrial Areas are not binding on the Modified Project, the Modified Project would be in general conformance with those portions of the new plan.*

related uses in the Hollywood area on a previously developed site in an urbanized portion of the City that is located in close proximity to several mass transit options, the Approved Project would achieve the General Plan Framework's goal to reduce impacts on the environment by facilitating a reduction of vehicle trips, vehicle miles traveled, and air pollution. In addition, by drawing on the synergy created by locating entertainment-related uses in a concentrated area and respecting historic structures that are unique to the entertainment industry in Los Angeles, the Approved Project would facilitate the local community's identify and foster economic growth of the entertainment industry.

*(b) Hollywood Community Plan*

A key objective of the Hollywood Community Plan is to encourage the development of the types of industry that are indigenous to the Hollywood area (e.g., motion picture and television production, radio studios, sound and recording studios, film processing studios, and motion picture manufacturing and distribution) on lands designated in the Community Plan as Industrial. Similarly, another Community Plan objective is to promote economic well-being and public convenience through encouraging the revitalization of the motion picture industry. As provided in the Certified EIR, since the Approved Project would restore studio-related uses to a site that is designated for Limited Manufacturing, an industrial use, in the Community Plan, the Approved Project would be consistent with these objectives of the Community Plan. Implementation of the Approved Project's office space, modern studio production office facilities, entertainment industry signage, and streetscape and landscaping improvements would also be consistent with the Community Plan objectives, including to further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry.

*(c) Hollywood Community Plan Update*

Under the Hollywood Community Plan Update, the land use designation and zoning of the Project Site would not change and the Approved Project would be consistent with the majority of the goals and policies of the Hollywood Community Plan Update.

*(d) Hollywood Redevelopment Plan*

As discussed in the Certified EIR, the Approved Project would also be consistent with the applicable goals and policies of the Hollywood Redevelopment Plan because the Approved Project represents a private sector development that would expand upon the existing entertainment-related uses in the Hollywood area by providing studio/media/entertainment-related office uses. Additionally, by expanding such uses and respecting historic buildings in the vicinity, the Approved Project would promote a positive image for Hollywood that recognizes the area as the center of the entertainment industry and as a tourist destination. The Approved Project would also be located within close proximity to transit options and would provide adequate parking.

*(e) LAMC*

The Project Site is zoned M1-1 (Limited Industrial), and the Approved Project would be consistent with the existing zoning and would not represent a change in use for the Sunset Bronson

Studios campus. Furthermore, the Approved Project would be within the maximum floor area ratio (FAR) permitted for the Project Site. The Sunset Bronson Studios campus is approximately 459,467 square feet in size, and under the M1-1 zoning, approximately 689,200 square feet of enclosed floor area is permitted on the Sunset Bronson Studios campus based on a FAR of 1.5:1. The Approved Project would result in the addition of approximately 391,018 square feet of net new building area, bringing the total square feet of floor area to 688,747 within the Sunset Bronson Studios campus.

*(f) City of Los Angeles Walkability Checklist*

The Approved Project implements numerous design elements that would create an accessible, safe, and visually appealing pedestrian environment, in accordance with the applicable objectives of the City's Walkability Checklist. Pedestrian safety and aesthetically appealing streetscapes would be enhanced by creating a longer queuing area for entering and exiting vehicles, sidewalks provided along either side of the driveway, and landscaping along Sunset Boulevard and Van Ness Avenue. The Approved Project would also include monument signage, building and tenant signage, and general ground level and way-finding pedestrian signage, and would not include any off-premises billboard advertising. Lighting would include low-level exterior lights adjacent to buildings and along pathways for security and way-finding purposes.

*(g) Citywide Design Guidelines*

The Approved Project would support the objectives of the Citywide Design Guidelines as it would implement landscaping improvements within and along the boundaries of the Project Site, which would improve the Project Site's visual character from area roadways when compared to existing conditions. The Approved Project would also further build on the identify of Hollywood as the heart of the City's entertainment industry. Overall, the Approved Project would be generally consistent with the objectives set forth in the Citywide Design Guidelines.

*(h) City of Los Angeles State Enterprise Zone*

The Sunset Bronson Studios campus is located within the Hollywood region of the City's State Enterprise Zone, and thus, the Approved Project would be eligible for many of the incentives offered by the City. The goal of the incentives is to stimulate increased employment opportunities, business attraction, and investment in economically disadvantaged areas. Implementation of the Approved Project would help revitalize the neighborhood by creating an economically viable entertainment-related development on an underutilized site, and thus, the Approved Project would be consistent with the City's intent for the State Enterprise Zone.

*(i) Southern California Association of Governments (SCAG) Regional Transportation Plan and Growth Vision Report*

The Approved Project would be generally consistent with and support applicable goals and policies set forth in SCAG's Regional Transportation Plan and Growth Vision Report, including encouraging land use and growth patterns that complement transportation investments and improve the cost-effectiveness of expenditures, and to promote and maximize regional mobility, livability, prosperity, and sustainability.

## (2) Modified Project Impacts

Like the Approved Project, the Modified Project would be generally consistent with applicable land use plans, policies, and regulations. In addition, the Approved Project would also be compatible with and respect the surrounding area.

Specifically, the Modified Project would continue to further the goals, objectives, and policies of the General Plan Framework Element by promoting the provision of studio/media/entertainment-related uses within the Sunset Bronson Studios campus and the retention of entertainment-related industrial uses within the Hollywood area of the City. The signage proposed by the Modified Project would enhance the identity of the Hollywood area as the heart of the City's entertainment industry and foster economic growth. The FAR averaging and Parcel Map would further these goals by ensuring that more flexible financing and management options for the Sunset Bronson Studios campus are available to support continued economic growth in the area. The proposed Parcel Map is allowable under the Sunset Bronson Studios campus's Limited Industrial land use designation and current zoning, which is M1.

Because a key objective of the Hollywood Community Plan is to encourage the development of the types of industry that are indigenous to the Hollywood area on lands designated as Industrial, the Modified Project would also be substantially consistent with the objectives and policies of the Hollywood Community Plan because the Sign District would contribute to the promotion of the entertainment industry. The proposed Parcel Map and FAR averaging are also consistent with Industrial policy and Objective 4(c) in the Hollywood Community Plan, which "promote[s] economic well-being and public convenience through [e]ncouraging the revitalization of the motion picture industry." The FAR averaging would facilitate flexible financing options and management of the Sunset Bronson Studios campus to ensure the continued operation of the studio facilities in Hollywood. As previously discussed, the Sunset Bronson Studios campus has been a studio serving the City's entertainment industry for decades, and has helped shape the identity of Hollywood as a global entertainment destination. Today, the campus serves as Netflix's Los Angeles headquarters and KTLA continues to produce content on the site. Likewise, for similar reasons, the Modified Project would also support the goals of the Hollywood Redevelopment Plan and the State Enterprise Zone's incentives to encourage economic development, promote and retain the entertainment industry, and revitalize Hollywood's historic core.

As discussed above, the Modified Project would be consistent with the LAMC's underlying zoning of M1 (Limited Industrial). The Sign District would contribute to the preservation of industrial land for light industrial uses that enhance the City's employment base by further promoting studio/media/entertainment-related uses within the Hollywood area of the City. Therefore, the signage proposed by the Modified Project in compliance with the Sign District Ordinance would be a consistent land use under the Sign District. The proposed Parcel Map and FAR averaging are substantially consistent with the requirements of the LAMC as it provides the mechanism through the proposed requests are conditionally permitted, no new uses or physical development are proposed for the Project Site, and the Sunset Bronson Studios campus is a use consistent with LAMC's requirements for the M1 Zone.

The Modified Project, in accordance with the Walkability Checklist's Building Signage and Lighting objective, would strengthen the pedestrian experience, neighborhood identity, and visual coherence with the use of building signage and lighting. Similarly, in accordance with the Citywide Design Guidelines' objective to consider neighborhood context and compatible design of uses, the Modified Project would enhance and improve the aesthetic character of the Sunset Bronson Studios campus with its proposed signage serving as an extension of the existing studio environment. The signage would be compatible with the aesthetic environment of the Sunset Bronson Studios campus and surroundings. The FAR averaging and Parcel Map would not change the existing development on the Sunset Bronson Studios campus and would not propose new uses or physical development on-site.

The Modified Project would continue to be generally consistent with and support applicable goals and policies set forth in SCAG's Regional Transportation Plan and its Growth Vision Report, including to encourage land use and growth patterns that complement transportation investments and improve the cost-effectiveness of expenditures, and to promote and maximize regional mobility, livability, prosperity, and sustainability. Like the Approved Project, the Modified Project would support growth as anticipated in the SCAG forecasts, and remain an infill development within an existing, high-density urban area, provide additional entertainment-related employment opportunities in an area with a historic high concentration of these types of jobs, and be located adjacent to or within a short walk to several alternative transportation facilities.

Like the Approved Project, the Modified Project also would be generally compatible in terms of use, size, intensity, density, and scale with surrounding uses. Existing communities and land uses would not be disrupted or physically divided or isolated by the Modified Project. As discussed above in the evaluation of Aesthetics, Views, Light/Glare, and Shading, with implementation of the Supplemental Use District, FAR averaging, and Parcel Map, the Modified Project would not result in greater density and scale of development at the Sunset Bronson Studios campus when compared to existing conditions. Therefore, the density and building height would remain in character with the area given the nature of other high-density development in the vicinity. The proposed signage would continue to improve and enhance the visual character of the Sunset Bronson Studios campus when compared with existing conditions, be aesthetically compatible with surrounding uses, and generally improve the identity of the site. Signage and associated lighting would be sensitive to nearby properties. The FAR averaging and Parcel Map would facilitate the continued operation of the studio facilities in Hollywood through flexible financing options and management of the Sunset Bronson Studios campus, with no additional development proposed, and this would not disrupt, divide, or isolate any existing neighborhoods or communities.

As such, the Modified Project would be generally consistent with applicable land use plans, policies, and regulations and compatible with surrounding uses and communities and impacts would continue to be less than significant.

## **K. Mineral Resources**

### **(1) Approved Project Impacts**

As discussed in the Certified EIR, the Project Site is not located within a City-designated Mineral Resource Zone where significant mineral deposits are known to be present, nor within a



mineral producing area as classified by the California Geological Survey. No mineral extraction operations currently occur or have occurred on the Project Site. Therefore, no impacts to mineral resources would occur.

(2) Modified Project Impacts

As discussed above, the proposed modifications would be implemented within the existing boundaries of the Sunset Bronson Studios. As the Modified Project would remain within the same site analyzed under the Certified EIR, the specific site conditions would remain the same under the Modified Project. Therefore, as with the Approved Project, the Modified Project would not result in the loss of mineral resources, and no additional impacts to mineral resources would occur.

**L. Noise**

(1) Approved Project Impacts

*(a) Construction Noise*

As evaluated in the Certified EIR, construction noise impacts associated with on-site noise sources could be potentially significant. Therefore, Mitigation Measures F-1 through F-6 were included in the Certified EIR. Mitigation Measure F-1 would require that a temporary and impermeable sound barrier be erected along the eastern property line, between the construction area and Helen Bernstein High School, and along the northern property line, between the construction area and the St. Moritz Hotel and the Metropolitan Residential Tower. This mitigation measure would reduce construction noise impacts on nearby sensitive receptors. Mitigation Measure F-2 addresses the hours when construction activities are allowed to occur. This mitigation measure is a procedural action to reduce noise impacts. Mitigation Measure F-3 requires power construction equipment be equipped with state-of-the-art noise shielding and muffling devices. Mitigation Measure F-4 requires stationary source equipment be located so as to maintain the greatest distance possible from sensitive land uses and prohibits unnecessary idling of equipment. Mitigation Measure F-5 requires that loading and unloading of heavy construction materials be located on-site and away from noise-sensitive uses to the extent feasible. Mitigation Measure F-6 limits idling of construction equipment to five minutes at any given location. Implementation of these mitigation measures would reduce Project-level noise impacts to a less-than-significant level. However, cumulative construction noise impacts remain significant and unavoidable even with implementation of the mitigation measures.

Additionally, noise levels due to off-site construction noise sources associated with haul or delivery trucks would not exceed the significance threshold and significant noise impacts from off-site construction traffic would be less than significant.

*(b) Construction Vibration*

As analyzed in the Certified EIR, vibration impacts associated with potential building damage during construction would be less than significant. In addition, potential building damage impacts associated with vibration from haul trucks during construction would be less than significant.

*(c) Operation*

As discussed in the Certified EIR, the estimated noise increases during operation of the Project would be below the 3-dBA significance threshold. As such, the composite noise level (noise level from all of the Approved Project's noise sources) impacts due to Approved Project operations would be less than significant.

(2) Modified Project Impacts

Based on the limited construction activities involved in the installation of signage, which would not involve heavy machinery or street blockages, it is not anticipated that the construction or operation of the Modified Project would create a temporary or permanent noise source such that the thresholds established for noise would be exceeded. Additionally, the Parcel Map and FAR averaging would not result in future development or physical impacts to the Project Site. There would be no construction noise not ordinarily experienced in an urban environment and no increased ambient noise levels as a result of the proposed signage. Therefore, the Modified Project would not create new impacts to noise and impacts would continue to be less than significant.

**M. Population and Housing**

(1) Approved Project Impacts

As the Approved Project would not result in the construction of any residential units, the Approved Project would not directly contribute to population growth within the Community Plan Area or subregion. While it is possible that some of the future employees would be new residents to the area and subregion; this growth would not be substantial in the context of the growth forecasted for the City of Los Angeles or the Hollywood Community Plan area. In addition, the Project Site is currently occupied by surface parking and ancillary structures and no housing currently exists on the Project Site. Therefore, no residential displacement would be associated with the Approved Project. As such, impacts to population and housing would be less than significant.

(2) Modified Project Impacts

The Modified Project would not involve the addition of new uses or structures on-site which could increase the temporary or permanent on-site population. Therefore, impacts related to population and housing would continue to be less than significant.

**N. Public Services and Recreation**

(1) Approved Project Impacts

Based on the criteria set forth in the Los Angeles Municipal Code, the existing fire response distance and equipment provisions would be adequate to support development of the Approved Project. In addition, operational fire truck and police car access would continue to be available along Sunset Boulevard, Van Ness Avenue, and Bronson Avenue. Moreover, the Los Angeles Fire Department would be consulted during final building design to ensure adequate Code compliance prior to the issuance of any construction permits. Standard Los Angeles Fire Department regulations, including access, fire flow and fire prevention measures would be applied to the

Proposed Project as standard conditions of approval by the Los Angeles Fire Department and the City Planning Department.

With regard to services provided by the Los Angeles Police Department, the Approved Project would implement comprehensive safety and security features to enhance public safety and reduce the demand for police services, including limiting access to authorized personnel; on-site security personnel; adequate and strategically positioned functional and thematic lighting; foot patrols; closed-circuit cameras; the use of identification badges; and access control to the building and parking garage. The Approved Project would also be equipped with an alarm system which would be monitored, and police would be dispatched as needed. Therefore, although the Approved Project could increase demand on existing fire and police services and facilities, the Approved Project is not anticipated to increase service demands to the extent that new or physically altered fire and police facilities would be required, and impacts to fire and police services would be less than significant.

Development of new residential land uses, which directly generate school-aged children and a demand for school services, parks and recreational services, and library services, is not proposed as part of the Approved Project. Thus, the Approved Project would not likely result in any measurable demand for schools, parks and recreational services, and libraries and would therefore not create the need for new or altered facilities, and impacts to schools, parks and recreation, and libraries would be less than significant.

## (2) Modified Project Impacts

The Modified Project would not involve the addition of new uses or structures on-site which could increase the temporary or permanent on-site population and result in an associated need for public services and recreation. The implementation of the proposed signage would not result in the potential increase in need for fire protection because all new signs and sign support structures would be made of noncombustible materials or approved plastics. In the case of new or untested materials, a sample of the material shall be submitted to the LAFD for approval. The Modified Project, like the Approved Project, would remain within a one-mile fire response distance of a station with an adequate equipment roster, would provide adequate fire flow and access, and would meet building fire safety regulations. The Parcel Map and FAR averaging would not result in future development or physical impacts to the Project Site. Therefore, the Modified Project would not result in additional significant impacts related to public services and recreation and impacts would continue to be less than significant.

## **O. Traffic, Access, and Parking**

### (1) Approved Project Impacts

#### *(a) Construction*

As concluded in the Certified EIR, the overall impact on the transportation system from construction activities would be temporary in nature and would cause an intermittent reduction in street and intersection operating capacity to adjacent uses near the Project Site. Construction-related traffic impacts were determined to be potentially significant. Therefore, the Certified EIR

included Mitigation Measures G-1 through G-6. Mitigation Measure G-1 requires the implementation of a Construction Staging and Traffic Management Plan during construction of the Proposed Project. Mitigation Measure G-2 requires that the construction area within the public right-of-way shall not extend beyond the north side of the main driveway to the south side of the service gate between 7:00 A.M. and 9:00 P.M. each day throughout the construction period. Mitigation Measure G-3 requires that flag persons control construction trucks existing the Project Site and assure the area of Van Ness Avenue is clear at all times while Mitigation Measure G-4 requires that on Van Ness Avenue, adjacent to the Project Site, a through lane in each direction plus the east-side parking area remain available for normal public use at all times during the construction period. Mitigation Measure G-5 requires that the northbound left-turn lane on Van Ness Avenue at Sunset Boulevard remain available for normal public use between 7:00 A.M. and 9:00 P.M. each day throughout the Project construction period and Mitigation Measure G-6 requires that a Worksite Traffic Control Plan for Van Ness Avenue be used throughout the construction period. With implementation of Mitigation Measures G-1 through G-6 included in the Certified EIR, traffic impacts during construction of the Approved Project would be reduced to less than significant.

As analyzed in the Certified EIR, if the related projects were to occur concurrently with the Approved Project's construction, cumulative construction traffic impacts could be significant. Construction traffic impacts would be reduced through proposed mitigation measures for each individual related project and through the Los Angeles Department of Transportation's established review process, which would take into consideration overlapping construction projects. Therefore, the traffic impacts generated by the construction activities for each of the related projects would likely be reduced. However, given the dense urban environment found within the Approved Project area, cumulative impacts are likely to be significant if construction of the related projects in the vicinity occurs concurrently with Approved Project construction. Therefore, cumulative construction traffic impacts are considered significant and unavoidable.

*(b) Operation*

*(i) Intersections*

As evaluated in the Certified EIR, the Approved Project would create a significant impact at seven of the 20 study intersections during the A.M. and/or P.M. peak hours. As such, the Certified EIR included Mitigation Measures G-7 through G-11. Mitigation Measure G-7 provides for restriping Bronson Avenue and Hollywood Boulevard to provide a right-turn lane in the northbound direction and a left-turn lane in the southbound direction. Mitigation Measure G-8 provides for restriping Bronson Avenue and Sunset Boulevard to provide a right-turn lane in the northbound direction. Mitigation Measure G-9 provides for traffic signal upgrades at Van Ness Avenue and Sunset Boulevard; Van Ness Avenue and Santa Monica Boulevard; Wilton Place and Sunset Boulevard; Western Avenue and Hollywood Boulevard; and at Western Avenue and Sunset Boulevard. Mitigation Measure G-10 requires the installation of a convex mirror along the southern edge of the existing Bronson Avenue driveway and along the proposed new service-only driveway near the intersection of Van Ness Avenue and Fernwood Avenue. Mitigation Measure G-11 requires the preparation and implementation of a Transportation Demand Management Plan that satisfies standard requirements of the City's Transportation Demand Management Ordinance and offers additional strategies to reduce the amount of vehicle trips generated by the Proposed Project. These additional strategies could include, but not be limited to, subsidization of transit passes,

providing on-site education and information on alternative transportation modes and information on area transit services, and providing carpool and vanpool opportunities and financial incentives. Implementation of Mitigation Measures G-7 through G-11 would reduce the Approved Project's traffic impacts at the seven significantly impacted intersections to less-than-significant levels.

*(ii) Regional Transportation System*

The Approved Project would not meet or exceed the trip thresholds at any CMP monitoring intersections, and no detailed CMP intersection analyses are warranted. Similarly, the Approved Project would not produce significant impacts on any of the freeway segments analyzed. Therefore, the Approved Project would not conflict with the CMP or other standards established by the Los Angeles County Metropolitan Transportation Authority for the designated CMP monitoring intersections or highways and impacts would be less than significant.

*(iii) Neighborhood Intrusion*

As discussed in the Certified EIR, the Project Site is not directly served by a Local Street. Additionally, in the vicinity of the Project Site, there are no Local Streets that provide a continuous, uninterrupted parallel route of travel to a congested arterial. Therefore, since Approved Project traffic would not be anticipated to use local, residential streets, as none are in close proximity to the Project Site, the Approved Project would not result in neighborhood intrusion and such impacts would be less than significant.

*(iv) Access and Circulation*

Based on the acceptable levels of service that would be experienced at the intersection nearest the primary site access driveway (Intersection No. 12 Van Ness Avenue & Sunset Boulevard) and the proposed access improvements, Approved Project access impacts pursuant would be less than significant.

*(v) Parking*

Upon implementation of the Approved Project, a total of 1,800 parking spaces would be available within the Sunset Bronson Studios campus. When accounting for the 401 parking spaces that would be removed, the Approved Project would provide a net of 1,399 parking spaces. Thus, parking to be provided by the Approved Project would exceed the LAMC requirement of 796 parking spaces. As such, no significant parking impact would occur.

*(vi) Public Transit*

Based on the available transit system capacity and the addition of Approved Project generated transit trips, the Approved Project would not cause the passenger load on the transit system to exceed the capacity of transit lines near the Project Site. As such, impacts to public transit services would be less than significant.

*(vii) Pedestrian/Bicycle Safety*

As analyzed in the Certified EIR, with implementation of mitigation, the Approved Project would not substantially increase the potential for pedestrian/vehicle and/or bicycle/vehicle conflicts, and impacts to pedestrian and bicycle safety would be less than significant.

(2) Modified Project Impacts

The Modified Project would not generate additional traffic or substantially increase hazards due to a design feature or incompatible uses such that the thresholds established for those environmental issue areas would be exceeded. Specifically, all proposed signage would adhere to the regulations outlined in the Sign District Ordinance. The Parcel Map and FAR averaging would not result in future development or physical impacts to the Project Site. Therefore, the Modified Project would not create additional impacts to traffic and impacts would continue to be less than significant.

**P. Tribal Cultural Resources**

Subsequent to preparation of the Certified EIR, Appendix G of the CEQA Guidelines was amended to include significance thresholds regarding tribal cultural resources. According to Appendix G of the CEQA Guidelines, the thresholds regarding tribal cultural resources consider the following:

Would the Project cause a substantial adverse change in the significance of a tribal cultural resource, defined in Public Resources Code section 21074 as either a site, feature, place, cultural landscape that is geographically defined in terms of the size and scope of the landscape, sacred place, or object with cultural value to a California Native American tribe, and that is:

- a) Listed or eligible for listing in the California Register of Historical Resources, or in a local register of historical resources as defined in Public Resources Code section 5020.1(k); or
- b): A resource determined by the lead agency, in its discretion and supported by substantial evidence, to be significant pursuant to criteria set forth in subdivision (c) of Public Resources Code Section 5024.1. In applying the criteria set forth in subdivision (c) of Public Resources Code Section 5024.1, the lead agency shall consider the significance of the resource to a California Native American tribe.

Assembly Bill 52 (AB 52) established a formal consultation process for California Native American Tribes to identify potential significant impacts to Tribal Cultural Resources, as defined in Public Resources Code (PRC) Section 21074, as part of CEQA. However, the original EIR was certified prior to the effective date of AB 52, or July 1, 2015, and AB 52 does not apply to Addenda; therefore, consultation was not required. Nevertheless, impacts on tribal cultural resources were evaluated in the analysis for Cultural Resources in the original Certified EIR, and deemed less than significant with mitigation measures (that are now implemented citywide as Regulatory Compliance Measures), including any impacts on resources within the current definition of a tribal cultural resource. There have since been no changes or new information within the meaning of PRC Section 21166. Furthermore, as previously discussed, the Modified Project would not include

grading or excavation for implementation of the proposed signage. Therefore, the impacts to tribal cultural resources would be less than significant.

## **Q. Utilities and Service Systems**

### **(1) Approved Project Impacts**

#### *(a) Wastewater*

As the Approved Project would not require a General Plan Amendment or Zone Change, it can be inferred that the Approved Project's wastewater demand was accounted for in the Integrated Resources Plan's wastewater projections. Additionally, the results of the sewer analysis indicate that the sewer infrastructure would support the Approved Project. Thus, the Approved Project would not exceed wastewater treatment requirements at the Hyperion Treatment Plant and impacts would be less than significant.

#### *(b) Water*

Development of the Approved Project would result in an increase in long-term water demand for consumption, operational uses, maintenance, and other activities on the Project Site. As set forth in the Water Supply Assessment for the Approved Project, the LADWP Board found that the LADWP can provide sufficient domestic water supplies to the Approved Project. Therefore, the Approved Project's operation-related impacts on water supply would be less than significant.

#### *(c) Solid Waste*

Approved Project construction would account for only a small percentage of the available capacity of unclassified landfills serving the City of Los Angeles. Therefore, construction waste generated by the Approved Project would not exceed the capacity of unclassified landfills available to the City of Los Angeles. In addition, the annual amount of solid waste generated by the Project Site would represent a negligible amount of the annual solid waste disposed of by the City of Los Angeles, thus representing a negligible fraction of the total waste generated Citywide. In addition, the Approved Project would be consistent with the applicable regulations associated with solid waste. Therefore, impacts regarding solid waste would be less than significant.

#### *(d) Energy*

As analyzed in the Certified EIR, the project-related net increase in electricity demand would represent a negligible amount of the Los Angeles Department of Water and Power's electricity consumption. Therefore, the Approved Project would be within the anticipated electrical service capabilities of the Los Angeles Department of Water and Power.

The Project would be designed to meet LEED Silver certification, designed to comply with the City's Green Building Ordinance, and designed to comply with the Title 24 Energy Efficiency Standards for water heating, space heating, and cooling for the Project's office and studio-related Project components. Thus, the Approved Project impacts with regard to natural gas would be less than significant.

(2) Modified Project Impacts

The Modified Project would not involve the addition of new uses or structures on-site which could increase the temporary or permanent on-site population and result in an associated need for utilities and service systems. While the implementation of the proposed signage could result in additional energy usage, the anticipated increase associated with the digital sign and sign lighting would be within the anticipated overall electricity consumption on-site as provided in the Certified EIR, which represents approximately 0.02 percent of the Los Angeles Department of Water and Power's electricity consumption and is within the anticipated electrical service capabilities of the Department. The Parcel Map and FAR averaging would not result in future development or physical impacts to the Project Site. Therefore, the impacts related to utilities and service systems would continue to be less than significant.





Sunset Bronson Studios  
5800 W. Sunset Blvd.  
PT Lot 2  
Tract 1619

02 July 2018

Looking

*Owner*  
Sunset Bronson Entertainment Properties, LLC  
11601 Wilshire Blvd., Suite 1600  
Los Angeles, CA 90025  
310-445-5700

*Applicant*  
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310-445-5700

*Applicant's Representative*  
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145 Standard St.  
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*Engineering*  
KPFF  
6080 Center Drive, Suite 300  
Los Angeles, CA 90045  
310-665-7634

# Sunset Bronson Studios Sign District

## Glossary of Sign Types

**Architectural Ledge Sign.** A sign with individual channel letters and/or a pre-fabricated image, attached to a horizontal projection forming a narrow shelf on a wall or architectural projection.

**Awning Sign.** Any sign located on the valance of a shelter supported entirely from the exterior wall of a building which extends over a building feature (door, window, or a landscape/site feature such as a patio, deck, or courtyard) and is constructed of fabric.

**Billboard.** Any sign on one or more poles or columns which:

1. is four feet or greater in height as measured from the natural or finished grade, whichever is higher, to the bottom of the sign; and
2. is structurally separate from a building or other improvement on a lot; and/or
3. is supported by an independent footing inside a building or other improvement on a lot extending through the roof of the supporting structure; and/or
4. is supporting a sign panel that is attached to the pole(s), post(s), or column(s) and that may be cantilevered over a building or structure on the lot.

**Can Sign.** A sign whose text, logos and/or symbols are placed on the face of an enclosed cabinet.

**Captive Balloon Sign.** Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.

**Controlled Refresh Rate.** The refresh rate of a sign or Large-Scale Architectural Lighting, inclusive of any change in whole or in part of the sign image, which is no more frequent than one refresh event every sixty (60) seconds, with an instant transition between images. The sign image must remain static between refreshes.

**Digital Display.** A sign face, building face, or any building or structural component that displays still images, scrolling images, moving images, or flashing images, including video and animation, through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that is either independent of, attached to, integrated into, or projected onto a building or structural component, and that may be changed remotely through electronic means.

**Display Box Sign.** A sign within a storefront window that encloses a display box, where the back and sides of the display box are opaque and do not permit visibility into the building.

**Hanging Sign.** A type of sign with individual channel letters and/or a pre fabricated image that is suspended from a horizontal architectural ledge or projection, or from the ceiling of an architectural recess.

**Historic Building.** A building or structure that is:

1. listed as a Historic-Cultural Monument by the City of Los Angeles; or
2. listed in, or has been determined to be “eligible” or “potentially eligible” for listing in the National Register of Historic Places or has been determined “eligible” for listing in the California Register of Historic Places by a local, state, or federal agency as a part of an official survey prepared for such an agency or is listed as such in the State Historic Resources Inventory; or
3. listed as a historically significant building in a historic resources survey conducted by the Director.

**Historic Sign.** Any sign which is determined to be historically significant by a Qualified Architectural Historian.

**Identification Sign or Studio Id Sign.** A sign that is limited to a company logo, generic type of business, or the name of a business or building.

**LADBS.** The City of Los Angeles Department of Building and Safety.

**LAFD.** The City of Los Angeles Fire Department.

**LAMC.** The City of Los Angeles Municipal Code.

**Large-Scale Architectural Lighting.** Lighting elements placed on a significant portion of a building’s facade to highlight or accentuate vertical, horizontal, or other elements of the structure’s architecture.

**Logo.** A graphic mark, emblem, representation, or symbol of a name, trademark, or abbreviation used by a commercial enterprise, organization, and/or individual to aid and promote instant public recognition.

**Monument Sign.** A sign that is erected directly upon the existing or artificially created grade, or that is raised no more than twelve (12) inches from the existing or artificially created grade to the bottom of the sign, and that has a horizon dimension equal to or greater than its vertical dimension.

**Non-Controlled Refresh Rate.** The refresh rate of all Digital Displays, Projected Image, and Large-Scale Architectural Lighting that are not made subject to a Controlled Refresh Rate pursuant to this Sign District and which shall permit images, parts, and/or illumination that flash, change, move, stream, scroll, blink, or otherwise incorporate motion at an unrestricted rate.

**Non-Digital Display.** Any sign that is not a Digital Display.

**Office of Historic Resources.** The Office of Historic Resources of the Department of City Planning.

**Off-site Sign.** Any type of sign which advertises merchandise or services that are wholly unrelated to the business conducted within the District. Signs containing graphics and text relating to media produced, curated, edited or owned by tenants at the SBS campus shall not be considered Off-site signs.

**Pedestrian Sign.** A type of Projecting Sign that is attached to a wall or to the underside of an awning, architectural canopy or marquee, with one or two sign faces perpendicular to the nearest face of the building.

**Pole Sign.** Shall mean that certain existing pole sign located at the corner of Sunset Boulevard and Van Ness Avenue and constructed pursuant to Building Permit No. 17048-10000-01917 issued on July 28, 2017.

**Projecting Sign.** A sign, other than a wall sign, that is attached to a building and projects outward from the building with one or more sign faces approximately perpendicular to the face of the building.

**Projected Image Sign.** A sign that projects an image on the face of a delineated wall or screen from a distant electronic device, such that the image does not originate from the plane of the wall.

**Sandwich Board Sign.** A portable sign consisting of two sign faces that connect at the top and extend outward at the bottom of the sign.

**Sign Support Structure.** A structure of any kind or character, erected, used or maintained for a sign, upon which any sign, including, without limitation, any poster, bill, printing, painting, projected image or other message may be placed.

**Studio Banner Sign.** A sign that is attached to a building and fixed in place and generally constructed of vinyl or plastic materials approved by LADBS, and which contain images and text relating only to content that is created, curated, edited, designed or distributed within the District. Studio Banner Signs may be changed periodically without the need for prior approval

**Supergraphic Sign.** A sign, consisting of an image projected onto a wall or printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eyebolts and/or other materials or methods, and which has a minimum sign area of 2,300 square feet.

**Wall Sign.** Any sign attached to, painted on or erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall.

**Window Sign.** A sign, except for a Supergraphic Sign, that is attached to, affixed to, leaning against, or otherwise placed within six feet of a window or door in a manner so that the sign is visible from outside the building.

strategy and design  
for  
visual communication

Looking

145 standard street  
el segundo, california 90245  
looking.la

Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018

# Sign Plan Summary



Sign #	Type	Description	Size	Sq ft	Status	Permit#
S1.1	Studio Banner	Tenant Graphic	32' w x 40' h	1,280	proposed	
S1.2	Studio Banner	Tenant Graphic	32' w x 40' h	1,280	proposed	
S1.3	Studio Banner	Tenant Graphic	32' w x 40' h	1,280	proposed	
S2	Studio Banner	Tenant Graphic	16' w x 56' h	896	proposed	
S5.1	Studio Banner	Tenant Graphic	18' w x 8' h	144	proposed	
S5.2	Studio Banner	Tenant Graphic	18' w x 8' h	144	proposed	
S5.3	Studio Banner	Tenant Graphic	18' w x 8' h	144	proposed	
S5.4	Studio Banner	Tenant Graphic	18' w x 8' h	144	proposed	
S5.5	Studio Stage Sign	Studio ID	1.5' w x 2.5' h (5 total)	18.75	proposed	
S6.1	Studio Banner	Tenant Graphic	16' w x 21' h	336	proposed	
S6.2	Studio Banner	Tenant Graphic	16' w x 21' h	336	proposed	
S7	Studio Sign	Studio ID	10' w x 5' h	50	proposed	
S10	Studio Banner	Studio ID	13' w x 18' h (2 total)	468	proposed	
W1.1	Wall Sign	Tenant ID	26' w x 7' h	182	proposed	
W1.2	Wall Sign (eyebrow)	Tenant ID	7.5' w x 2' h	15	proposed	
W2	Tenant Sign	Tenant ID	26' w x 7' h	182	proposed	
W3.1	Wall Sign	Studio ID	32' w x 13' h	416	proposed	
W3.2	Wall Sign	Studio ID	32' w x 13' h	416	proposed	
W4	Studio Banner	Studio Poster	3.5' w x 5' h (6 total)	105	proposed	
D1	Digital Display Sign	Tenant Digital Sign	223' per side (2 sided)	446	proposed	
M1	Monument Sign	Directional Sign	18' per side (2 sided)	36	proposed	
M2	Monument Sign	Directional Sign	18' per side (2 sided)	36	proposed	
S3	Studio Banner	Tenant Graphic	26' w x 80' h	2,080	proposed (not visible from public right of way)	
S8	Studio Banner	Studio ID	17' w x 20' h (2 total)	680	proposed (not visible from public right of way)	
S9	Studio Banner	Studio ID	8.3' w x 21' h	175	proposed (not visible from public right of way)	
W5	Studio Banner	Studio Poster	5.2' w x 7.5' h (9 total)	351	proposed (not visible from public right of way)	
			proposed new sign total:	11,640.75 sq ft		
EW1.1	Wall Sign	Studio ID	71' w x 4' h	284	existing	16048-20000-02998
EW1.2	Wall Sign	Studio ID	2.75' w x 50' h	137.5	existing	16048-10000-03006
EW2	Wall Sign	Studio ID	20.35' w x 3.75' h	76.3	existing	16048-10000-02702
EW3	Tenant Sign	Tenant ID	26' w x 7' h	182	existing	16048-30000-03093
EW4	Pole Sign	Studio ID	10.5' w x 17' h (2 sided)	357	existing	17048-10000-01917
EW6	Wall Sign	Studio ID	18' w x 1.25' h	22.5	existing	
EW9	Wall Sign	Tenant ID	7' w x 8' h (4 total)	224	existing	
EW9.1	Wall Sign	Tenant ID	4' w x 1' h	4	existing (not visible from public right of way)	
EW9.2	Wall Sign	Tenant ID	4' w x 1' h	4	existing (not visible from public right of way)	
EW9.3	Wall Sign	Tenant ID	4' w x 1' h	4	existing (not visible from public right of way)	
EW9.4	Wall Sign	Tenant ID	4' w x 1' h	4	existing (not visible from public right of way)	
			existing total:	1,299.3 sq ft		
			combined total:	12,940.05 sq ft		

Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018

## PROJECT SUMMARY

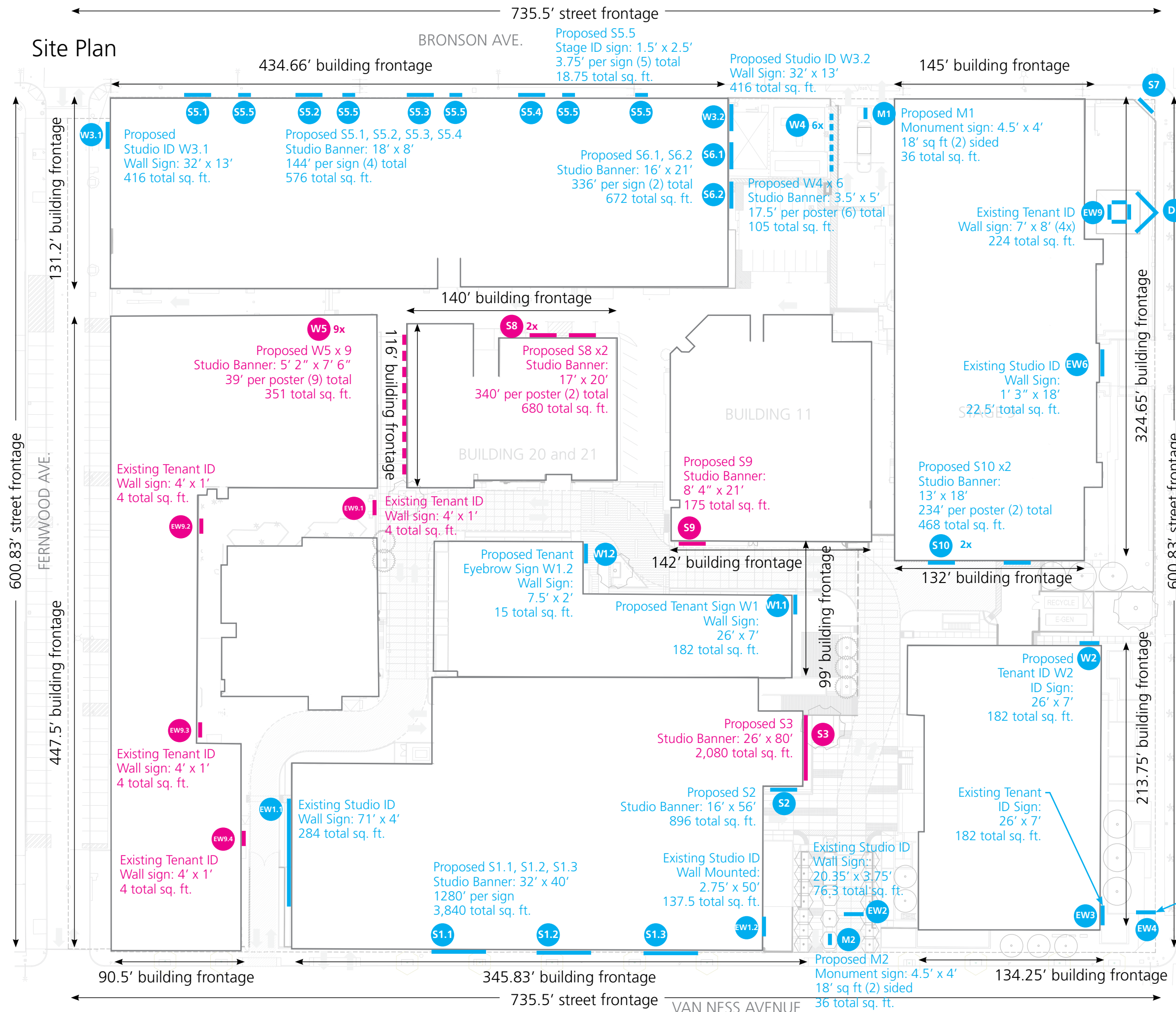
Site Area: 441,910 sq ft  
Zoning: M2  
Linear street frontage: 2,673 ft.  
Proposed Signage Area: 11,640.75 sq ft  
Existing Signage Area: 1,299.3 sq ft  
Total Signage Area: 12,940.05 sq ft

Signage not visible from public right of way: 3,302 sq ft

Total signage counted towards maximum permitted sign area: 9,638.05 sq ft

- Signs not visible from public right of way
- Signs visible from public right of way

# Site Plan



strategy and design  
for  
visual communication



145 standard street  
el segundo, california 90245  
looking.la

Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018

Scale: 1/64" = 1'

4

## PROJECT SUMMARY

Site Area:	441,910 sq ft
Zoning:	M2
Linear street frontage:	2,673 ft.
Proposed Signage Area:	11,640.75 sq ft
Existing Signage Area:	1,299.3 sq ft
Total Signage Area:	12,940.05 sq ft
<i>Signage not visible from public right of way: 3,302 sq ft</i>	
Total signage counted towards maximum permitted sign area: 9,638.05 sq ft	

- Signs not visible from public right of way
- Signs visible from public right of way





# North Elevation

Sunset Blvd.

strategy and design  
for  
visual communication



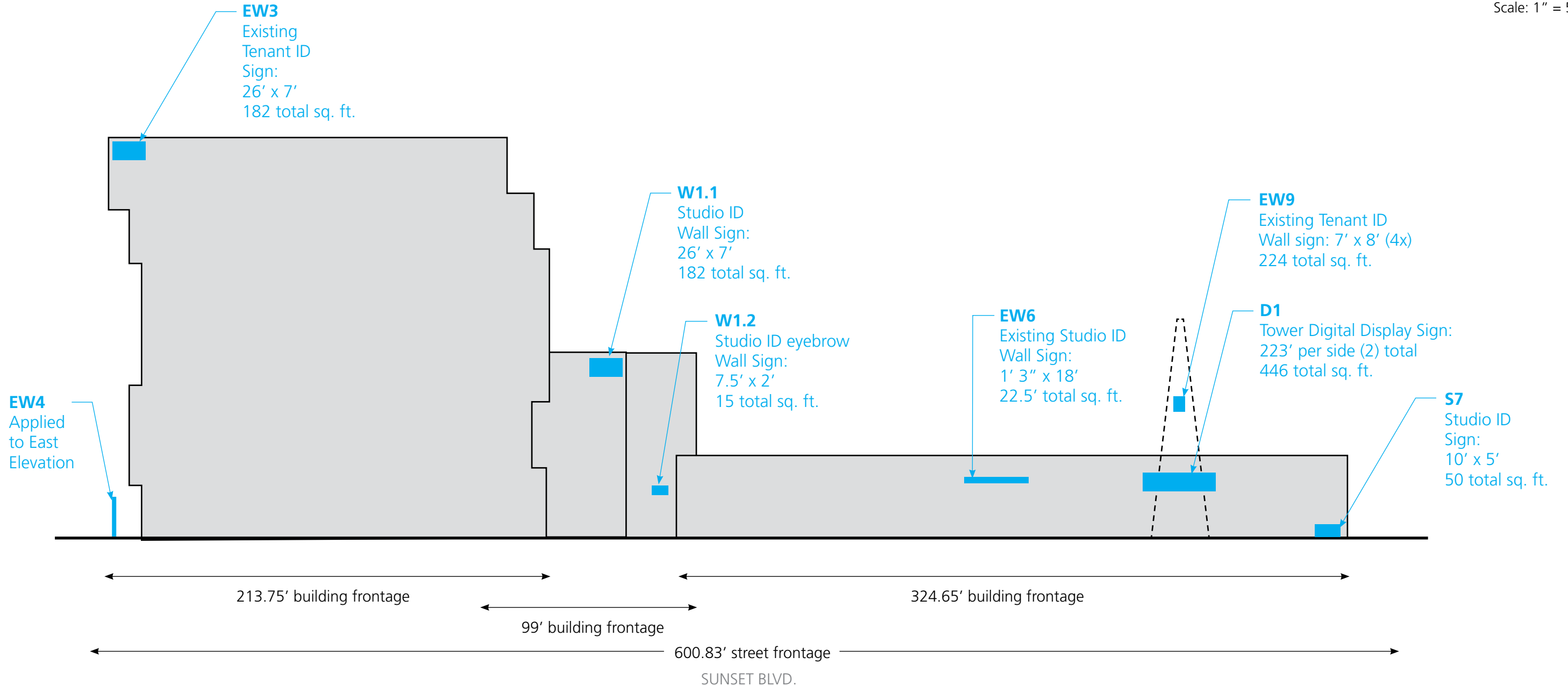
145 standard street  
el segundo, california 90245  
looking.la

Sign #	Type	Description	Size	Sq. ft	Status
<b>W1.1</b>	Wall Sign	Tenant ID	26' w x 7' h	182	proposed
<b>W1.2</b>	Wall Sign	Tenant ID (eyebrow)	7.5' w x 2' h	15	proposed
<b>D1</b>	Digital Display Sign	Tenant Digital Sign	223' per side	446	proposed
<b>S7</b>	Studio Sign	Studio ID	10' w x 5' h	50	proposed
total proposed: 693					
<b>EW3</b>	Tenant ID Sign	Tenant ID	26' w x 7' h	182	existing
<b>EW6</b>	Studio Sign	Studio ID	18' w x 1.25' h	22.5	existing
<b>EW9</b>	Tenant ID Sign	Tenant ID	7' w x 8' h (4x)	224	existing
total existing: 428.5					
total combined: 1121.5					

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Scale: 1" = 50'



# West Elevation

Bronson Ave.

strategy and design  
for  
visual communication



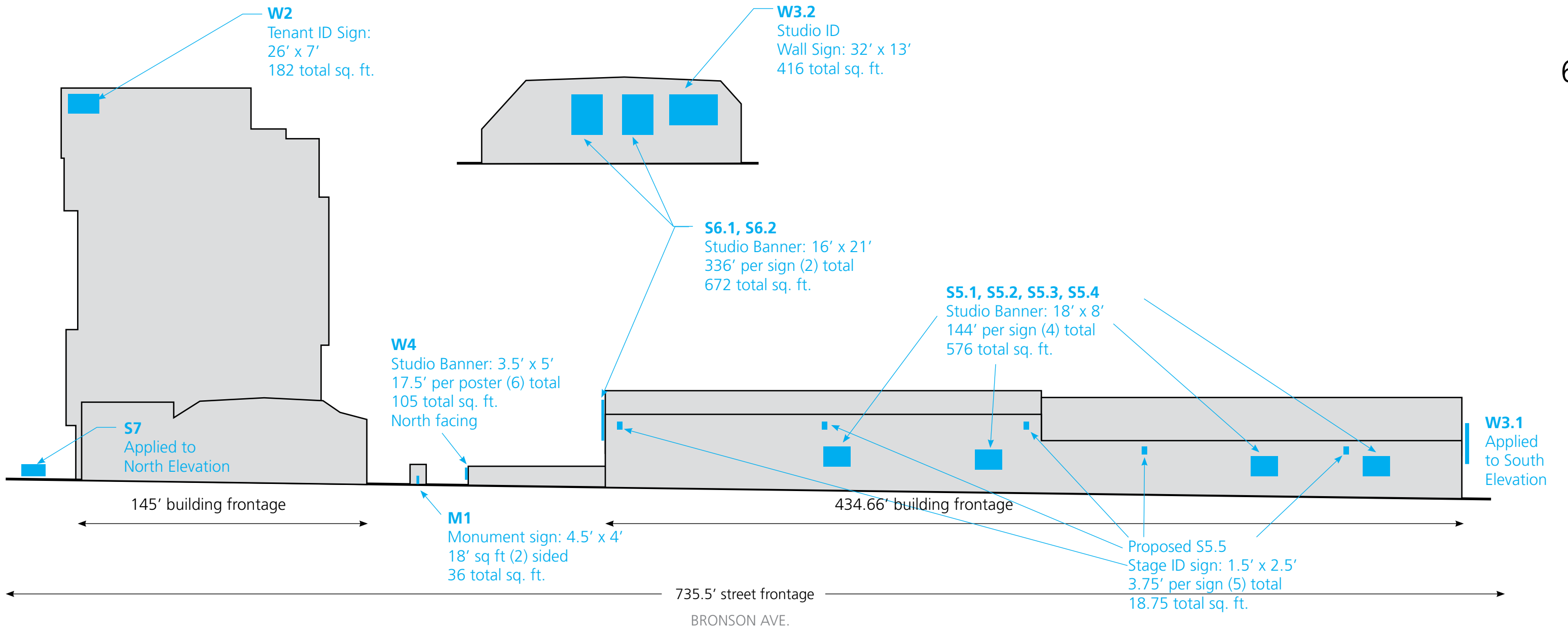
145 standard street  
el segundo, california 90245  
looking.la

Sign #	Type	Description	Size	Sq. ft	Status
S5.1	Studio Banner	Tenant Graphic	18' w x 8' h	144	proposed
S5.2	Studio Banner	Tenant Graphic	18' w x 8' h	144	proposed
S5.3	Studio Banner	Tenant Graphic	18' w x 8' h	144	proposed
S5.4	Studio Banner	Tenant Graphic	18' w x 8' h	144	proposed
S5.5	Studio Stage Sign	Studio ID	1.5' w x 2.5' h	18.75	proposed
S6.1	Studio Banner	Tenant Graphic	16' w x 21' h	336	proposed
S6.2	Studio Banner	Tenant Graphic	16' w x 21' h	336	proposed
W2	Wall Sign	Tenant ID	26' w x 7' h	182	proposed
W3.2	Wall Sign	Studio ID	32' w x 13' h	416	proposed
W4	Studio Banner	Studio Poster	3.5' w x 5' h (6x)	105	proposed
M1	Monument Sign	Directional	4.5' w x 4' h (2 sided)	36	proposed
				total proposed: 2,005.75	

Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018

Scale: 1" = 50'



# South Elevation

Fernwood Ave.

strategy and design  
for  
visual communication

Looking

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looking.la

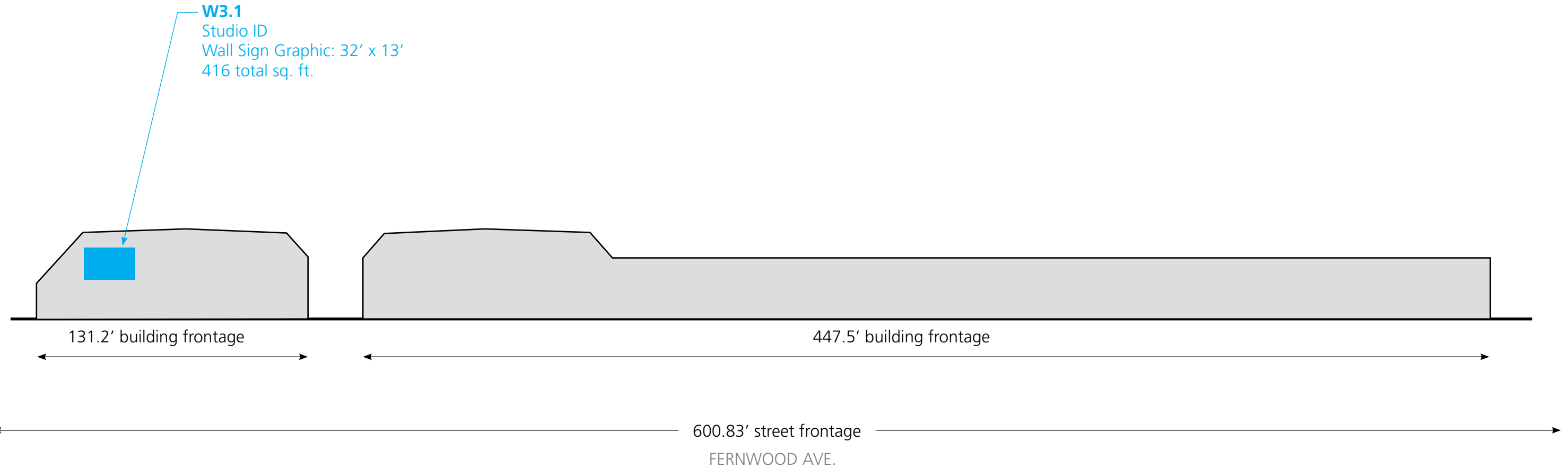
Sign #	Type	Description	Size	Sq. ft	Status
W3.1	Wall Sign	Studio ID	32' w x 13' h	416	proposed
				total proposed: 416	

Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018

Scale: 1" = 50'

**W3.1**  
Studio ID  
Wall Sign Graphic: 32' x 13'  
416 total sq. ft.



# East Elevation

Van Ness Ave.

strategy and design  
for  
visual communication



145 standard street  
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looking.la

Sign #	Type	Description	Size	Sq. ft	Status
S1.1	Studio Banner	Tenant Graphic	32' w x 40' h	1,280	proposed
S1.2	Studio Banner	Tenant Graphic	32' w x 40' h	1,280	proposed
S1.3	Studio Banner	Tenant Graphic	32' w x 40' h	1,280	proposed
S2	Studio Banner	Tenant Graphic	16' w x 56' h	896	proposed
S3	Studio Banner	Tenant Graphic	26' w x 80' h	2,080	proposed
M2	Monument Sign	Directional	4.5' w x 4' h (2 sided)	36	proposed
				total proposed:	6,852

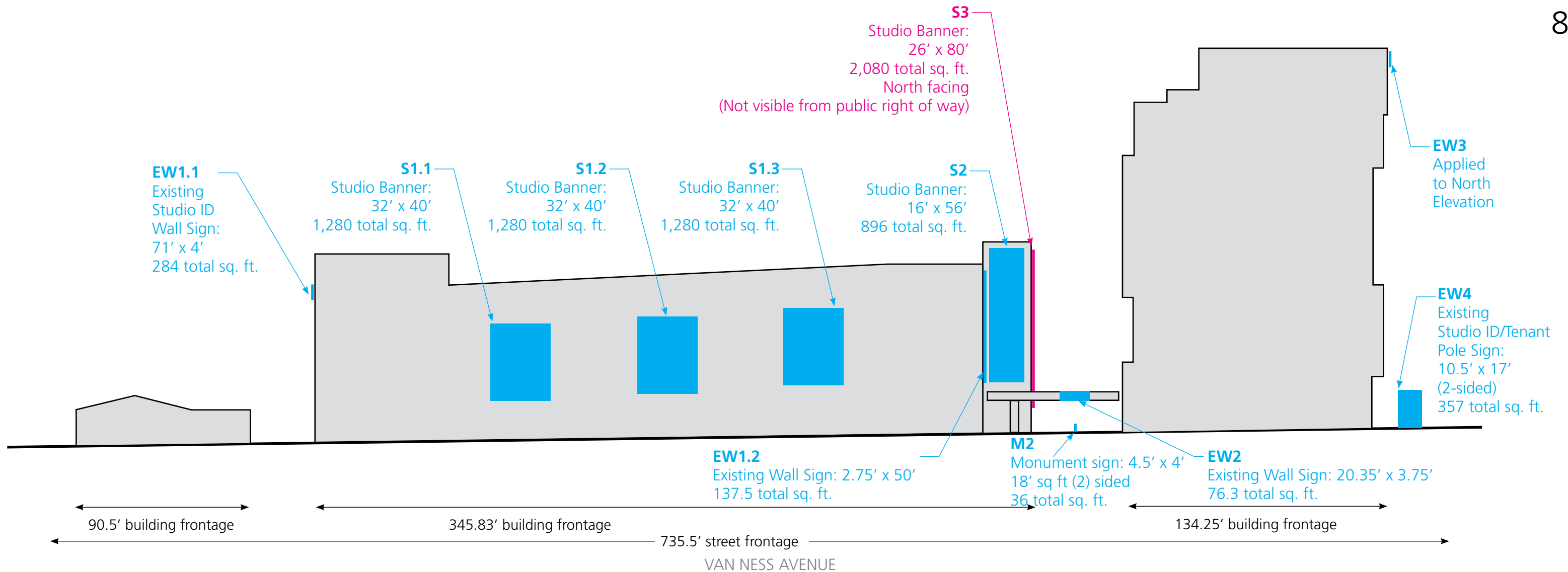
EW1.1	Wall Sign	Studio ID	71' w x 4' h	284	existing
EW1.2	Wall Sign	Studio ID	2.75' w x 50' h	137.5	existing
EW2	Wall Sign	Studio ID	20.35' w x 3.75' h	76.3	existing
EW4	Pole Sign	Studio ID	10.5' w x 17' h	357	existing
				total existing:	854.8
				total combined:	7,706.8

Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

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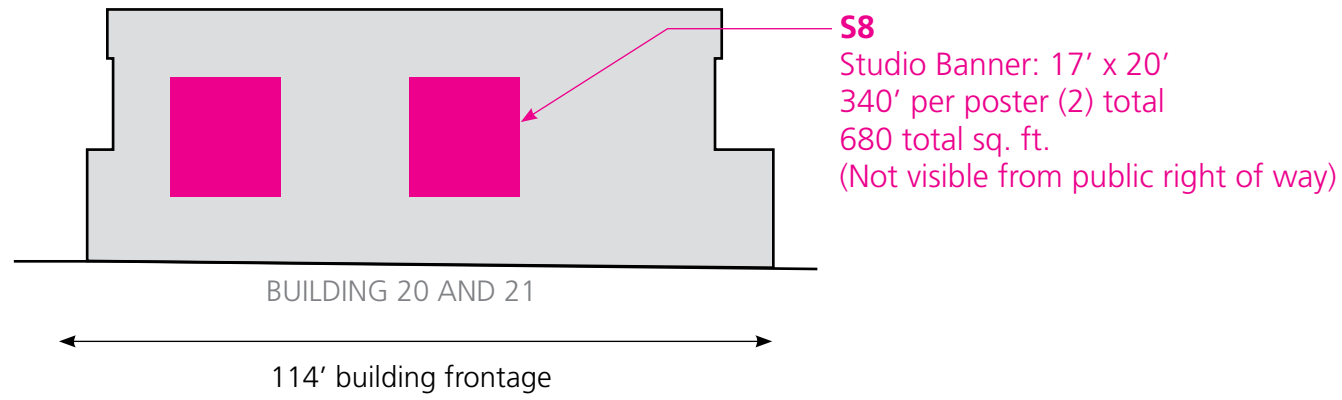
Scale: 1" = 50'

- Signs not visible from public right of way
- Signs visible from public right of way





# West Elevation



## BUILDING 11 East facing

Sign #	Type	Description	Size	Sq. ft	Status
S9	Studio Banner	Tenant Graphic	8' 4" w x 21' h	175	proposed
				total proposed: 175	

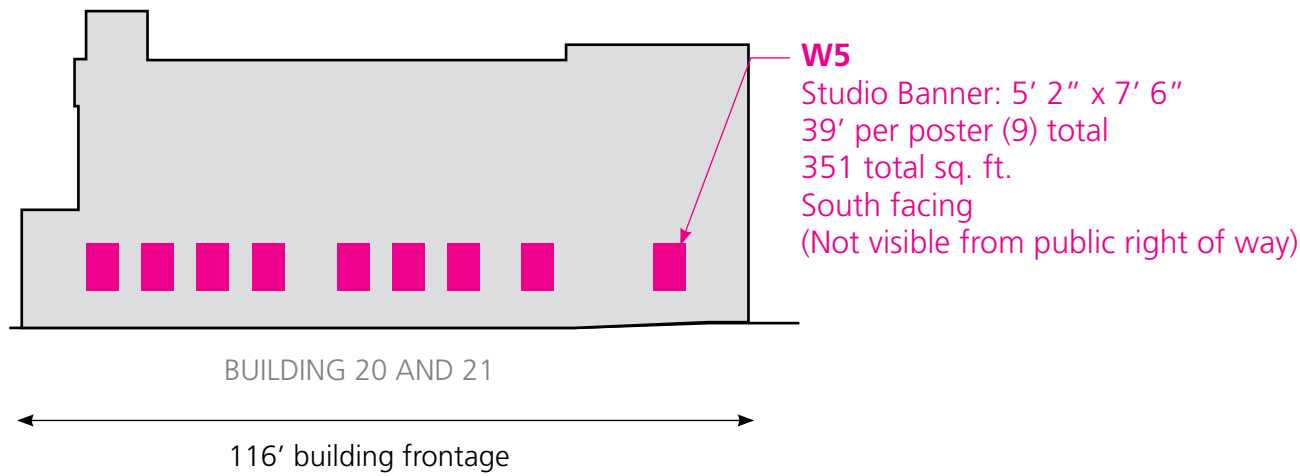
## BUILDING 20-21

Sign #	Type	Description	Size	Sq. ft	Status
W5	Studio Banner	Studio Poster	5' 2" w x 7' 6" h (9x)	351	proposed
S8	Studio Banner	Tenant Graphic	17' w x 20' h (2X)	680	proposed
				total proposed: 1,031	

## STAGE 9 East facing

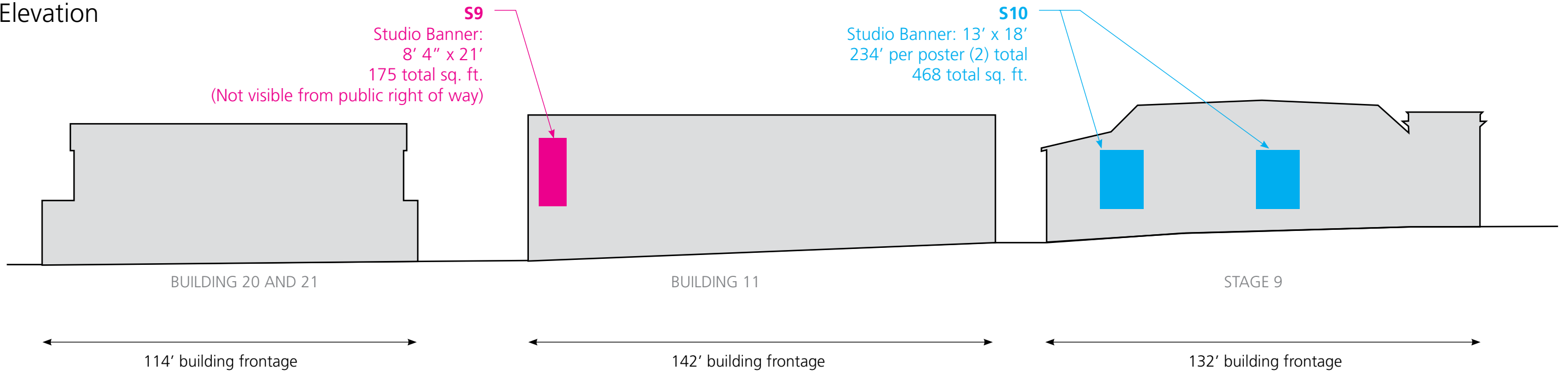
Sign #	Type	Description	Size	Sq. ft	Status
S10	Studio Banner	Tenant Graphic	13' w x 18' h (2X)	468	proposed
				total proposed: 468	

# South Elevation



- Signs not visible from public right of way
- Signs visible from public right of way

# East Elevation



Sign S1.1, S1.2, S1.3, S2  
 Parking Garage  
 East Elevation

strategy and design  
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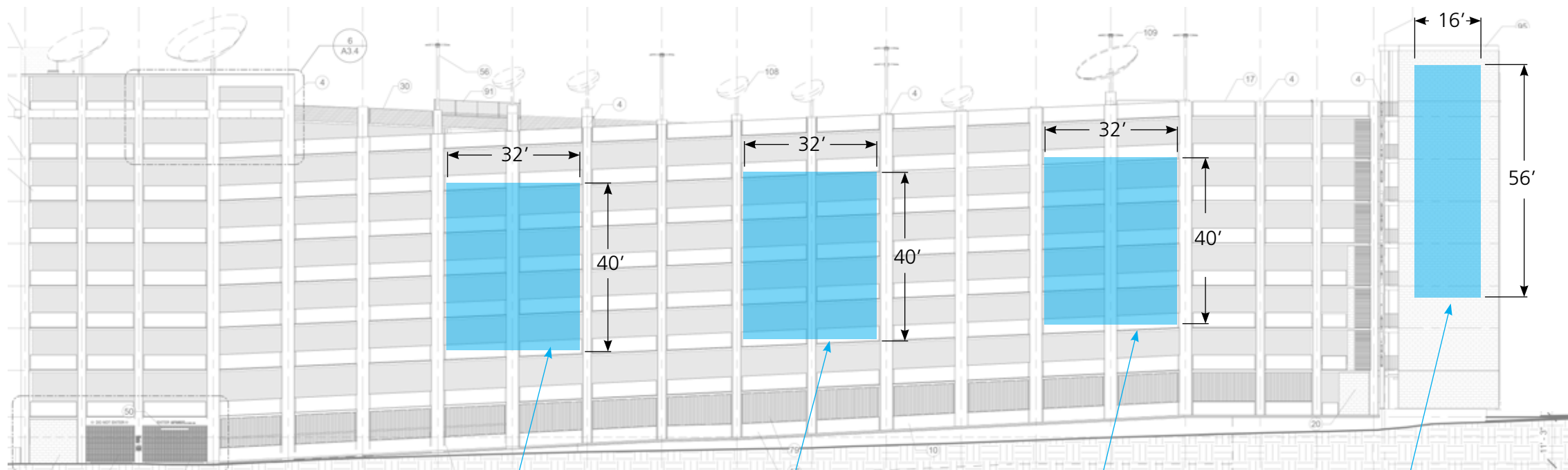
S1.1, S1.2, S1.3 Studio Banner:  
 Size: 32' w x 40' h = 1,280 sq. ft. per sign  
 Quantity: 3  
 Total sq ft: 3,840'

S2 Studio Banner:  
 Size: 16' w x 56' h  
 Total sq ft: 896'

Sunset Bronson Studios  
 5800 W. Sunset Blvd.  
 Hudson Media Properties

02 July 2018

Scale: 1/32" = 1'



**S1.1**  
 Studio Banner:  
 32' x 40'  
 1,280 total sq. ft.

**S1.2**  
 Studio Banner:  
 32' x 40'  
 1,280 total sq. ft.

**S1.3**  
 Studio Banner:  
 32' x 40'  
 1,280 total sq. ft.

**S2**  
 Studio Banner:  
 16' x 56'  
 896 total sq. ft.

VAN NESS AVENUE

Sign S3  
Parking Garage  
North Elevation

Studio Banner:  
Size: 26' w x 80' h  
Total sq ft: 2,080'

strategy and design  
for  
visual communication

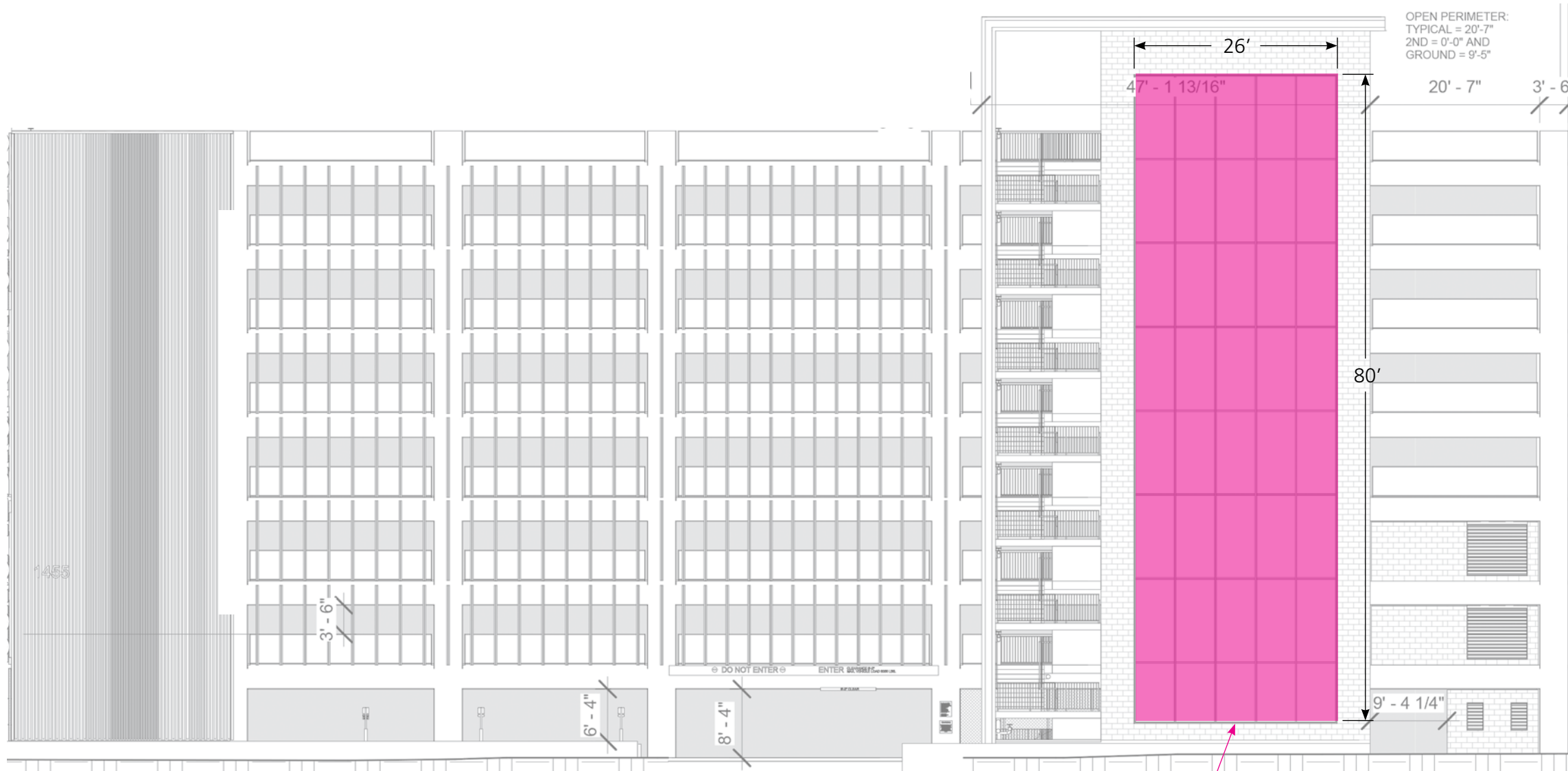
Looking

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Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018

Scale: 1/16" = 1'



**S3**  
Studio Banner:  
26' x 80'  
2,080 total sq. ft.  
(Not visible from public right of way)

Sign S9  
Building 11  
East Elevation

Studio Banner:  
Size: 8' 4" w x 21' h  
Total sq ft: 175'

strategy and design  
for  
visual communication

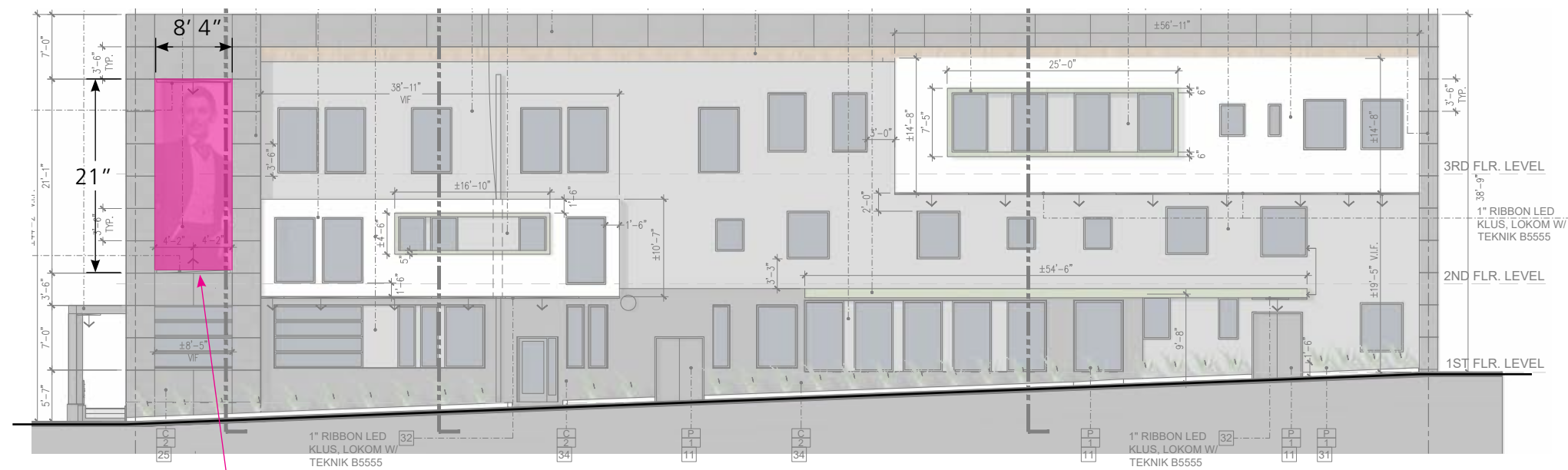
Looking

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Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018

Scale: 1/16" = 1'



**S9**  
Studio Banner:  
8' 4" x 21'  
175 total sq. ft.  
(Not visible from public right of way)



# Sign W5 Building 20 and 21 South Elevation

Studio Banner:  
Size: 5' 2" w x 7' 6" h = 39 sq ft per poster  
Quantity: 9  
Total sq ft: 351'

strategy and design  
for  
visual communication

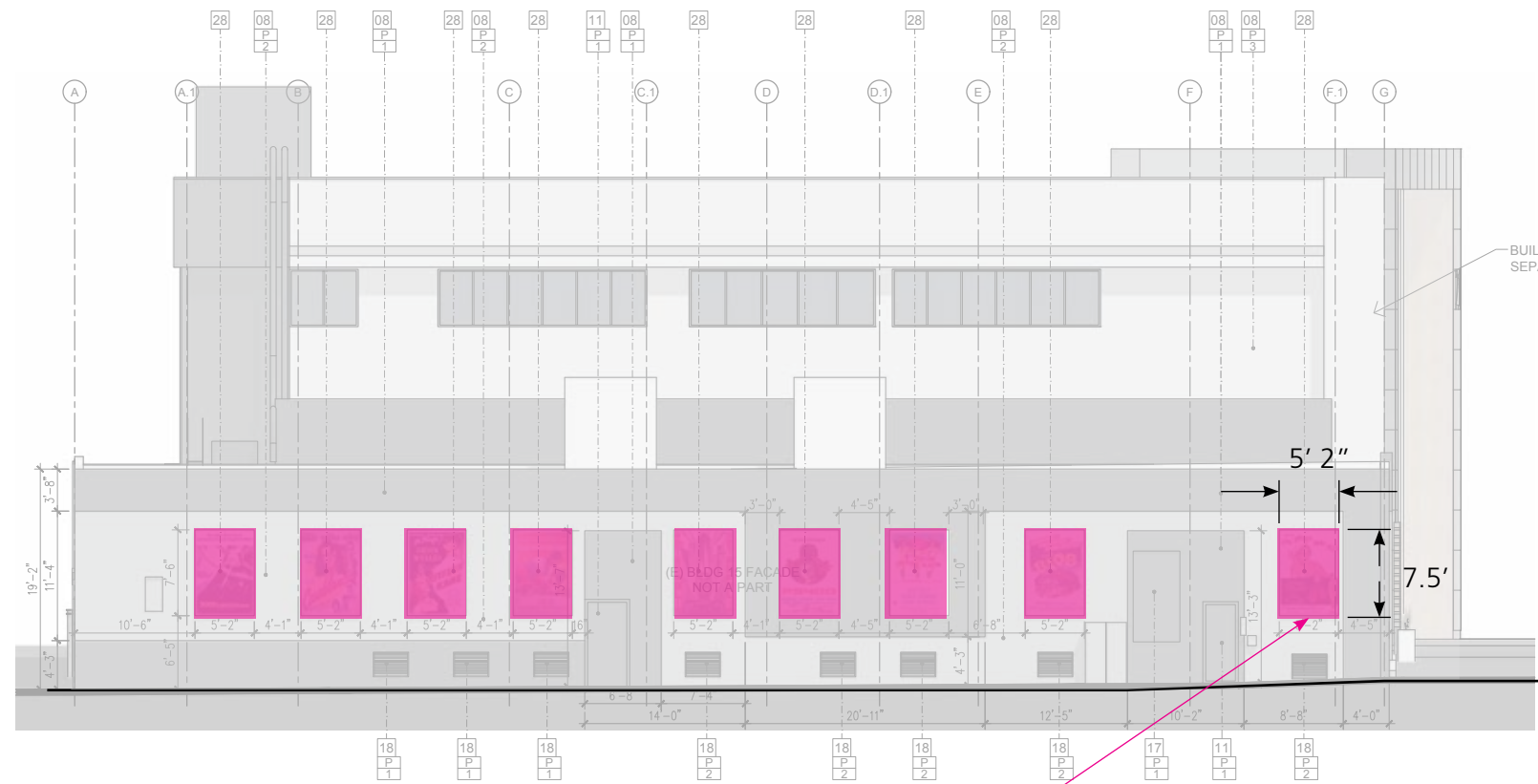
Looking

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looking.la

Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018

Scale: 1/16" = 1'



**W5**  
Studio Banner: 5' 2" x 7' 6"  
39' per poster (9) total  
351 total sq. ft.  
South facing  
(Not visible from public right of way)

Sign S8  
Building 20 and 21  
West Elevation

Studio Banner:  
Size: 17' w x 20' h = 340 sq. ft. per sign  
Quantity: 2  
Total sq ft: 680'

strategy and design  
for  
visual communication

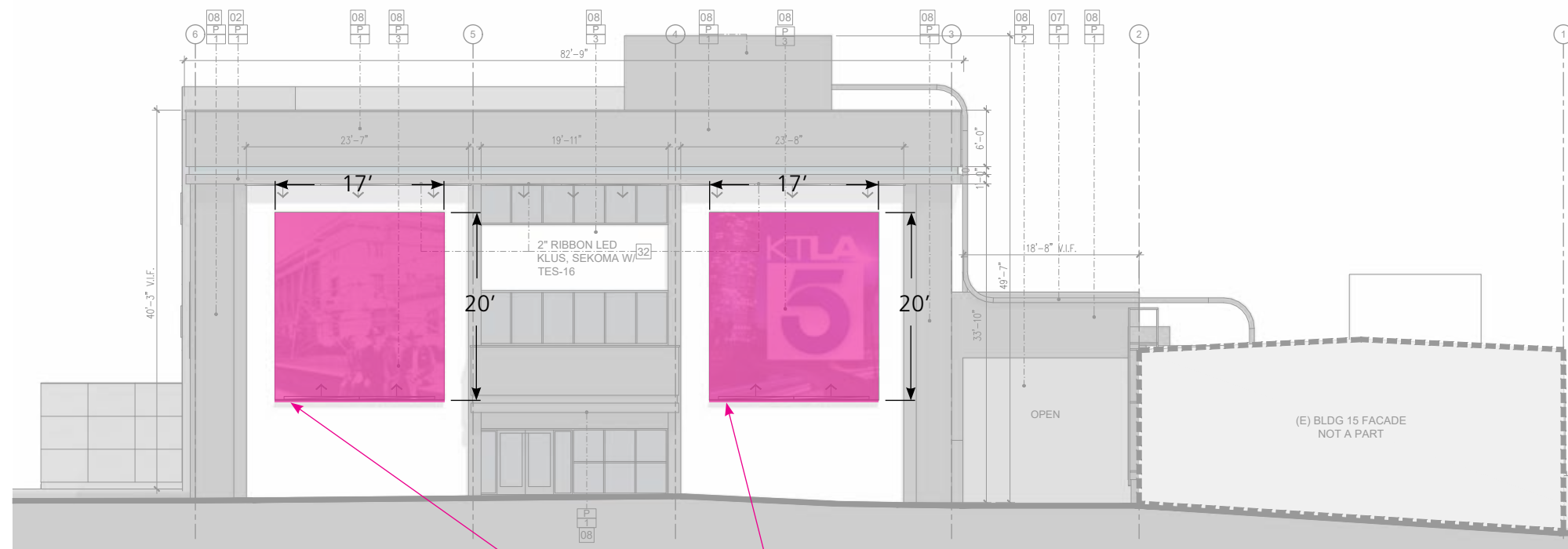
Looking

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Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018

Scale: 1/16" = 1'



**S8**  
Studio Banner: 17' x 20'  
340' per poster (2) total  
680 total sq. ft.  
(Not visible from public right of way)

Sign S5.1, S5.2, S5.3, S5.4, S5.5  
 Stage 1-5  
 East Elevation

strategy and design  
 for  
 visual communication



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 el segundo, california 90245  
 looking.la

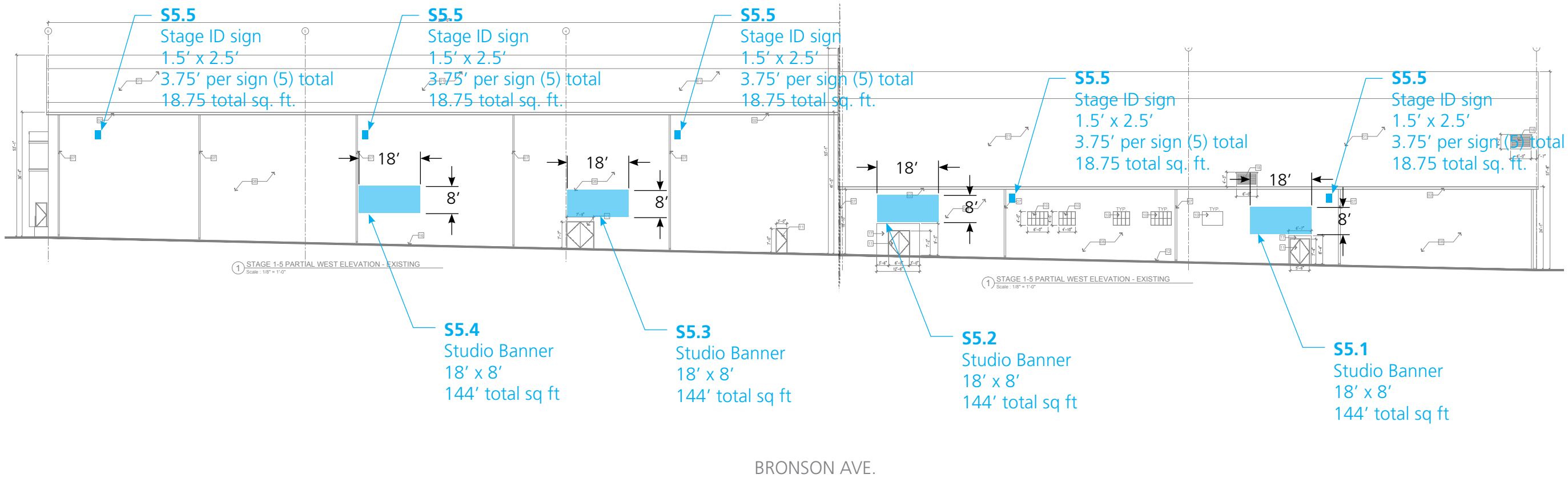
Studio Banner:  
 Size: 18' w x 8' h = 144 sq ft per sign  
 Quantity: 4  
 Total sq ft: 576'

Studio Stage ID:  
 Size: 1.5' w x 2.5' h = 3.75 sq ft per sign  
 Quantity: 5  
 Total sq ft: 18.75'

Sunset Bronson Studios  
 5800 W. Sunset Blvd.  
 Hudson Media Properties

02 July 2018

Scale: 1/32" = 1'





Sign S6.1, S6.2  
 Stage 1-5  
 North Elevation

Studio Banner:  
 Size: 16' w x 21' h = 336 sq ft per sign  
 Quantity: 2  
 Total sq ft: 672'

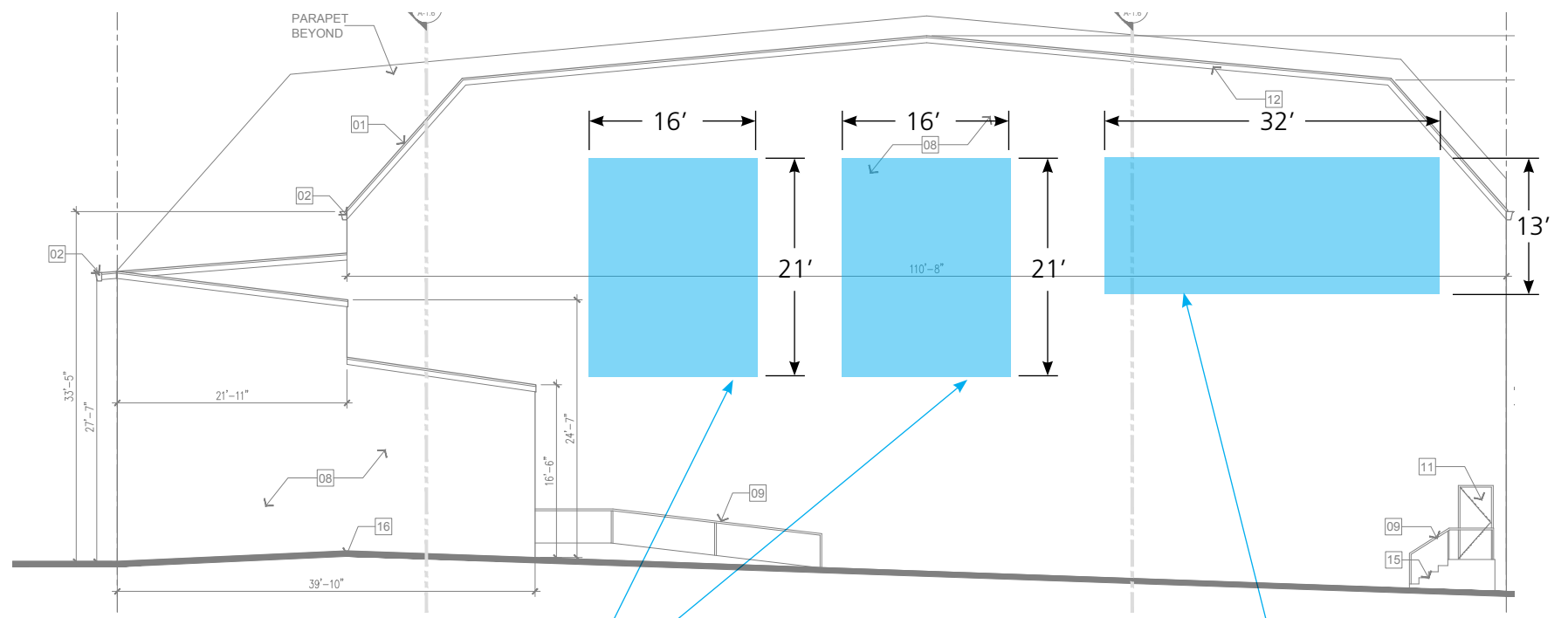
Sign W3.2

Studio ID Wall Sign:  
 Size: 32' w x 13' h  
 Total sq ft: 416'

Sunset Bronson Studios  
 5800 W. Sunset Blvd.  
 Hudson Media Properties

02 July 2018

Scale: 1/16" = 1'



**S6.1, S6.2**  
 Studio Banner: 16' x 21'  
 336' per sign (2) total  
 672 total sq. ft.

**W3.2**  
 Studio ID  
 Wall Sign: 32' x 13'  
 416 total sq. ft.

Sign W3.1  
Stage 1-5  
South Elevation

Studio ID Wall Sign:  
Size: 32' w x 13' h  
Total sq ft: 416'

strategy and design  
for  
visual communication

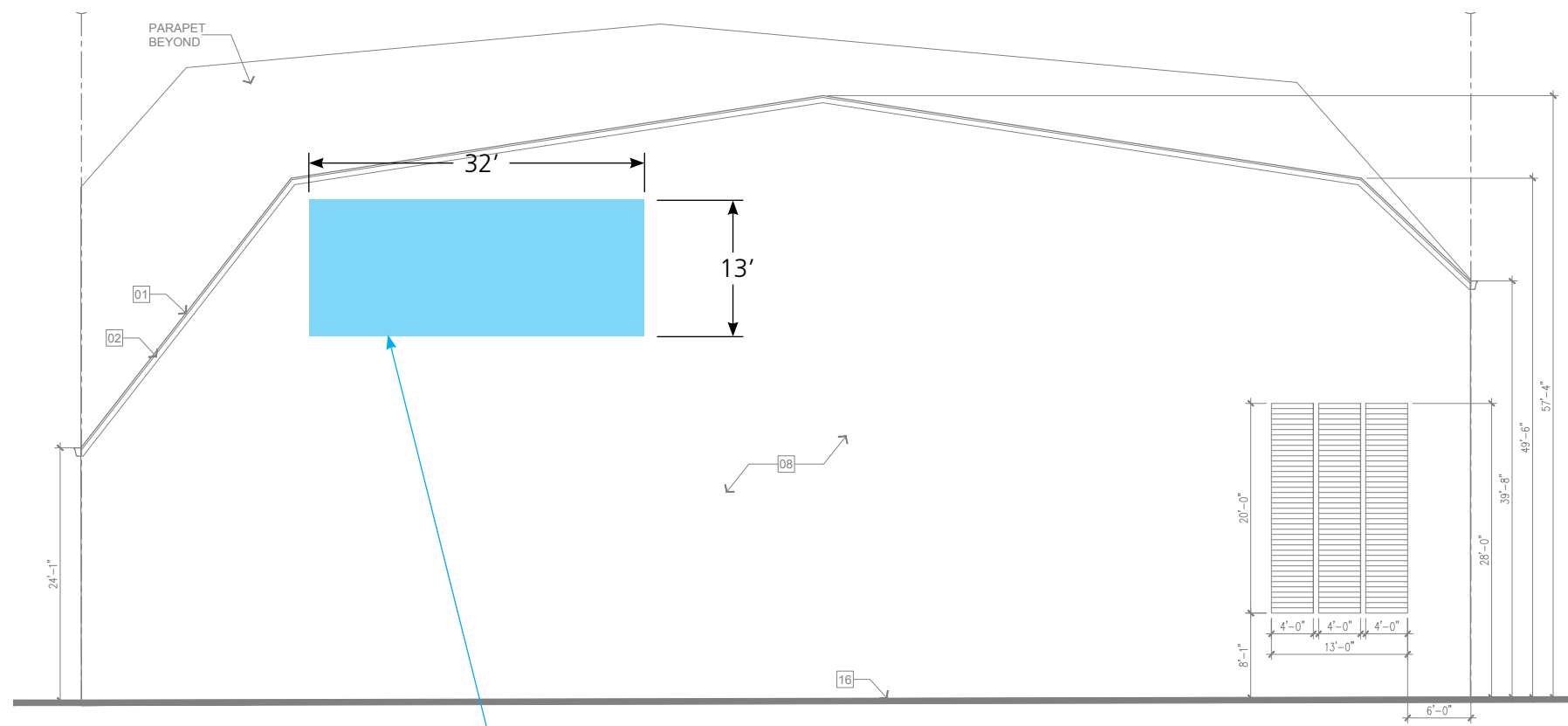
Looking

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Scale: 1/16" = 1'



**W3.1**  
Studio ID  
Wall Sign: 32' x 13'  
416 total sq. ft.

FERNWOOD AVE.

Sign W4  
Bronson West Entry  
North Elevation

Studio Banner:  
Size: 3.5' w x 5' h = 17.5 sq ft per poster  
Quantity: 6  
Total sq ft: 105'

strategy and design  
for  
visual communication

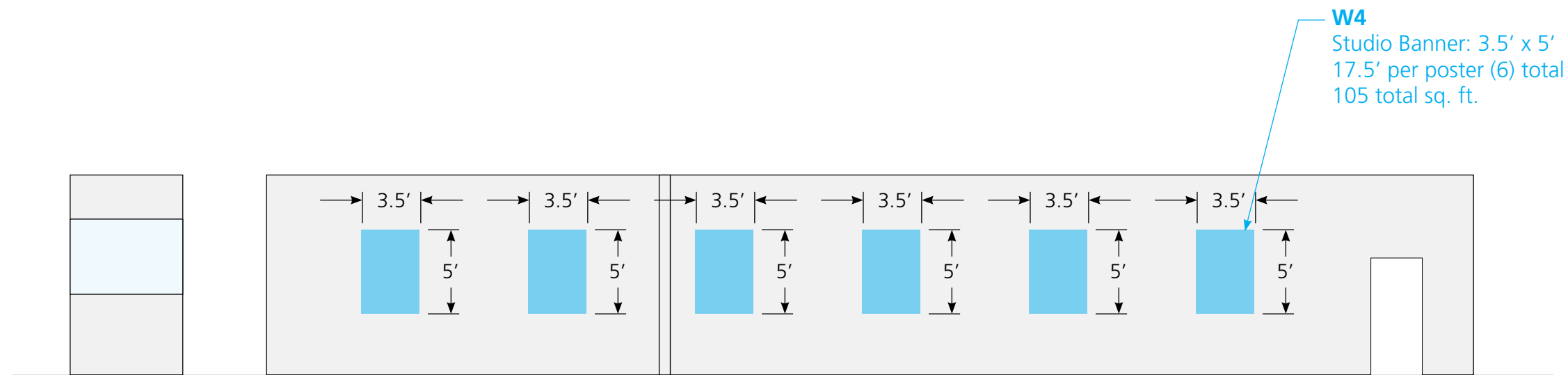
Looking

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Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018

Scale: 1/8" = 1'



Sign W1.1  
CUE Building  
North Elevation

Tenant Wall Sign:  
Size: 26' w x 7' h  
Total sq ft: 182'

Sign W1.2  
CUE Building  
North Elevation

Eyebrow Sign  
Tenant Wall Sign:  
Size: 7.5' w x 2' h  
Total sq ft: 15'

strategy and design  
for  
visual communication

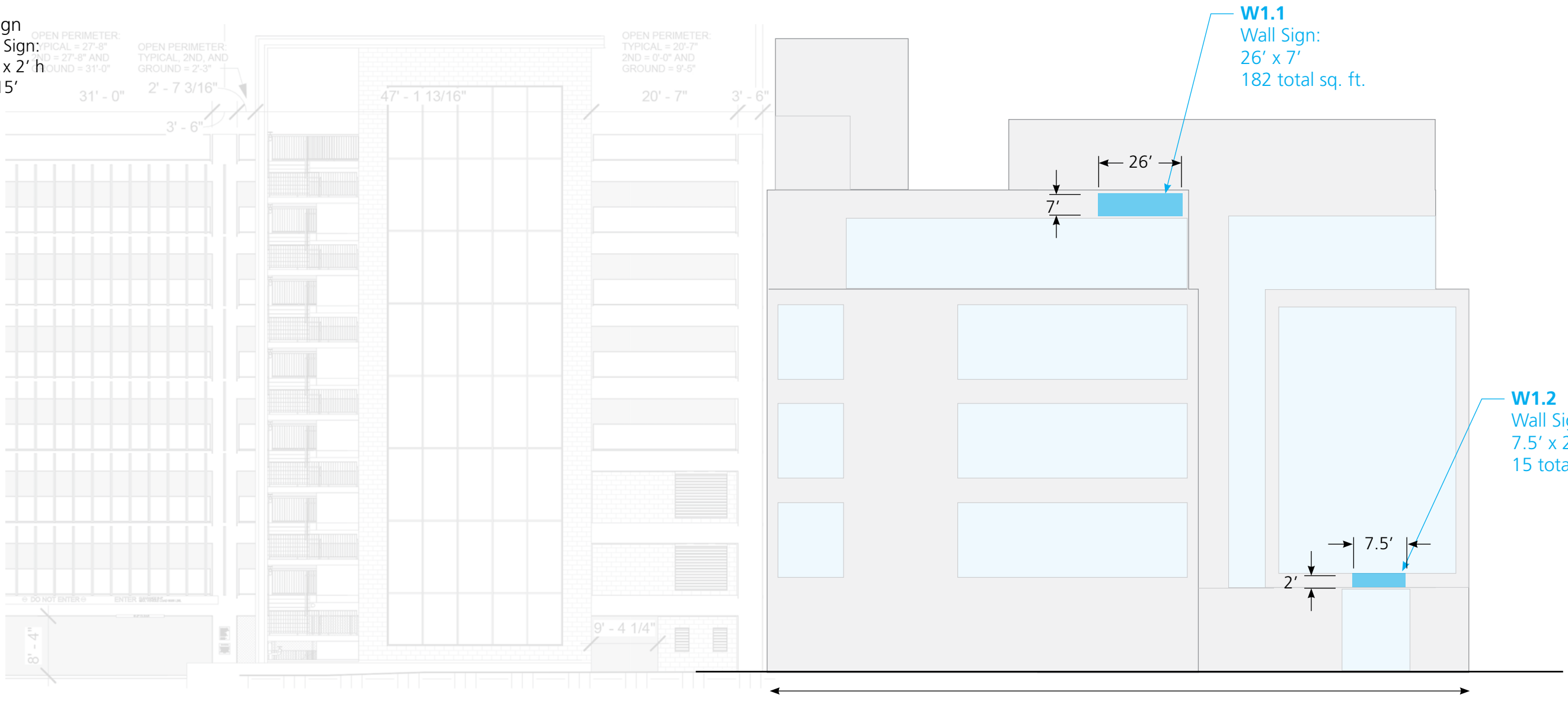


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02 July 2018

Scale: 1/16" = 1'



**W1.1**  
Wall Sign:  
26' x 7'  
182 total sq. ft.

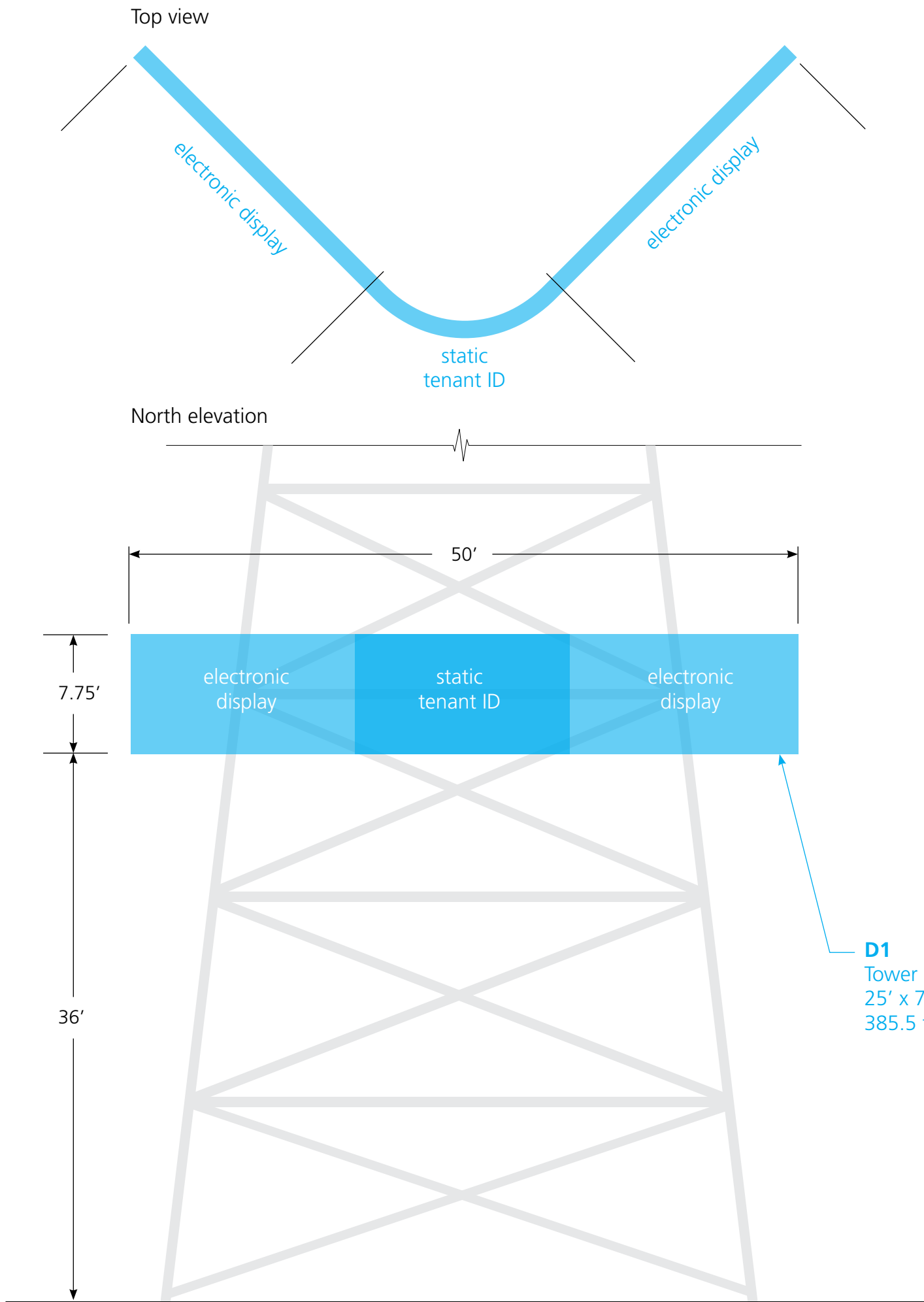
**W1.2**  
Wall Sign:  
7.5' x 2'  
15 total sq. ft.

99' building frontage

20

Sign D1  
Radio Tower  
North Elevation

Tower Digital Sign:  
Size: 50' w x 7.75' h  
2 sided  
Total sq ft: 385.5'



**D1**  
Tower Digital Sign:  
25' x 7.75' = 193.75' per side (2) total  
385.5 total sq. ft.

strategy and design  
for  
visual communication

Looking

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Sunset Bronson Studios  
5800 W. Sunset Blvd.  
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02 July 2018

Scale: 1/8" = 1'

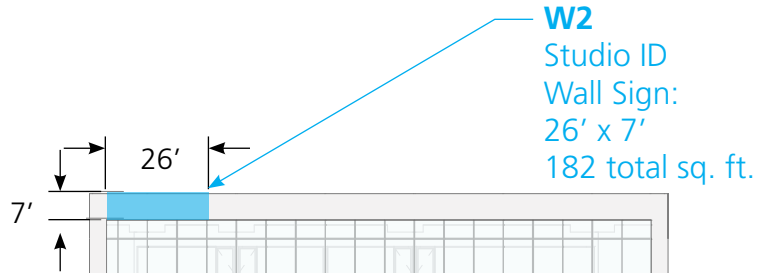
Sign W2  
ICON Building  
West Elevation

Tenant Wall Sign:  
Size: 26' w x 7' h  
Total sq ft: 182'

strategy and design  
for  
visual communication

Looking

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Sunset Bronson Studios  
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Hudson Media Properties

02 July 2018

Scale: 1/32" = 1'

Sign W2  
ICON Building  
North West Rendering

Tenant Wall Sign:  
Size: 26' w x 7' h  
Total sq ft: 182'

strategy and design  
for  
visual communication  
*Looking*  
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02 July 2018





Sign D1  
Radio Tower  
NE and NW Renderings

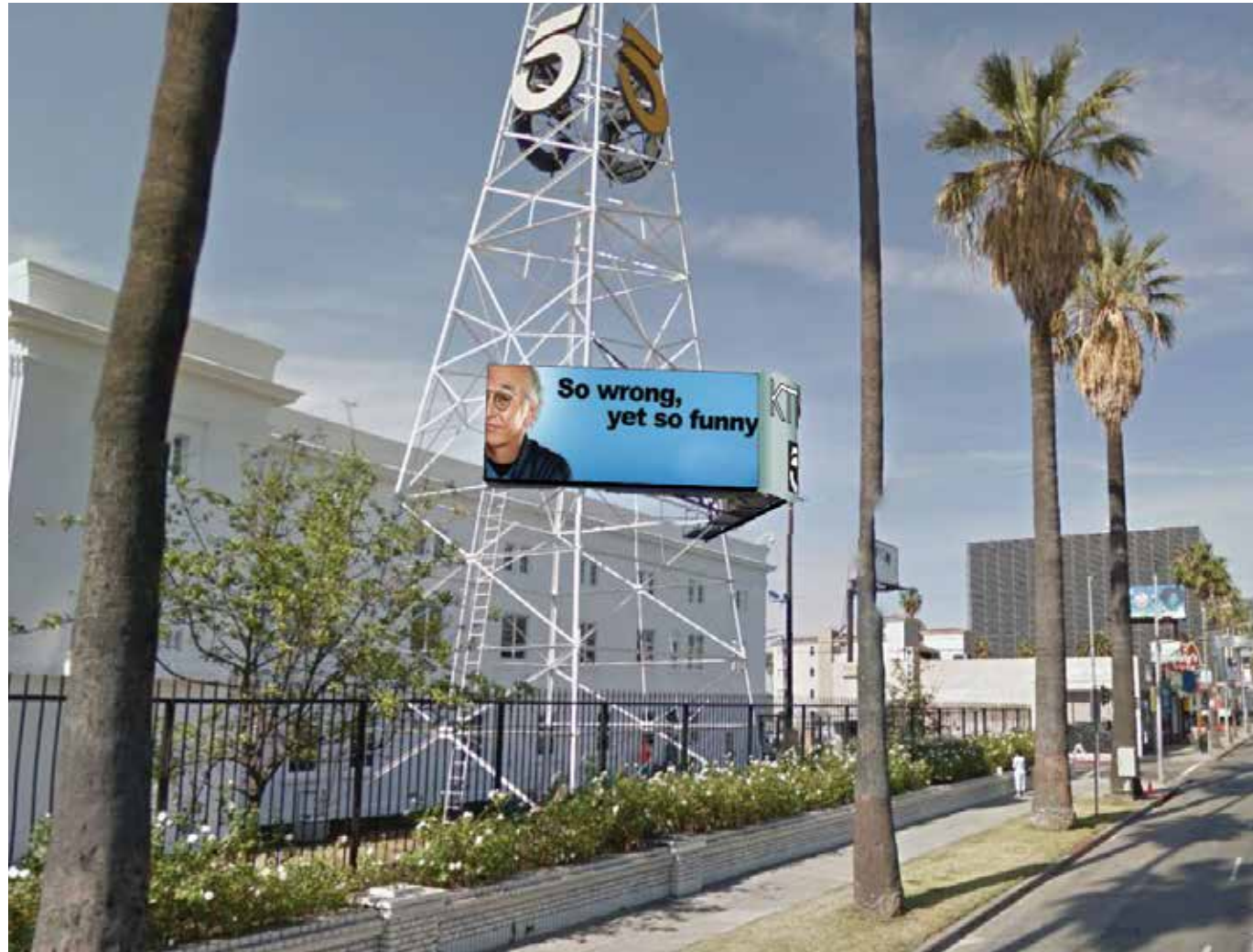
Tower Digital Sign:  
Size: 50' w x 7.75' h  
2 sided  
Total sq ft: 385.5'

strategy and design  
for  
visual communication

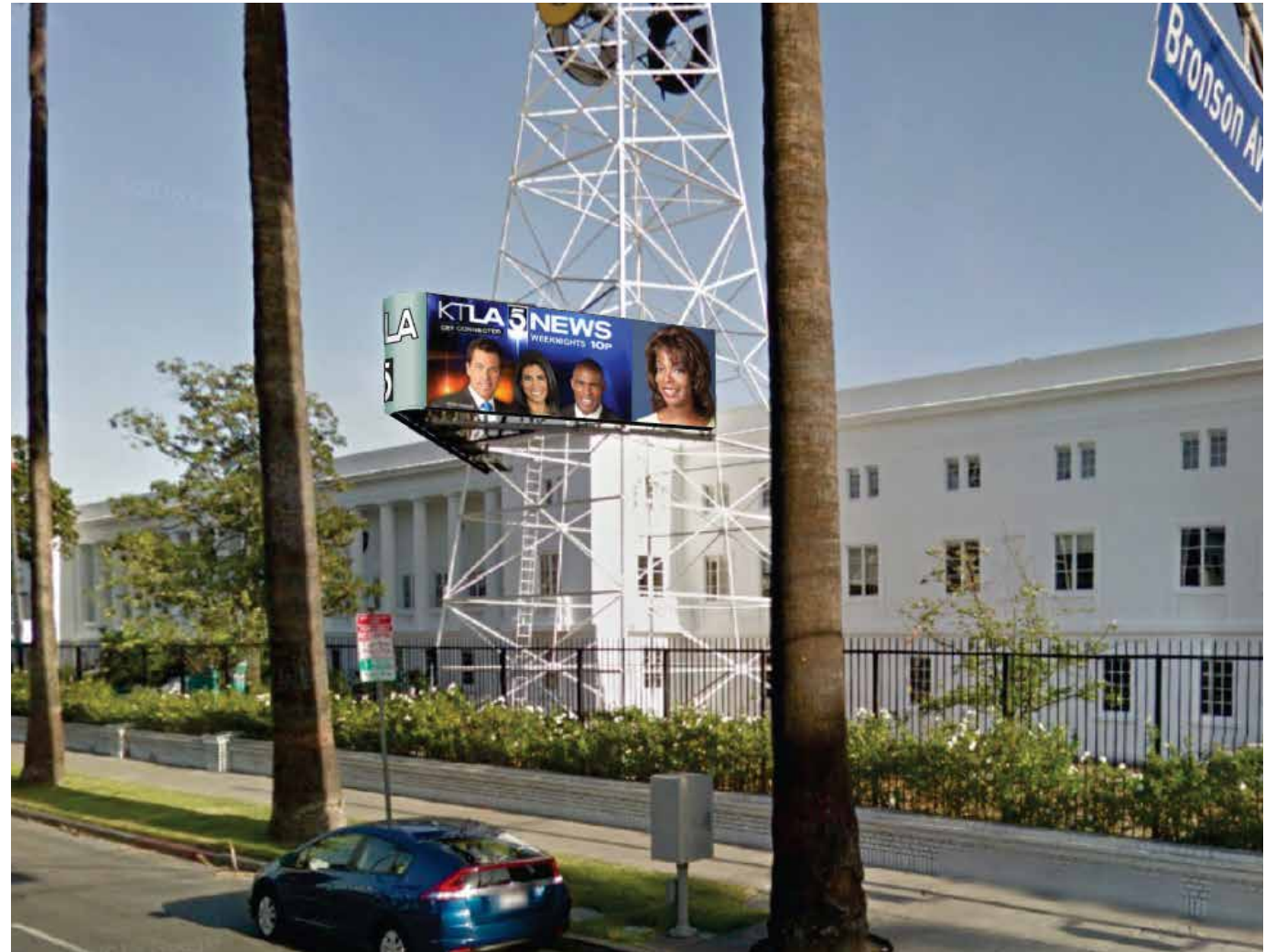
Looking

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looking.la

East facing



West facing



Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018



Sign W1.1  
CUE Building  
North Facing Rendering

Tenant Wall Sign:  
Size: 26' w x 7' h  
Total sq ft: 182'



Sign W1.2  
CUE Building  
North Facing Rendering

Eyebrow Sign  
Tenant Wall Sign:  
Size: 7.5' w x 2' h  
Total sq ft: 15'





Proposed Rendering of  
Sign S2, S3  
Parking Garage  
North West Rendering

S2 Studio Banner:  
Size: 16' w x 56' h  
Total sq ft: 896'

S3 Studio Banner:  
Size: 26' w x 80' h  
Total sq ft: 2,080'  
(Not visible from public right of way)



strategy and design  
for  
visual communication

Looking

145 standard street  
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looking.la

Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018

Sign S9  
Building 11  
East Facing Rendering

Studio Banner:  
Size: 8' 4" w x 21' h  
Total sq ft: 175'  
(Not visible from public right of way)

strategy and design  
for  
visual communication

Looking

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looking.la

Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018



Sign W5  
Building 20 and 21  
South Facing Rendering

Studio Banner:  
Size: 5' 2" w x 7' 6"h = 39 sq ft per poster  
Quantity: 9  
Total sq ft: 351'  
(Not visible from public right of way)

strategy and design  
for  
visual communication  
**Looking**  
145 standard street  
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looking.la

Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018





Sign S8  
Building 20 and 21  
West Facing Rendering

Studio Banner:  
Size: 17' w x 20' h = 340 sq. ft. per sign  
Quantity: 2  
Total sq ft: 680'  
(Not visible from public right of way)

strategy and design  
for  
visual communication

Looking

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Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018



Sign S10  
Stage 9  
East Facing Rendering

Studio Banner:  
Size: 13' w x 18' h = 234 sq. ft. per sign  
Quantity: 2  
Total sq ft: 468'

strategy and design  
for  
visual communication

Looking

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Hudson Media Properties

02 July 2018



Proposed Rendering of Sign S5.2, S5.5  
Stage 1-5  
East Facing Rendering

Studio Banner:  
Size: 18' w x 8' h = 144 sq ft per sign  
Quantity: 4  
Total sq ft: 576'

Studio Stage ID:  
Size: 1.5' w x 2.5' h = 3.75 sq ft per sign  
Quantity: 5  
Total sq ft: 18.75'

strategy and design  
for  
visual communication

Looking

145 standard street  
el segundo, california 90245  
looking.la

Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018





Proposed Rendering of Sign S5.2, S5.5  
Stage 1-5  
East Elevation  
Detail Rendering

Studio Banner:  
Size: 18' w x 8' h = 144 sq ft per sign  
Quantity: 4  
Total sq ft: 576'

Studio Stage ID:  
Size: 1.5' w x 2.5' h = 3.75 sq ft per sign  
Quantity: 5  
Total sq ft: 18.75'



Sunset Bronson Studios  
5800 W. Sunset Blvd.  
Hudson Media Properties

02 July 2018

Scale: NTS



To: Hudson Pacific Properties, Inc.

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Attn: Chris Pearson

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From: Paul Travis, AICP

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Date: May 22, 2018

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Re: Sunset Bronson Studios Sign District

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### **Executive Summary**

This memorandum examines the proposed supplemental use district for signage on the Sunset Bronson Studios lot (Sign District) and analyzes potential impacts to historic resources. The Sign District will create a comprehensive signage program for the entire studio lot.

Based on the Secretary of the Interior's Standards for Rehabilitation, Historic Resources Group (HRG) has evaluated the proposed signing program and determined that it will not adversely affect historic resources located on the Sunset Bronson Studios lot.

### **1. Identification of Historic Resources**

The Sunset Bronson Studios property has been recognized as historically significant for over 40 years. In 1977, the entire studio property was designated as Los Angeles Historic-Cultural Monument #180 as the "Site of the Filming of the First Talking Feature Film."<sup>1</sup> The designation specifically recognized the filming of "The Jazz Singer" in 1927 as the basis for designation but did not differentiate individual buildings located on the site.

<sup>1</sup> Letter to Golden West Broadcasters from Ileana Welch, Coordinator for the Cultural Heritage Board, September 7, 1977.

### **MEMO**

## **Sunset Bronson Studios Sign District**

### **HISTORIC RESOURCES GROUP**

12 S. Fair Oaks Avenue, Suite 200, Pasadena, CA 91105-1915  
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In 2002 the studio's Executive Office Building<sup>2</sup> facing Sunset Boulevard was listed as an individual resource in the National Register of Historic Places. It was found significant under Criterion A for its "strong association with Warner Brothers Pictures, which has played a significant role in the history and development of the motion picture industry."<sup>3</sup> By virtue of being listed in the National Register, the Executive Office Building is also listed in the California Register of Historical Resources.<sup>4</sup>

Historic resources on the Sunset Bronson Studios property were further evaluated and clarified in 2013 for the Sunset Bronson Entertainment Center Project environmental review under the California Environmental Quality Act (CEQA). Analysis included in support of the environmental impact report identified a potential historic district and two individually eligible resources located on the property.<sup>5</sup> These resources are as follows:

#### Executive Office Building / Stage 9

As noted above, the Executive Office Building is listed in the National and California Registers. Constructed in 1922-23, the Executive Office Building housed the main offices of Warner Brothers until the executive staff moved to their Burbank studio facility in 1930. Since 2013, the building has been restored to its original configuration with the removal of two later additions. The Executive Office Building is attached to Stage 9, the oldest stage on the lot and the filming location of Warner Brothers' groundbreaking 1927 film, "The Jazz Singer." Together, they are significant as an individual resource.

#### Potential Historic District

As part of the 2013 environmental review, a potential historic district located on the Sunset Bronson Studios property was identified and analyzed for the purposes of CEQA. The potential historic district contains a distinctive configuration of buildings and structures significant for its association with the development of the motion picture industry in the

<sup>2</sup> The Executive Office Building is attached to a large stage building today referred to as Stage 9. The National Register listing appears to have considered the two as one building.

<sup>3</sup> *National Register of Historic Places Registration Form for the Executive Office Building, Old Warner Brothers Studio*, prepared by Teresa Grimes, March 20, 2002.

<sup>4</sup> The Sunset Bronson property is listed in the State Historic Resources Inventory as "Warner Brothers West Coast Studios" with a status code of 2S3 or "Individual property determined eligible for the National Register by Part 1 Tax Certification." It also has a previous listing as 3S or "Appears eligible for the National Register as an individual property through survey evaluation." Previous surveys conducted in 1978, 1986, 2003, and 2009 have identified the property as a 3S. The EOB is listed with a status code of 1S or "Individual property listed in the National Register by the Keeper. Listed in the California Register."

<sup>5</sup> *Sunset Bronson Entertainment Center Project Final Environmental Impact Report*, 2013 (ENV-2010-1768-EIR).

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United States and the concentration of the industry's production facilities in Southern California.

The property is important as the original Hollywood location of Warner Brothers, one of the leading film studios responsible for developing the motion picture as a commercial entertainment form. The period of significance for the former Warner Brothers Studios property extends from 1920, when the Hollywood property was first developed as a film location, to 1954, when the Warner Brothers property was sold to Paramount Pictures. This timeframe includes Warner Brothers' initial establishment of motion picture production facilities in Hollywood and its development as a significant film studio during the silent and early sound eras. The property was an important location for Warner Brothers' landmark innovations in sound technology for motion pictures in the late 1920s. Following Warner Brothers' relocation of administrative staff and the majority of its film production to its Burbank studio, Warners continued to use the property as an "annex" studio during its maturation as one of eight leading film studios of the Studio Era. In addition to producing Warner Brothers short subjects and sound engineering, the "annex" studio was also the home of Leon Schlesinger Productions, producers of the classic "Looney Tunes" and "Merrie Melodies" cartoon series.

The potential historic district was identified as eligible for the National Register and California Register. As identified in 2013, the potential historic district included eight (8) buildings and one (1) structure that are considered contributing resources to the historic district. Since that time, one contributing building has been removed.

### KTLA Tower

The KTLA Tower was found eligible for listing in the National and California Registers for its association with early radio in Los Angeles. The KTLA Tower was erected in 1925 for KFVB radio, which was owned by Warner Brothers. It was originally one of two towers that flanked the entrance to the Executive Office Building.<sup>6</sup> At the time of the 2013 EIR, the KTLA Tower was located at the northeast corner of the Sunset Bronson property where it had been moved in the mid-1950s. More recently, the tower was returned to its original location in front of the Executive Office Building.

## **2. Evaluation Guidance: The Secretary of the Interior's Standards**

The Secretary of the Interior is responsible for establishing standards for all programs under Departmental authority and for advising Federal agencies on the preservation of historic properties listed in or eligible for listing in the National Register of Historic Places.

<sup>6</sup> The second tower has since been removed from the studio property.

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*The Secretary of the Interior's Standards for the Treatment of Historic Properties* provide guidance for reviewing proposed projects that may affect historic resources. The intent of the Standards is to assist the long-term preservation of a property's significance through the preservation, rehabilitation, and maintenance of historic materials and features. The Standards pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and interior of the buildings. The Standards also encompass related landscape features and the building's site and environment, as well as attached, adjacent, or related new construction.

*The Standards for Rehabilitation* address the most prevalent treatment. "Rehabilitation" is defined as "the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values."

From a practical perspective, the Standards have guided agencies in carrying out their historic preservation responsibilities including State and local officials when reviewing projects that may impact historic resources. The Standards have also been adopted by state and local jurisdictions across the country.<sup>7</sup>

### **3. Discussion of Standards Conformance**

The proposed signing program will install signs throughout the Sunset Bronson Studios property for the purposes of identification and wayfinding. Signs will be of varying sizes and except for a small number of free-standing pole signs, will be applied to existing buildings and structures on the studio property.

Although not written to directly address signs, new construction related to existing historic resources is addressed in Standards 9 and 10 of the of the *Secretary of the Interior's Standards for Rehabilitation*. Standards 1 through 8, which directly address the treatment of existing historic buildings are not relevant in this context. Conformance with Standards 9 and 10 is reviewed below.

<sup>7</sup> *The Secretary of the Interior's Standards for Rehabilitation*, accessed online January 12, 2018.  
<https://www.nps.gov/tps/standards/rehabilitation/rehab/stand.htm>

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### Conformance with Standard 9

Standard 9 states in part: “New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.”<sup>8</sup>

The proposed sign program includes a variety of sign types ranging in size from 1.5’ x 2’ identification signs to 80’-high banner signs. Sign placements are largely proportionate with the buildings and structures they will be placed on so that the larger signs are applied to the larger buildings. The largest banner signs will only be featured on non-contributing, recently constructed buildings on the eastern portion of the property. Overall, signs will occupy only a small portion of the exterior wall space of any contributing and individually significant building. As such, the proposed signs are subordinate in scale to the historic district contributors and individually significant resources to which they are applied.

Because only small portions of the historically significant buildings will be affected, application of the new signs will have only a minor impact on historic materials. With the exception of the Executive Office Building, all contributing buildings are utilitarian with almost no architectural style or detailing. These buildings are, instead, identifiable by their overall massing, proportions and utilitarian materials. The placement of signs will not obscure the overall massing and proportions of the contributing buildings or interfere with existing openings, doors and windows.

No signs will be applied directly to the north (primary) façade of the Executive Office Building facing Sunset Boulevard which represents the most expressive architectural detailing on the studio lot. A 10’ x 5’ studio identification sign will be located at the northwest corner of the property in front of the Executive Office Building at ground level. A 50’ x 7.75’ digital display sign will wrap the KTLA Tower at mid-level in front of the Executive Office Building. Both signs will obscure only small portions of the primary façade of the Executive Office Building.

The digital display sign to be applied to the KTLA Tower will be similar to signs previously applied to the Tower prior to its recent relocation. (See photo on page 9). The digital display sign will only obscure a small portion of the Tower structure which will be fully discernible as a radio signal tower after installation of the display sign. The materials,

<sup>8</sup> *The Secretary of the Interior’s Standards for Rehabilitation*, accessed online January 12, 2018. <https://www.nps.gov/tps/standards/rehabilitation/rehab/stand.htm>

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structure and form of the Tower will remain unaltered after installation of the digital display sign.

New signage will be contemporary in content and design making them clearly discernible as new signs applied to existing buildings and structures. As such, all signs will be clearly differentiated from the contributing and individually significant resources.

In accordance with Standard 9, construction of the proposed signing program will not destroy historic materials or features that characterize the potential historic district and individually eligible resources. The signing program be differentiated from the historically significant resources and compatible with the massing, size, and scale of the potential historic district and the individually significant resources. The proposed signing program will conform Standard 9.

#### Conformance with Standard 10

Standard 10 states that “new additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.”<sup>9</sup>

In accordance with Standard 10, the essential form and integrity of the potential historic district and individually significant resources would be unimpaired if the proposed signing program were removed in the future. After implementation of the proposed signing program, the distinctive form and design of the potential historic district and individually significant resources will remain intact and understandable by the public. The proposed signing program will conform Standard 10.

#### **4. Conclusion**

The proposed signing program for the Sunset Bronson Studios lot will not destroy historic materials, features, and spatial relationships that characterize the property. The proposed signs will be differentiated from the existing historic resources located on the property and will be compatible in size and scale with historic district contributors and individually significant resources. The proposed signing program will be applied to existing buildings and structures such that if they are removed in the future the essential form and integrity of contributors to the historic district and the individually significant resources will remain intact and unimpaired. As such, the proposed signing program conforms with the Secretary of the Interior’s Standards for Rehabilitation and will not adversely affect the

<sup>9</sup> *The Secretary of the Interior’s Standards for Rehabilitation*, accessed online January 12, 2018. <https://www.nps.gov/tps/standards/rehabilitation/rehab/stand.htm>

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integrity or significance of historic resources located on the Sunset Bronson Studios property.

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Sign D1  
Radio Tower  
NE and NW Renderings

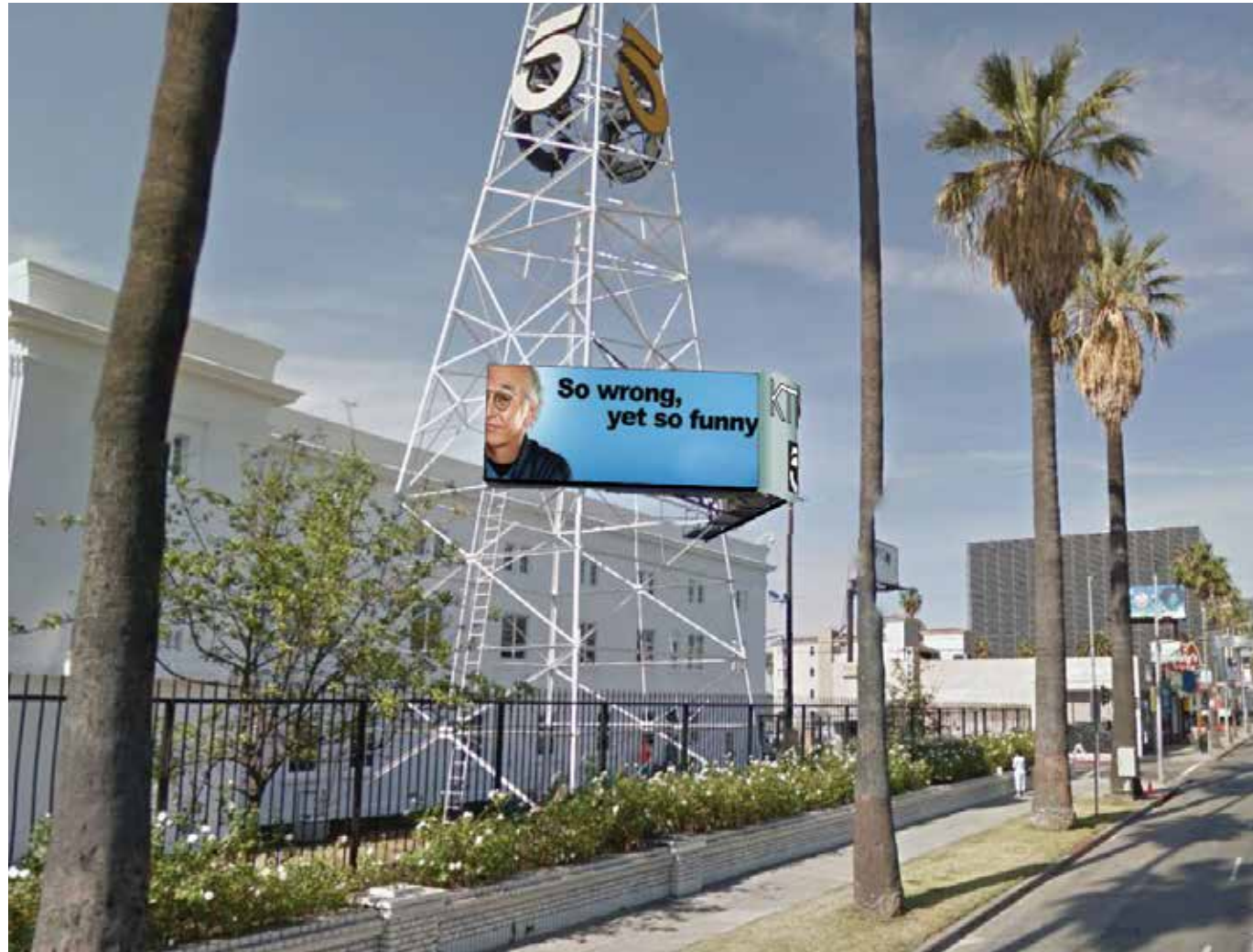
Tower Digital Sign:  
Size: 50' w x 7.75' h  
2 sided  
Total sq ft: 385.5'

strategy and design  
for  
visual communication

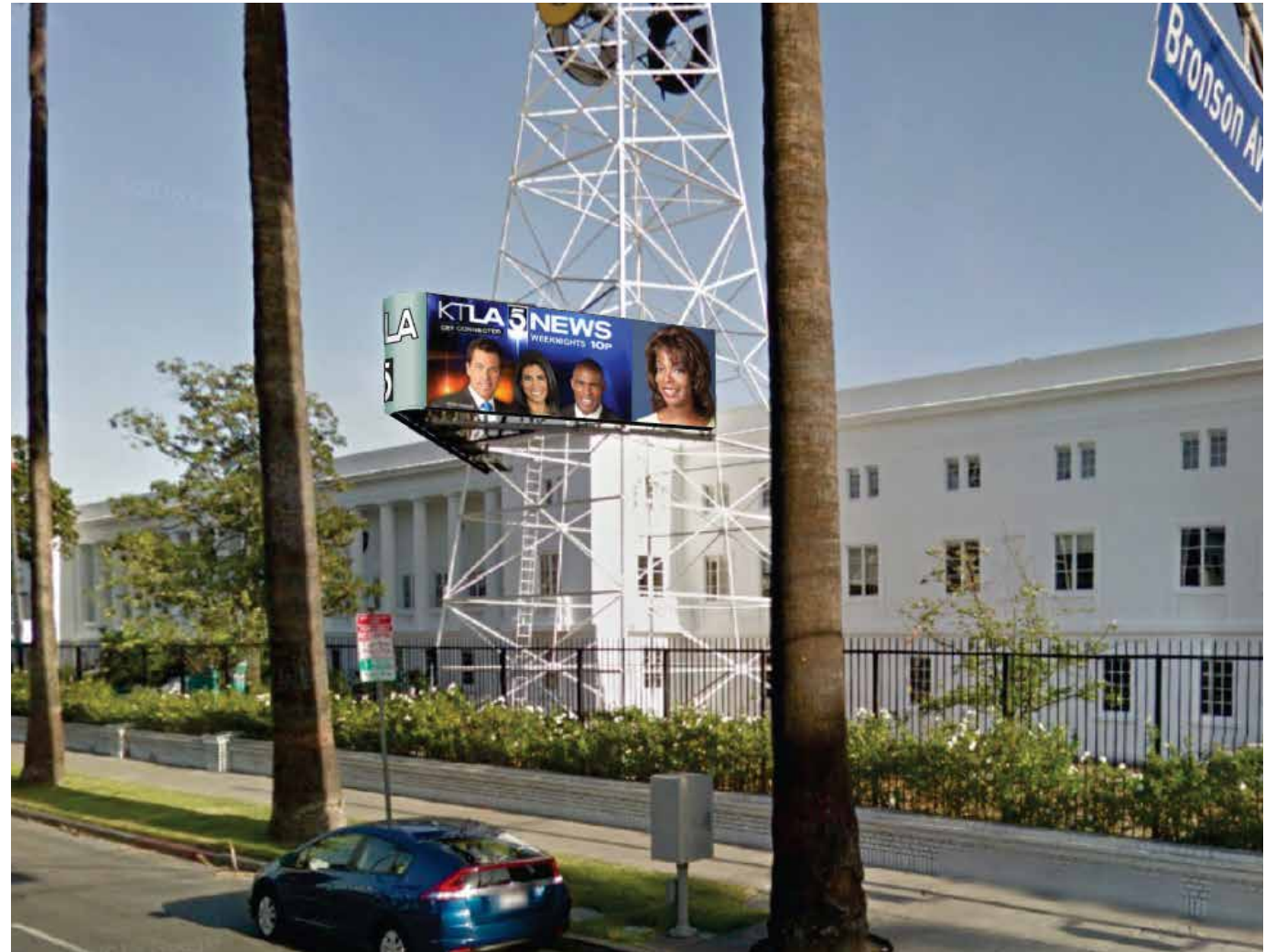
Looking

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East facing



West facing



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18 May 2018