

# **Appendix B**

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## Aesthetics Tables

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**Table 1**  
**Applicable Goals, Objectives, and Policies of the General Plan**

Goal/Objective/Policy	Would the Project Conflict?
<b>General Plan Framework Element Land Use Chapter (Chapter 3)</b>	
<p><b>Policy 3.7.4:</b> Improve the quality of new multi-family dwelling units based on the standards in Chapter 5 Urban Form and Neighborhood Design Chapter of this Element.</p>	<p><b>No Conflict.</b> As described in Section II, Project Description, of this Draft EIR, the three existing multi-family residential developments within the Project Site would be removed and replaced with a senior housing development providing new housing units for the City's aging senior population. As provided below and in Section IV.E, Land Use and Planning, of this Draft EIR, the Project would be consistent with applicable standards in the Urban Form and Neighborhood Design Chapter as well as the more updated Citywide Design Guidelines. Therefore, the Project would not conflict with this policy.</p>
<b>General Plan Framework Element Housing Chapter (Chapter 4)</b>	
<p><b>Objective 4.3:</b> Conserve scale and character of residential neighborhoods.</p>	<p><b>No Conflict.</b> The Project Site is bounded by the Courtyard by Marriott hotel (approximately four stories and 54 feet in height), and the Century Park hotel (approximately four stories and 58 feet in height) to the north; a small commercial shopping center that includes a cleaners and a smog check station, and a beauty salon to the west; and single-family residential uses to the east and to the south. The Project would feature a contemporary architectural style with a new building designed to complement the existing surrounding uses and respond to the low- to mid-scale character of the surrounding area. The proposed building would include building fenestration, a variety of surface materials, and a stepped design to create horizontal and vertical articulation, provide visual interest, and maintain the existing scale in the vicinity of the Project Site. In particular, building scale and massing would be defined by varying massing and height components that break up the façade into distinct and offset planes. Specifically, the building is designed so that the six-story portion is located nearest the commercial uses and four-story hotels to the north. The building would step down in height as it nears the southerly and westerly property lines nearest the residential uses. The easterly side of the building would include a landscaped rooftop terrace at the level nearest the residential uses to the east.</p>

**Table 1 (Continued)**  
**Applicable Goals, Objectives, and Policies of the General Plan**

Goal/Objective/Policy	Would the Project Conflict?
<b>General Plan Framework Element Urban Form and Neighborhood Design Chapter (Chapter 5)</b>	
<p><b>Objective 5.5:</b> Enhance the livability of all neighborhoods by upgrading the quality of development and improving the quality of the public realm.</p>	<p><b>No Conflict.</b> As described in Section II, Project Description, of this Draft EIR, the Project would replace the three existing multi-family residential developments within the Project Site with a new eldercare facility that would complement the uses surrounding the Project Site. The Project would feature a contemporary architectural style and would be designed to create a visually unified site with a new building designed to complement the existing surrounding uses and respond to the low- to mid-scale character of the surrounding area. In addition, the Project would realign the portion of Bellwood Avenue that bisects the Project Site and enhance the sidewalks and provide additional street trees. Therefore, the Project would upgrade the quality of development and improve the quality of the public realm.</p>
<p><b>Policy 5.8.4:</b> Encourage that signage be designed to be integrated with the architectural character of the buildings and convey a visually attractive character.</p>	<p><b>No Conflict.</b> Proposed signage would be designed to be aesthetically compatible with the architecture of the Project and the surrounding area. Proposed signage would include mounted project identity signage and general wayfinding signage, which would be integrated with the proposed building and comply with the requirements of the LAMC. Wayfinding signs would be located at parking garage entrances, elevator lobbies, vestibules, and residential corridors.</p>
<b>General Plan Framework Element Infrastructure and Public Services Chapter (Chapter 9)</b>	
<p><b>Goal 9P:</b> Appropriate lighting required to: (1) provide for nighttime vision, visibility, and safety needs on streets, sidewalks, parking lots, transportation, recreation, security, ornamental, and other outdoor locations; (2) provide appropriate and desirable regulation of architectural and informational lighting such as building façade lighting or advertising lighting; and (3) protect and preserve the nighttime environment, views, driver visibility, and otherwise minimize or prevent light pollution, light trespass, and glare.</p>	<p><b>No Conflict.</b> The Project would provide appropriate lighting for nighttime vision, visibility, and safety needs throughout the Project Site, including outdoor locations, pedestrian pathways, and the two subterranean parking levels below the building. Night lighting would be low profile and at the necessary intensity to provide a safe environment. Sufficient lighting would also be provided in the subterranean parking levels to maximize visibility and reduce areas of concealment. Any terrace lighting would be directed downward towards walkable surfaces and shielded from view of the adjacent residential neighbors and comply with applicable City regulations. All new street and pedestrian lighting within the public right-of-way would comply with applicable City regulations and would require approval from the Bureau of Street Lighting in order to maintain appropriate and safe lighting levels on sidewalks and roadways while minimizing light and glare on adjacent properties. The Project would protect and preserve the nighttime environment and driver visibility, and otherwise minimize or prevent light pollution, light trespass, and glare by shielding and directing outdoor security lighting onto building surfaces</p>

**Table 1 (Continued)**  
**Applicable Goals, Objectives, and Policies of the General Plan**

Goal/Objective/Policy	Would the Project Conflict?
	and toward the interior of the Project Site to prevent light spillover onto sensitive resources. The Project design would also minimize glare by using low-reflective glass, or glass treated with anti-reflective coating in the building façades. In addition, the Project's extensive landscaping along the perimeter would be utilized for screening to minimize views of the Project Site and any associated glare.
<b>Objective 9.40:</b> Ensure efficient and effective energy management in providing appropriate levels of lighting for private outdoor lighting for private streets, parking areas, pedestrian areas, security lighting, and other forms of outdoor lighting and minimize or eliminate the adverse impact of lighting due to light pollution, light trespass, and glare.	<b>No Conflict.</b> Proposed lighting would be implemented in accordance with the lighting standards set forth in the California Building Code and the California Energy Code, which establish light intensities for various land uses. Furthermore, as discussed above under Goal 9P, the Project would minimize light pollution, light trespass, and glare.
<b>Policy 9.40.1:</b> Require lighting on private streets, pedestrian oriented areas, and pedestrian walks to meet minimum City standards for street and sidewalk lighting.	<b>No Conflict.</b> Refer to the discussion for Goal 9P above.
<b>Policy 9.40.2:</b> Require parking lot lighting and related pedestrian lighting to meet recognized national standards.	<b>No Conflict.</b> Refer to the discussion for Goal 9P above. In addition, the Project would provide sufficient lighting in subterranean parking areas to maximize visibility and reduce areas of concealment. There would also be sufficient lighting along walkways to facilitate pedestrian orientation and clearly identify a secure route between the two parking levels below the building and entry into the building.
<b>Policy 9.40.3:</b> Develop regulations to ensure quality lighting to minimize or eliminate the adverse impact of lighting due to light pollution, light trespass, and glare for façade lighting, security lighting, and advertising lighting, including billboards.	<b>No Conflict.</b> While this policy is a citywide goal relating to lighting regulations, the Project would not conflict with its implementation. Refer to the discussion for Goal 9P above.
<b>General Plan Conservation Element (Section 15)</b>	
<b>Objective:</b> Protect and reinforce natural and scenic vistas as irreplaceable resources and for the aesthetic enjoyment of present and future generations.	<b>No Conflict.</b> The Project is located in an area that is highly urbanized with built out surroundings. Therefore, publicly available scenic vistas of valued visual resources are not available in the vicinity of the Project Site. As such, the Project would not obstruct or remove access to natural and scenic vistas.
<p><i>Project consistency with additional Framework Element goals, objectives, and policies is analyzed in Section IV.E, Land Use and Planning, of this Draft EIR.</i></p> <p><i>Source: Eystone Environmental, 2021.</i></p>	

**Table 2  
Applicable Goals, Objectives, and Policies of the West Los Angeles Community Plan**

Goal/Objective/Policy	Analysis of Project Consistency
<i>Residential</i>	
<p><b>Policy 1-3.1:</b> Require architectural compatibility and adequate landscaping for new multi-family residential development to protect the character and scale of existing residential neighborhoods.</p>	<p><b>No Conflict.</b> The Project would feature a contemporary architectural style that would be designed to create a visually unified site with a new building designed to complement the existing surrounding uses and respond to the low- to mid-scale character of the surrounding area. The proposed building would include building fenestration, a variety of surface materials, and a stepped design to create horizontal and vertical articulation, provide visual interest, and maintain the existing scale in the vicinity of the Project Site. In particular, the building’s scale is defined by varying massing and height components that break up the façade into distinct and offset planes. Specifically, the building is designed so that the six-story portion is located nearest the commercial uses and four-story hotels to the north. The building then steps down in height as it nears the southerly and westerly property lines nearest the residential uses. Additionally, as discussed in Section II, Project Description, of this Draft EIR, there is a grade difference ranging between approximately 14 feet to 42 feet along the southern and eastern boundaries of the Project Site (i.e., Orton Avenue and Keswick Avenue), such that the Project Site is situated below most of the adjacent single-family residential uses. As such, due to topography, the easterly portion of the building, while technically five stories in height, is only three stories when viewed from the elevation of the adjacent properties to the east. Similarly, as properties to the south are at a higher elevation than the Project Site, when looking toward the five-story east wing, it appears as four stories. With respect to landscaping, the various components and levels of the proposed building would be integrated by a series of landscaped courtyards and terraces provided at every floor of the building. The Project would provide an overall total of 14,630 square feet of open space, which would include landscaped terraces incorporated into the building design to complement the building façade, reduce massing, and create green spaces at all building levels, from the ground floor to the top of the building. In addition to the landscaped terraces and courtyards, the Project is designed with extensive landscaping along the Project Site’s perimeter side and rear yards that would provide screening and buffering between the adjacent residential uses. Furthermore, the eight street trees to be removed would be replaced with 16 street trees in accordance with City requirements and the 65 on-site ornamental trees to be removed would be replaced on a 1:1 basis, consistent with City policy.</p>

**Table 2 (Continued)**  
**Applicable Goals, Objectives, and Policies of the West Los Angeles Community Plan**

Goal/Objective/Policy	Analysis of Project Consistency
<b>Commercial</b>	
<p><b>Policy 2-3.2:</b> Require that projects be designed and developed to achieve a high level of quality, distinctive character, and compatibility with existing uses and development.</p>	<p><b>No Conflict.</b> The Project would develop a high-quality eldercare facility that would complement the existing surrounding uses. Specifically, the Project would feature a contemporary architectural style that would create a visually unified site with a new building designed to complement the existing surrounding uses and respond to the low- to mid-scale character of the surrounding area. The proposed building would include building fenestration, a variety of surface materials, and a stepped design to create horizontal and vertical articulation, provide visual interest, and maintain the existing scale in the vicinity of the Project Site. In particular, the building’s scale is defined by varying massing and height components that break up the façade into distinct and offset planes. Refer also to the discussion for Policy 1-3.1 above.</p>
<p><b>Policy 2-2.2:</b> New development needs to add to and enhance the existing pedestrian street activity.</p>	<p><b>No Conflict.</b> The Project would enhance the existing pedestrian street activity through building design and proposed streetscape amenities by vacating and realigning the portion of Bellwood Avenue that bifurcates the Project Site as a private street, with public through access maintained from both sides of Bellwood Avenue. With the realignment, Bellwood Avenue would be closer to the commercial uses and activity along Olympic Boulevard. Street improvements along the realigned portion of Bellwood Avenue would include enhanced pedestrian sidewalks connecting the Project Site to the commercial uses along Olympic Boulevard to the north as well as new street trees and landscaping. Pedestrian access to the building would also be provided along Bellwood Avenue where the building lobby entrance would be located. An outdoor bistro terrace would also be provided adjacent to the lobby entrance, which would provide an active ground floor with pedestrian friendly improvements.</p>
<p><b>Policy 2-4.1:</b> Require that any proposed development be designed to enhance and be compatible with adjacent development.</p>	<p><b>No Conflict.</b> The vicinity of the Project Site is developed with a mix of commercial and residential uses. The Project Site is bounded by the Courtyard by Marriott hotel (approximately four stories and 54 feet in height), and the Century Park hotel (approximately four stories and 58 feet in height) to the north; a small commercial shopping center that includes a cleaners and a smog check station, and a beauty salon to the west; and single-family residential uses to the east and to the south. Against this backdrop, the Project would replace the current low-rise multi-family residential buildings within the Project Site with an eldercare facility 38 feet to 70 feet in height. The new development would be compatible with the adjacent development both in terms of uses and proposed design that would complement the existing surrounding uses and</p>

**Table 2 (Continued)**  
**Applicable Goals, Objectives, and Policies of the West Los Angeles Community Plan**

Goal/Objective/Policy	Analysis of Project Consistency
	respond to the low- to mid-scale character of the surrounding area, as previously discussed above in Policy 1-3.1.
<b>Policy 2-4.2:</b> Preserve community character, scale, and architectural diversity.	<b>No Conflict.</b> Refer to the discussion for Policy 1-3.1 and Policy 2-4.1 above.
<b>Policy 2-4.3:</b> Improve safety and aesthetics of parking areas in commercial areas.	<b>No Conflict.</b> The Project would provide two subterranean parking levels beneath the proposed building. The Project would incorporate various security measures in the parking areas to enhance on-site security, including panic buttons within the parking facilities and parking area elevators, and access controls including private on-site security, a closed-circuit security camera system, and keycard entry for the building and parking areas. In addition, the Project would provide sufficient lighting in parking areas to maximize visibility and reduce areas of concealment.
<b>Chapter V—Urban Design</b>	
<b>Design for Individual Projects</b>	
<b>C. Multiple Residential</b>	
<p><b>1. Site Planning:</b> All multi-family residential projects of five or more units shall be designed around a landscaped focal point or courtyard to serve as an amenity for residents and the following goals are proposed:</p> <ul style="list-style-type: none"> <li>a. Providing a pedestrian entrance at the front of each project</li> <li>b. Requiring usable open space for outdoor activities, especially for children.</li> </ul>	<p><b>No Conflict.</b> The Project would develop a new eldercare facility comprised of 71 senior-independent dwelling units, 75 assisted living guest rooms, and 46 memory care guest rooms and would provide an open central courtyard on Level P1. The central outdoor courtyard would provide direct access to the common indoor areas, which would provide amenities including dining rooms, a gym, indoor pool and spa, wellness center, and several other activity rooms. These common areas would be separate from the parking area, and visitors who would park at the P1 level would not have direct access to the central courtyard or common areas. Stairs and elevators would be available from Level P1 to access the ground level above. Primary pedestrian access to the proposed building would be available from the ground floor. Additional terraces would be provided at the ground floor, including a large ground level terrace, the memory care terrace, and the bistro terrace. The ground level terrace would include bench and table seating, raised planters, and bistro tables. The memory care terrace would feature a lawn, raised vegetable planters, bench and table seating, and raised planters. The bistro terrace would include bistro tables. Additional terraces would be provided on levels two through six. On the second floor, an additional terrace would be provided that would include raised vegetable planters, benches and table seating, raised planters, and bistro tables. A smaller terrace would be provided on the third floor that would offer benches and table seating and bistro tables. Two larger terraces would be included on the</p>

**Table 2 (Continued)**  
**Applicable Goals, Objectives, and Policies of the West Los Angeles Community Plan**

Goal/Objective/Policy	Analysis of Project Consistency
	fourth floor that would provide raised water features, benches and table seating, raised planters, and bistro tables. Landscaped terraces would also be provided on the fifth and sixth levels that include raised water features, benches and table seating, raised planters, and bistro tables.
<p><b>2. Design:</b> The design of all buildings shall be of a quality and character that improves community appearance by avoiding excessive variety and monotonous repetition. Achievement of this can be accomplished through:</p> <ul style="list-style-type: none"> <li>a. Requiring the use of articulation, recess, or perforations of surfaces to break up long, flat building façades;</li> <li>b. Utilizing of complementary building materials in building façades;</li> <li>c. Integrating building fixtures, awnings, security gates, etc. into the design of a building;</li> <li>d. Screening all rooftop equipment and building appurtenances from adjacent properties.</li> </ul>	<p><b>No Conflict.</b> Refer to the discussion for Policy 1-3.1 above.</p>
<p><b>3. Parking Structures:</b> Parking structures shall be integrated with the design of the buildings they serve through:</p> <ul style="list-style-type: none"> <li>a. Designing parking structure exteriors to match the style, materials, and color of the main building;</li> <li>b. Maximizing commercial uses on the ground floor;</li> <li>c. Landscaping to screen parking structures not architecturally integrated with the main building;</li> <li>d. Utilizing decorative walls and/or landscaping to buffer residential uses from parking structures.</li> </ul>	<p><b>No Conflict.</b> The Project would provide vehicle parking spaces within two subterranean parking levels. Access to the subterranean parking levels would occur from one entry/exit driveway located along Bellwood Avenue near the northern boundary of the building. The entrance to the subterranean parking levels would be designed to match the style, materials, and color of the main building.</p>
<p><i>Project consistency with additional Community Plan goals, objectives, and policies is analyzed in Section IV.E, Land Use and Planning, of this Draft EIR.</i></p> <p><i>Source: Eyestone Environmental, 2021.</i></p>	