IV. Environmental Impact Analysis

IV. Environmental Impact Analysis

A. Aesthetics

1. Introduction

In 2013, Governor Edmund G. "Jerry" Brown signed Senate Bill (SB) 743. Among other things, SB 743 adds Public Resources Code (PRC) Section 21099, 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." PRC Section 21099 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," and "employment center project" as "a project located on property zoned for commercial uses with a floor area ratio of no less than 0.75 and that is located within a transit priority area." PRC Section 21064.3 defines "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." PRC Section 21099 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.

The related City of Los Angeles Department of City Planning Zoning Information (ZI) File No. 2452 provides further instruction concerning the definition of transit priority projects and that "[v]isual resources, aesthetic character, shade and shadow, light and glare, and scenic vistas or any other aesthetic impact as defined in the [*L.A. CEQA Thresholds Guide*] shall not be considered an impact for infill projects within TPAs pursuant to CEQA."

The Project Site is an infill site within the Hollywood community that is zoned for commercial uses. The Project would construct a 13-story hotel that would include 240 guest rooms, approximately 2,742 square feet of guest amenities, and approximately 5,373 square feet of shared guest and public spaces. Upon completion, the Project would result in approximately 73,440 square feet of new floor area and a maximum floor area ratio (FAR) of 6:1. The Project Site has convenient access to public transportation and is served by the Los Angeles County Metropolitan Transportation Authority (Metro) Red Line subway, as well as numerous bus lines. The closest Metro Red Line rail station is the

Hollywood/Vine Station, located less than 300 feet south of the Project Site. Therefore, the Project is located in a transit priority area, as confirmed by the City of Los Angeles Zoning Information and Map Access System (ZIMAS).[1] As such, the Project qualifies as an employment center project located in a transit priority area, and its aesthetic impacts shall not be considered significant impacts on the environment pursuant to PRC Section 21099. The following analysis regarding scenic vistas, scenic resources, consistency with applicable regulations governing scenic quality, and light and glare is provided for informational purposes only, and not for determining whether the Project will result in significant impacts to the environment.[2]

a. Scenic Vistas

The analysis regarding scenic vistas assesses a reduction in visual access to valued visual resources (e.g., mountain ranges, the urban skyline, historic resources, etc.) visible from a public location or state designated scenic highway as a result of the Project. The analysis considers the Project Site's distance from valued visual resources identified in the area, the topography of the Project Site and vicinity, and existing view obstructions. The analysis considers panoramic views or vistas (i.e., views of a large geographic area for which the view may be wide and extend into the distance).

b. Scenic Resources

The analysis of scenic resources assesses the Project's potential impact on valued scenic resources within a state scenic highway. Scenic resources include but are not limited to trees, rock outcroppings and historic buildings within a state scenic highway.

c. Regulations Governing Scenic Quality

A number of local plans, policies, and regulations governing scenic quality are applicable to the Project, including the City of Los Angeles General Plan Framework Element and Conservation Element, the Hollywood Community Plan (Community Plan), the Hollywood Redevelopment Plan (Redevelopment Plan), the Citywide Urban Design Guidelines, the City of Los Angeles Walkability Checklist, the Hollywood Signage Supplemental Use District (HSSUD), the City of Los Angeles Mural Ordinance, and the Los Angeles Municipal Code (LAMC).

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[1] *City of Los Angeles Department of City Planning, Zone Information and Map Access System (ZIMAS), Parcel Profile Report for 1718 N. Vine Street, www.zimas.lacity.org, accessed February 28, 2019.*

[2] *While not a specific environmental topic under Appendix G this analysis includes an evaluation of shading for informational purposes only in the light and glare section as it is related to light and the City has identified criteria for its analysis.*

d. Light and Glare

For purposes of this analysis, light and glare refers to artificial light sources associated with the Project that could affect the visual environment. There are two types of artificial, or man-made, light sources: (1) point sources (e.g., illuminated signage, street light poles, vehicle headlights); and (2) indirect sources that reflect light onto adjacent properties (e.g., reflective or light-colored surfaces).

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

Glare occurs during both daytime and nighttime hours. Daytime glare is caused by the reflection of sunlight or artificial light from highly polished surfaces, such as window glass or reflective materials, and, to a lesser degree, from broad expanses of light-colored surfaces. Daytime glare generation is common in urban areas and is typically associated with mid- to high-rise buildings with exterior façades largely or entirely comprised of highly reflective glass or mirror-like materials from which the sun can reflect, particularly following sunrise and prior to sunset. Daytime glare generation is typically related to sun angles, although glare resulting from reflected sunlight can occur regularly at certain times of the year. Glare can also be produced during evening and nighttime hours by artificial light directed toward a light-sensitive land use. The analysis of glare provided below assesses the Project's potential impacts on glare-sensitive uses, which include light-sensitive uses and transportation corridors (i.e., roadways).

While not a specific environmental topic under Appendix G this analysis includes an evaluation of shading for informational purposes only in the light and glare section as it is related to light and the City has identified criteria for its analysis. Shading refers to the effect of shadows cast upon adjacent areas by proposed structures. Shadows may provide

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

2. Environmental Setting

a. Regulatory Framework

(1) Senate Bill 743

As discussed above, SB 743 became effective on January 1, 2014. Among other provisions, SB 743 adds PRC Section 21099, 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."[3,4,5] As also discussed above, consistent with SB 743, the City issued ZI File No. 2452 regarding aesthetic and parking impacts for specified projects located in a transit

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[3] *PRC Section 21099 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 of no less than 0.75 and that is located within a transit priority area.*

[4] *PRC Section 21099 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.*

[5] *PRC Section 21099 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." PRC Section 21064.3 defines "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."*

priority area. ZI File No. 2452 summarizes the provisions of SB 743 and specifies that aesthetic character, visual resources, scenic vistas, light and glare, and shade and shadow shall not be considered an impact for infill projects within transit priority areas.

(2) City of Los Angeles General Plan Framework Element

As discussed in greater detail in Section IV.G, Land Use, of this Draft EIR, the City of Los Angeles General Plan Framework Element (Framework Element) provides direction regarding the City's vision for future development in the Project vicinity and includes an Urban Form and Neighborhood Design chapter to guide the design of future development. Although the Framework Element does not directly address the design of individual neighborhoods or communities, it embodies general neighborhood design policies and implementation programs that guide local planning efforts. The Framework Element also states that the livability of all neighborhoods would be improved by upgrading the quality of development and improving the quality of the public realm (Objective 5.5).[6]

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

The Open Space and Conservation Chapter of the Framework Element calls for the use of open space to enhance community and neighborhood character. The policies of this chapter recognize that there are communities where open space and recreational resources are currently in short supply and therefore suggests that pedestrian-oriented streets might serve as important resources for serving the open space and recreational needs of residents.

A detailed discussion of the Project's consistency with applicable objectives and policies of the Framework Element is provided below.

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[6] *City of Los Angeles General Plan Framework Element, p. 5-14.*

(3) Conservation Element of the City of Los Angeles General Plan

Section 15, Land Form and Scenic Vistas, of the General Plan's Conservation Element, adopted in September 2001, establishes the objective and policy for the protection of natural and scenic vistas as aesthetic resources. As stated therein, it is the City's policy to encourage development that would protect significant land forms and unique scenic features, such as ridgelines, bluffs, mountains, and other unique natural or geologic features. In addition, the City would also encourage, to the greatest extent practical, the preservation of public views and access to these visual resources. The Project's consistency with Section 15 of the Conservation Element and other applicable objectives and policies of the Conservation Element is provided in below.

(4) Hollywood Community Plan

The Project Site lies within the Hollywood Community Plan area of the City of Los Angeles. The Community Plan is one of 35 community and district plans established for different areas of the City that collectively comprise the Land Use Element of the General Plan. The specific purpose of the Community Plan is to promote an arrangement of land use, circulation, and services that would encourage and contribute to the economic, social and physical health, safety, welfare, and convenience of the Hollywood community, within the larger framework of the City. In addition, the Community Plan serves to guide the development, betterment, and change of the community to meet existing and anticipated needs and conditions, as well as to balance growth and stability, reflect economic potentials and limits, land development and other trends, and to protect investment to the extent reasonable and feasible.

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

There are no specific Community Plan objectives pertaining to aesthetics, views, light/glare, or shading for hotel uses. The Project's consistency with applicable Community Plan objectives are discussed below.

(5) Hollywood Redevelopment Plan

The Redevelopment Plan, prepared by the former Community Redevelopment Agency of the City of Los Angeles (CRA/LA), was adopted by the City Council on May 7, 1986, and amended in May 2003. The Hollywood Redevelopment Project Area

(Redevelopment Area) encompasses approximately 1,107 acres bounded approximately by Franklin Avenue on the north, Serrano Avenue on the east, Santa Monica Boulevard and Fountain Avenue on the south, and La Brea Avenue on the west. The Redevelopment Plan was intended to support the California Community Redevelopment Law[7] and, as such, is designed to improve economically and socially disadvantaged areas, redevelop or rehabilitate under or improperly utilized properties, eliminate blight, and improve the public welfare. More specifically, as it relates to the analysis of aesthetic impacts, the goals established in the Redevelopment Plan include reviving the historic core of the Hollywood area and preserving historically significant structures.

As discussed in Section IV.G, Land Use, of this Draft EIR, the Redevelopment Plan designates the Project Site for Regional Center Commercial land uses. Section 506.2.3 states that it is the intent of the Redevelopment Plan to focus development within the Regional Center Commercial designation in order to provide for economic development and guidance in the orderly development of a high quality commercial, recreational, and residential urban environment, with an emphasis on entertainment-oriented uses. Regional Center Commercial uses are divided into two districts, the Hollywood Boulevard District and the Hollywood Core Transition District. The Project Site is located within the Hollywood Boulevard District.

The Redevelopment Plan authorizes the adoption of Design(s) for Development to ensure that the scale, density, bulk, and general architectural style of new development are compatible with the architectural and/or historical features of a neighborhood, among other goals. Section 503 of the Redevelopment Plan defines Design(s) for Development as development and design guidelines that could include standards for the following features related to aesthetics: types of uses; building heights; land coverage; bulk; size; density; landscaping, including walls, fences and hedges; setbacks, which may include development and landscaping within the setbacks; design criteria, including architectural style; signs and billboards; lighting; and other development design and density controls necessary for proper development of both private and public areas within the Redevelopment Plan area. No Designs for Development have been adopted by the CRA/LA that would apply to the Project Site.

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

An analysis of the Project's consistency with applicable goals and objectives of the Redevelopment Plan is provided below.

(6) Citywide Design Guidelines

The Citywide Design Guidelines serve to implement the Framework Element's urban design principles and are intended to be used by City Planning Department staff, developers, architects, engineers, and community members in evaluating project applications, along with relevant policies from the Framework Element and Community Plans. By offering more direction for proceeding with the design of a project, the Citywide Design Guidelines illustrate options, solutions, and techniques to achieve the goal of excellence in new design. The Citywide Design Guidelines, which were adopted by the City Planning Commission in July 2013, are intended as performance goals and not zoning regulations or development standards, and therefore do not supersede regulations in the LAMC. As stated in the Citywide Design Guidelines, although each of the Citywide Design Guidelines should be considered in a project, not all of them will be appropriate in every case, as each project will require a unique approach, and "flexibility is necessary and encouraged to achieve excellent design."[8]

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

(7) City of Los Angeles Walkability Checklist

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

[8] *Los Angeles Department of City Planning, Commercial Citywide Design Guidelines, July 2013, p. 5.*

seeking discretionary approval for new construction. The final Walkability Checklist was completed in November 2008.[9]

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

(8) Hollywood Signage Supplemental Use District

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

(9) City of Los Angeles Mural Ordinance

On October 12, 2013, the City of Los Angeles adopted a Mural Ordinance to allow for the creation of new Original Art Murals (OAM) on private property. The Mural Ordinance was established in order to: (1) Lift the 2002 ban on murals on private property; (2) Differentiate new and existing murals from current prohibitions that apply to outdoor advertisements; (3) Create a mural registration process; and (4) Increase public access to and community participation in the creation of original works of art. The Mural Ordinance defines an Original Art Mural as: "A one-of-a-kind, hand-painted, hand-tiled, or digitally printed image on the exterior wall of a building that does not contain any commercial message." Original Art Murals on private property must meet all of the requirements contained in Los Angeles Administrative Code (LAAC) Section 22.119 and must be registered with the Department of Cultural Affairs.

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[9] *City of Los Angeles Department of City Planning, Walkability Checklist Guidance for Entitlement Review, November 2008.*

(10) Los Angeles Municipal Code

The City of Los Angeles Planning and Zoning Code (Chapter 1 of the LAMC) sets forth regulations and standards regarding the allowable type, density, height, and design or new development projects. The LAMC also sets forth specific regulations regarding lighting. Relevant LAMC provisions include:

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

- Chapter 1, Article 2, Sec. 12.21 A 16(e)(3). Adequate lighting shall be provided to ensure safe access to bicycle parking facilities in accordance with Section 12.21 A.5(k).

- Chapter 1, Article 4.4, Sec. 14.4.4 E. No sign shall be arranged and illuminated in such a manner as to produce a light intensity greater than 3 foot-candles above ambient lighting, as measured at the property line of the nearest residentially zoned property.

- Chapter 1, Article 7, Sec. 17.08 C. Plans for street lighting shall be submitted to and approved by the Bureau of Street Lighting for subdivision maps.

- Chapter 9, Article 3, Div. 1, Sec. 93.0117(b). No exterior light may cause more than 2 foot-candles of lighting intensity or generate direct glare onto exterior glazed windows or glass doors on any property containing residential units; elevated habitable porch, deck, or balcony on any property containing residential units; or any ground surface intended for uses such as recreation, barbecue or lawn areas or any other property containing a residential unit or units.

The following LAMC regulation pertains to art murals and public art installations on private property:

- Chapter 1, Article 4.4, Sec. 14.4.20. An Original Art Mural that conforms to the requirements of LAAC Section 22.119 is not considered a sign and therefore is not subject to sign regulations. A Public Art Installation registered pursuant to the requirements of LAAC Section 19.85.4 or the requirements of LAMC Section 91.107.4.6 is not a sign, but is subject to LAMC Section 14.4.4 E. and other applicable zoning and land use regulations set forth in the LAMC. A building permit from the Department of Building and Safety is required for a new hand-tiled or digitally printed Original Art Mural or any Public Art Installation.

The Project would be required to comply with the above LAMC provisions. In addition, the Project's consistency with the LAMC's applicable zoning and planning regulations governing the use and scale of the Project is evaluated below.

b. Existing Conditions

(1) Project Site

The Project Site is a 0.28-acre rectangular site located at 1718 N. Vine Street in a highly urbanized area within the Hollywood community of the City of Los Angeles. The Project Site is relatively flat and is occupied by paved surface areas and a 6,393-square-foot, two-story commercial restaurant and nightclub building with two interior floors and an outdoor patio on the second floor at the southeast corner. Currently, there are no driveways providing vehicular access to the Project Site. An approximately 15-foot paved easement area is located along the southern boundary of the Project Site and is gated at the Vine Street frontage to restrict public access. The easement leads to a paved area behind the building. There are no open space areas, trees, or landscaping on the Project Site. Two Jacaranda street trees are located outside of the property line along Vine Street. Overall, the visual character of the Project Site is generally unremarkable and typical of a commercial-use lot in a developed, urban environment.

Section IV.C, Cultural Resources, of this Draft EIR, evaluated the existing commercial building on the Project Site for historic significance. As summarized therein, the existing building does not appear to be a historical resource for the purposes of CEQA. Although the building was constructed in 1915, the building lacks integrity and has no ability to convey any potential significance due to the extent of alterations since its original construction. In addition, the building was not identified as a historical resource in previous surveys of Hollywood, including surveys conducted as recently as 2010. Furthermore, the building is not a contributor to the Hollywood Boulevard Commercial and Entertainment District, which is located adjacent to the Project Site, and discussed in further detail under Subsection 2.b.(2)(a) below. Therefore, there are no historical resources within the Project Site.

(2) Surrounding Area

The Project Site is an urban infill site located within the Hollywood Community Plan area of the City of Los Angeles. The Community Plan area is built out with a mix of low-, mid-, and high-rise buildings. As described in Section II, Project Description, of this Draft EIR, and shown in Figure IV.A-1 on page IV.A-12, the surrounding area includes a mixture of low-, mid-, and high-rise modern and historic buildings occupied by commercial, residential, office, restaurant, and entertainment-related uses. Generally, in the vicinity of the Project Site, dense commercial development and mid-rise structures are focused along the major arterials, such as Hollywood Boulevard and Vine Street, while lower density mixed-use areas interspersed with residential uses are located along the adjacent collector streets. Immediate uses surrounding the Project Site include a surface parking lot and the 13-story Capitol Records Building to the north; the two- to four-story Pantages Theatre to

Figure IV.A-1
Aerial View of the Urban Setting in the Project Vicinity

Source: Google Earth, 2016.

the east; the 12-story Equitable Building containing multi-family residential, commercial, and restaurant uses to the south; and the five-story Redbury Hollywood Hotel to the west across Vine Street. The Capitol Records Building, the Pantages Theatre, and the Equitable Building are historical resources and are discussed further below under Subsection 2.b.(2)(a). Other existing uses in close proximity to the Project Site include the Avalon, a two-story theater and entertainment venue located immediately north of the Redbury Hollywood Hotel; surface parking lots to the north of the Avalon and to the south of the Redbury Hollywood Hotel; the Easttown Apartment development, located on the northeast corner of Argyle Avenue and Hollywood Boulevard, across from the Pantages Theatre; and the W Hotel and Hollywood/Vine Station, located approximately 300 feet south of the Project Site on the south side of Hollywood Boulevard. In addition, the Yucca Street Condominium Project at the southwest corner of Yucca Street and Argyle Avenue adjacent to the Capitol Records Building has recently been developed as an approximately 180-foot residential tower. There is also a development proposal to redevelop the area to the north of the Project Site with the Millennium Hollywood Project, which would include structures as tall as 585 feet. Overall, open space and landscaping in the area immediately surrounding Project area are minimal and limited to street trees lining both sides of Vine Street.

(3) Scenic Vistas/Views

The following discussion describes the views associated with the Project Site, the surrounding area, and identified visual resources. Public views are those that can be seen from vantage points that are publicly accessible, such as streets, freeways, parks, and vista points. These views are generally available to a greater number of persons than are private views. Private views are those which can be seen from vantage points located on private properties.

(a) Visual Resources

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

As previously stated, the existing building on the Project Site does not appear to be a historical resource for the purposes of CEQA. Furthermore, the building is not a

contributor to the Hollywood Boulevard Commercial and Entertainment District, which is located adjacent to the Project Site. Therefore, the existing building would not be considered a visual resource for the purposes of this analysis.

Visual resources identified for purposes of this analysis also include off-site resources that may be viewed within the same viewshed as the Project Site from nearby or distant vantage points. The off-site visual resources identified for this analysis include:

- The Hollywood Boulevard Commercial and Entertainment District (Historic District), a 12-block area that generally extends along Hollywood Boulevard from El Cerrito Place to Argyle Avenue, and includes adjacent blocks on Ivar Avenue, Highland Avenue, and Vine Street. The Historic District was listed on the National Register in 1985 and included 102 buildings.

- The Equitable Building, a City of Los Angeles Historic-Cultural Monument (HCM #1088 declared 5/13/2015) located at 6253 W. Hollywood Boulevard, immediately south of the Project Site. The Equitable Building is a contributor to the Historic District.

- The Pantages Theatre, a City of Los Angeles Historic-Cultural Monument (HCM #193 declared 7/5/1978) located at 6233 Hollywood Boulevard immediately east of the Project Site. The Pantages Theatre is a contributor to the Historic District.

- The Hollywood Walk of Fame, a City of Los Angeles Historic-Cultural Monument (HCM #194 declared 7/5/1978) located adjacent to the Project Site along the Vine Street frontage. The Hollywood Walk of Fame is 2.3 miles long and lines the north and south sides of Hollywood Boulevard between Gower Street and Sycamore Avenue, and the east and west sides of Vine Street from Yucca Avenue to Sunset Boulevard.

- The Capitol Records Building and rooftop sign, a City of Los Angeles Historic-Cultural Monument (HCM #857 declared 11/15/2006) located at 1750 N. Vine Street, approximately 300 feet north of the Project Site.

- The Hollywood Hills, located approximately 1 mile north of the Project Site.

- The Hollywood Sign, located approximately 2.2 miles north of the Project Site within the Hollywood Hills.

(b) Views of the Project Site

As shown in Figure IV.A-2 on page IV.A-15, existing views of the Project Site consist of a two-story building and paved surface areas. No visual resources are located on the Project Site. Due to the relatively flat topography and developed nature of the Project area, views of the Project Site from most public street level locations are generally short in range

Looking Northeast at Site from Vine Street

Looking East at Site from Vine Street

Looking Southeast at Site from Vine Street

Figure IV.A-2
Existing Views of the Project Site

Source: Google Maps, 2017.

and primarily available to viewers at adjacent locations (i.e., pedestrians and motorists along Vine Street and visitors to the Redbury Hollywood Hotel, the Avalon, and the Capitol Records Building). Public views of the Project Site are available from north-south vantage points along Vine Street. Public views of the Project Site are also available from east-west vantage points along Hollywood Boulevard just west of Vine Street. Due to the height and scale of the Equitable Building, views of the Project Site from east-west vantage points along Hollywood Boulevard east of Vine Street are not available. Similarly, due to existing development, the Project Site is generally not visible from east-west vantage points along Yucca Street except at locations immediately adjacent to the Vine Street and Yucca Street intersection. Private views of the Project Site are available from immediately adjacent residential, commercial, office, and entertainment-related uses surrounding the Project Site. Views from these locations are typical of those occurring in urban mixed-use areas. Private views of the Project Site may also be available from elevated vantage points, such as the mid- and high-rise mixed-use and commercial buildings surrounding the Project Site.

More distant public and private views of the Project Site may also be available from the Hollywood Hills, located approximately 1 mile to the north of the Project Site, which rise to an elevation of approximately 1,100 feet from the base of the hills and are developed primarily with single-family residences along winding streets. Due to their elevated locations on the hillside, many of the residences in the Hollywood Hills are afforded long-range, private panoramic views across the area surrounding the Project Site and much of the Los Angeles Basin. These views of the urban landscape cross over the Project Site and, on a clear day, such views may extend southeast to downtown Los Angeles and southwest to the Pacific Ocean. Existing views from the Hollywood Hills portray the highly urbanized nature of the area between the Hollywood Hills and downtown Los Angeles. Within such views, the Project Site is difficult to distinguish within the greater fabric of urban development.

(c) Views of Off-Site Visual Resources

Views of the surrounding urban landscape consist of a varied composite of low-, mid-, and high-rise buildings, both historic and modern, occupied by commercial, residential, office, and entertainment-related uses. Scenic vistas of visual resources in the Project vicinity are limited due to the predominantly flat terrain of the vicinity and the dense, intervening development that blocks long-range, expansive views. Given the densely developed nature of the Project area, visual resources that can be seen in conjunction with the Project Site are limited to those that are located adjacent to the Project Site such as the Equitable Building, the Capitol Records Building, the Hollywood Walk of Fame, and the adjacent portion of the Historic District. In general, views that contain both the Project Site and one or more of these resources are limited to locations along Vine Street north of the Project Site and locations along Hollywood Boulevard just west of Vine Street. Public views of the Pantages Theatre in conjunction with the Project Site are not available due to

existing development, except for a limited view of the rear elevation of the theatre and the Project Site from Vine Street just north of the Project Site, looking southeast. Private elevated views of the Project Site and these resources may be available from upper levels of multi-story buildings surrounding the Project Site. The larger, distantly located visual resources such as the Hollywood Hills and the Hollywood Sign can also be viewed in conjunction with the Project Site. Intermittent, pedestrian-level, long-range views of the Hollywood Hills and the Hollywood Sign in conjunction with the Project Site are available from Vine Street south of the Project Site. Private views of the Hollywood Hills and the Hollywood Sign in conjunction with the Project Site may be available from the upper levels of multi-story mixed-use and commercial buildings located south of the Project Site.

(4) Light and Glare

(a) Lighting

The Project Site is located within the highly urbanized Hollywood community, along a well-developed boulevard, which is characterized by moderate to high ambient nighttime artificial light levels. Characteristic of an urban area, night lighting in the vicinity of the Project Site results from several types of artificial light sources, including street lights, automobile lights, residential, and commercial building lights, signage and parking facilities. The Project is located along Vine Street, a lighted street that is characterized by well-developed commercial, multi-family residential, and entertainment-related uses, as well as surface parking lots. The stretch of Vine Street immediately adjacent to the Project Site has moderate ambient nighttime lighting levels due to the existing hotel, restaurant, and nightclub uses. Existing nighttime lighting sources on the Project Site include low-level building and signage lighting, low-level pole lights that illuminate the surface parking lots, vehicle headlights, and pole-mounted streetlights. The nearest off-site receptors in the immediate Project vicinity that are considered sensitive to nighttime light and have views of the Project Site include the Redbury Hollywood Hotel and the residential uses within the Equitable Building.

(b) Glare

Daytime glare is generally associated with reflected sunlight from buildings with reflective surfaces such as glass, shiny surfaces, metal, or other reflective materials. The existing commercial building on the Project Site is constructed primarily of non-reflective materials and standard window glass, and is not a source of daytime glare. In the immediate Project vicinity, the nearest off-site receptors that are considered sensitive to daytime glare and have views of the Project Site include the Redbury Hollywood Hotel and the residential uses within the Equitable Building. In addition, motorists traveling along roadways in the Project vicinity may be sensitive to daytime glare.

(c) Shading

The area surrounding the Project Site is predominately flat and generally comprised of low-, mid-, and high-rise buildings. The tallest buildings in the immediate vicinity of the Project Site are the 13-story Capitol Records building located to the north and the 12-story Equitable Building located to the south of the Project Site. The Project Site is currently developed with a 6,393-square-foot, two-story commercial building. There are no open space areas, trees, or landscaping on the Project Site. Two Jacaranda street trees are located outside of the property line along Vine Street. Shadow-sensitive uses in proximity to the Project Site include: the Equitable Building located immediately adjacent and south, which has a sundeck and a rooftop sky deck; the Redbury Hollywood Hotel located adjacent on the west side of Vine Street, which has balconies fronting Vine Street and an interior courtyard; and the Easttown Apartment development located east of the Project Site across from the Pantages Theatre, which has terraces fronting on Argyle Street. The existing two-story commercial building on the Project Site and the adjacent Jacaranda street trees currently do not generate shadows on these sensitive uses.

3. Project Impacts

a. Thresholds of Significance

In accordance with the State CEQA Guidelines Appendix G (Appendix G), the Project would have a significant impact related to aesthetics if it would:

Threshold (a): Have a substantial adverse effect on a scenic vista;

Threshold (b): Substantially damage scenic resources including but not limited to trees, rock outcroppings, and historic buildings within a state scenic highway;

Threshold (c): In an urbanized area, conflict with applicable zoning and other regulations governing scenic quality;[10]

Threshold (d): Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area.

For this analysis, the Appendix G Thresholds are relied upon. The analysis utilizes factors and considerations identified in the *2006 L.A. CEQA Thresholds Guide*, as

[10] *Threshold (c) includes the following for projects in non-urbanized areas: In non-urbanized areas, substantially degrade the existing visual character or quality of public views of the site and its surroundings; (Public views are those that are experienced from publicly accessible vantage point.)*

appropriate, to assist in answering the Appendix G Threshold questions. The criteria considered include:

(a) Scenic vistas and visual resources

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

(b) For projects in urbanized areas, conflict with applicable zoning and other regulations governing scenic quality

- Applicable guidelines and regulations.

(c) Light and glare

- The change in ambient nighttime levels as a result of project sources;
- The extent to which project lighting would spill off the project site and affect adjacent light-sensitive areas; and
- While not a specific environmental topic under Appendix G this analysis includes an evaluation of shading for informational purposes only in the light and glare section as it is related to light and the City has identified the following criteria for its analysis: Shadow-sensitive uses would be shaded by project-related structures for more than three hours between the hours of 9:00 A.M. and 3:00 P.M. Pacific Standard Time (between early November and early March), or more than four hours between the hours of 9:00 A.M. and 5:00 P.M. Pacific Daylight Time (between early March and early November).[11]

[11] *Timeframes have been adjusted from those specified in the L.A. CEQA Thresholds Guide to account for the new Daylight Savings time period (second Sunday in March through the first Sunday in November), which went into effect in 2007 (per the Energy Policy Act of 2005) to reduce energy consumption. Prior to*

(Footnote continued on next page)

b. Methodology

(1) Scenic Vistas

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

To determine whether a potential view impact would occur, a five-step process is used to weigh several considerations, as follows:

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

this change, the spring equinox (March 21) occurred within Pacific Standard Time and was therefore subject to shading analysis between the hours of 9:00 A.M. and 3:00 P.M.

(2) Scenic Resources

As described in detail below, the Project Site does not include any scenic resources, nor is the Project Site located adjacent to a scenic highway. As such, no further analysis is required.

(3) Conflict with Regulations Governing Scenic Quality

The Project Site is located in an urbanized area. As such, in accordance with threshold I,c. of the Appendix G of CEQA Guidelines, the analysis discusses whether the Project would conflict with regulations regarding scenic quality. The determination of whether the Project conflicts with any applicable regulations governing scenic quality is based upon a review of the previously identified planning and zoning documents that pertain to scenic quality. These include the City of Los Angeles General Plan Framework Element and Conservation Element, the Community Plan, the Redevelopment Plan, the Citywide Urban Design Guidelines, the City of Los Angeles Walkability Checklist, the HSSUD, the City of Los Angeles Mural Ordinance, and the LAMC. CEQA Guidelines Section 15125(d) requires that a draft EIR discuss any inconsistencies with applicable plans. A project is considered consistent with the provisions and general policies of an applicable City or regional plan if it is consistent with the overall intent of the plan and would not preclude the attainment of its primary goals. A project does not need to be in perfect conformity with each and every policy.[12] More specifically, according to the ruling in *Sequoyah Hills Homeowners Association v. City of Oakland*, state law does not require an exact match between a project and the applicable general plan. Rather, to be "consistent," the project must be "compatible with the objectives, policies, general land uses, and programs specified in the applicable plan," meaning that a project must be in "agreement or harmony" with the applicable land use plan to be consistent with that plan.

(4) Light and Glare

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

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[12] *Sequoyah Hills Homeowners Association v. City of Oakland (1993) 23 Cal.App.4th 704, 719.*

While not a specific environmental topic under Appendix G this analysis includes an evaluation of shading for informational purposes only in the light and glare section as it is related to light and the City has identified criteria for its analysis. The analysis of a project's potential shading impact focuses on changes in shading conditions for those off-site uses and activities that are dependent on access to natural light. According to the *L.A. CEQA Thresholds Guide*, facilities and operations sensitive to the effects of shading include routinely useable outdoor spaces associated with residential, recreational or institutional land uses; commercial uses such as pedestrian-oriented outdoor spaces or restaurants with outdoor dining areas; nurseries; and existing solar collectors. These uses are considered sensitive because sunlight is important to function, physical comfort, or commerce.

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

Season	Date	Time of Day
Winter Solstice (PST)	December 21	9 A.M. PST to 3 P.M. PST
Summer Solstice (PDT)	June 21	9 A.M. PDT to 5 P.M. PDT
Fall Equinox (PDT)	September 22	9 A.M. PST to 5 P.M. PDT
Spring Equinox (PDT)	March 21	9 A.M. PDT to 5 P.M. PDT

PST = Pacific Standard Time
PDT = Pacific Daylight Savings Time

These hours represent the period of the day relevant to the assessment of impacts pursuant to the thresholds of significance set forth in the *L.A. CEQA Thresholds Guide* (referred to above and discussed below). For the purpose of establishing the hours in which significant impacts may occur, winter is described as occurring during Pacific Standard Time, which occurs between the first Sunday of November through the second Sunday in March; and spring, summer, and fall are described as occurring during Pacific Daylight Time, which occurs between the second Sunday in March and the first Sunday of November.[13]

[13] *Timeframes have been adjusted from those specified in the L.A. CEQA Thresholds Guide to account for the new Daylight Savings time period (second Sunday in March through the first Sunday in November),* *(Footnote continued on next page)*

Figure IV.A-8a through Figure IV.A-11d on pages IV.A-46 through IV.A-60 in the analysis below depict the projected shadows of the Project for the selected hours shown above. The projected shadows are based on a 3D model of the Project that identifies the specific building footprints and maximum building heights. Based on the projected shadows, the Project's incremental effect on the duration of shading on each of the identified sensitive uses is determined and assessed against the criteria outlined below.

c. Project Design Features

The following project design features are proposed with regard to aesthetics:

AES-PDF-1: Temporary construction fencing shall be placed along the periphery of the active construction areas to screen as much of the construction activity from view at the street level, as feasible, and to keep unpermitted persons from entering the construction area.

AES-PDF-2: The Project Applicant shall ensure through appropriate postings and daily visual inspections that no unauthorized materials are posted on any temporary construction barriers or temporary pedestrian walkways that are accessible/visible to the public, and that such temporary barriers and walkways are maintained in a visually attractive manner (i.e., free of trash, graffiti, peeling postings and of uniform paint color or graphic treatment) throughout the construction period.

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

AES-PDF-4: New on-site utilities that may be required to serve the Project shall be installed underground, where practical.

AES-PDF-5: Mechanical, electrical, and roof top equipment, as well as building appurtenances, shall be screened from public view.

AES-PDF-6: Trash areas associated with the proposed buildings shall be enclosed or otherwise screened from view from public rights-of-way.

AES-PDF-7: All new street and pedestrian outdoor lighting required for the Project shall be shielded and directed towards the interior of the Project Site such that the light source does not project directly upon any adjacent property.

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which went into effect in 2007 (per the Energy Policy Act of 2005) to reduce energy consumption. Prior to this change, the spring equinox (March 21) occurred within Pacific Standard Time and was therefore subject to shading analysis between the hours of 9:00 A.M. and 3:00 P.M.

AES-PDF-8: Glass used in building façades shall be anti-reflective or treated with an anti-reflective coating in order to minimize glare.

d. Analysis of Project Impacts

(1) Project Improvements

As discussed in Section II, Project Description of this Draft EIR, the Project would remove the existing commercial building and paved areas to develop a 13-story hotel tower, which would consist of 240 hotel guest rooms, approximately 2,742 square feet of guest amenities, and approximately 5,373 square feet of shared guest and public spaces. The proposed building would also include five levels of subterranean parking with 79 parking spaces. A total of 72 bicycle parking spaces would be provided below-grade in an attended bicycle parking service. These improvements are considered in the assessment of impacts related to aesthetics, views, light/ glare, and shading.

(a) Project Design and Building Heights

The proposed 13-story hotel tower would have a maximum height of 185 feet and would be constructed on the northernmost portion of the Project Site at the north and west (front) property lines in order to maintain the existing 15-foot easement along the southern portion of the Project Site. The base portion of the proposed building would be recessed to provide space for an outdoor landscaped seating area adjacent to the entrance of the hotel. The ground floor level would include the hotel lobby, a self check-in kiosk, a luggage room, as well as a publicly-accessible coffee bar with an outdoor seating area fronting Vine Street. A mezzanine level containing mechanical equipment would be located above the ground floor. The hotel's proposed 240 guest rooms would be located on Levels 2 through 11 of the building. Level 12 would contain a 817-square-foot gym for hotel guest use, restrooms, back of house uses, and mechanical equipment. The Applicant's 3,742-square-foot "living room" concept, which provides lounge seating, a floor-to-ceiling display of curated books, workspace areas, and a limited-service food and beverage bar called "canteenM" for hotel guest and public use would be located on Level 13. Level 13 would also include publicly-accessible terraces with seating areas and landscaping.

The proposed building would be designed in a contemporary architectural style that is intended to complement but not copy the existing historic buildings surrounding the Project Site. The building fenestration on the east and west elevations would exhibit a simple, clean cellular pattern that is articulated by the painted aluminum window frames. The south elevation would be characterized by a recessed vertical light court, while the north elevation would be a solid wall with an original art mural. Mechanical equipment would be located on the northern portion of the building roof and setback to minimize the view from Vine Street. In addition, the mechanical equipment would be wrapped in

20-foot-tall metal mesh to screen mechanical equipment from public view. Building materials would include painted concrete, aluminum, metal, and glass.

(b) FAR and Setbacks

The Project would result in a total floor area of 73,440 square feet. The FAR for the Project would be 6:1. The Project would have a zero-foot front yard setback along Vine Street, a zero-foot northerly side yard setback, a 15-foot southerly side yard setback, a zero-foot easterly rear yard setback at the lower two stories, and a 14-foot easterly rear yard setback above Level 2.

(c) Landscaping and Open Space

Ground-level landscaping would be provided within the outdoor seating area and at the main entrance, and would include a mix of trees, shrubs, and large planters. Plant materials would be drought-tolerant and native to Los Angeles, where feasible.

The Project Site does not contain any protected trees or non-protected trees. Two Jacaranda street trees are located adjacent to the Site in the City's right of way, one of which will be removed to allow for the construction of the Project's required driveway. The remaining Jacaranda street tree would be retained and would be protected during construction of the Project. Following construction of the Project's driveway, there would no longer be sufficient space to plant a replacement street tree along the Project Site's frontage. Accordingly, and pursuant to the City's Urban Forestry Division policies, the Jacaranda tree proposed for removal would be replaced with two 15-gallon trees that would be donated to the City in coordination with the Urban Forestry Division.

(d) Lighting and Signage

Project lighting would include architectural lighting for the buildings, and exterior lights adjacent to buildings and along pathways for aesthetic, security and wayfinding purposes. All Project lighting would comply with current energy standards. For example, exterior lighting would be automatically controlled via occupancy and photo sensors and/or timers to illuminate only when required. In addition, interior lighting would be equipped with occupancy sensors and/or timers that would be controlled based on room occupancy, thus reducing lighting load and glare. Further, all exterior and interior lighting would meet high energy efficiency requirements utilizing light emitting diode (LED) or efficient fluorescent lighting technology. All light sources would be shielded and/or directed toward areas to be illuminated thereby minimizing spill-over onto nearby sensitive areas. In addition, new street and pedestrian lighting within the public right-of-way would comply with applicable City regulations and thus would maintain appropriate and safe lighting levels on both sidewalks and roadways while minimizing light and glare on adjacent properties.

A small monument sign consisting of the citizenM logo is proposed at the primary entrance off of Vine Street. This monument sign would be consistent with all requirements of the LAMC and HSSUD. The Project would also include original art murals on the southwest corner and the north elevation of the proposed building. These murals would fully comply with the City's guidelines and requirements for original art murals, as administered by the Department of Cultural Affairs. No on- or off-site signage would be permitted to be installed as part of any proposed original art mural.

(2) Description of Conceptual Views

To support the analysis of operational impacts related to aesthetics, conceptual views of the Project Site at buildout have been prepared and are provided in Figure IV.A-3 through Figure IV.A-7 on pages IV.A-27 through IV.A-31. These visual simulations are based on an architectural 3-D digital model of the Project and are intended to generally depict the Project's building heights and massing relevant to the assessment of aesthetic impacts. Five simulations are provided, the locations of which were selected based on the availability of public views that contain the Project Site in conjunction with surrounding visual resources including the Equitable Building, the Capitol Records Building and rooftop sign, the Hollywood Walk of Fame, the Historic District, the Hollywood Hills, and the Hollywood Sign.

- Conceptual View 1—Figure IV.A-3 on page IV.A-27 provides a view of the primary façade of the hotel building directly west of the Project Site on the west side of Vine Street. The proposed hotel tower is the focus of this viewpoint and is somewhat taller than the immediately adjacent Equitable Building. The Pantages Theatre, which is located directly behind the Project Site, is obscured by the hotel building. As shown in the conceptual rendering, the recessed ground floor level and entrance to the hotel create a more pedestrian-scaled street frontage. The Hollywood Walk of Fame is clearly visible in front of the outdoor seating area and promotes an active streetscape along this portion of Vine Street.

- Conceptual View 2—Figure IV.A-4 on page IV.A-28 depicts a view of the Project Site looking northeast from the west side of Vine Street. From this vantage point, the Capitol Records Building and rooftop sign, and a portion of the western elevation of the Equitable Building are visible. Although somewhat taller, the proposed building is generally consistent with the heights of the 12-story Equitable Building and the 13-story Capitol Records Building and rooftop sign. In addition, the modern design of the building is generally compatible with the adjacent historic buildings. From this vantage point, the Pantages Theatre, which is located behind the Project Site, and the distant Hollywood Hills and Hollywood Sign are not visible.

Figure IV.A-3
Conceptual View 1

Source: Gensler, 2018.

Figure IV.A-4
Conceptual View 2

Source: Gensler, 2018.

Figure IV.A-5
Conceptual View 3

Source: Gensler, 2018.

Figure IV.A-6
Conceptual View 4

Source: Gensler, 2018.

Figure IV.A-7
Conceptual View 5

Source: Gensler, 2018.

- Conceptual View 3—Figure IV.A-5 on page IV.A-29 provides a view of the Project Site from an elevated vantage point looking northeast at the Project Site. From this viewpoint, the height and design of the proposed hotel building appears to blend in with the existing development. The building form of the hotel mimics that of the Redbury Hollywood Hotel and the Equitable Building by recessing the center portion of the building along its southern façade to create a light court. Scenic views of the Hollywood Hills and the Hollywood Sign are clearly depicted in the background of this viewpoint. Furthermore, the Capitol Records Building and rooftop sign, the Equitable Building, and portions of the Pantages Theatre are all visible from this location.

- Conceptual View 4—Figure IV.A-6 on page IV.A-30 depicts a view of the Project Site from an elevated vantage point looking northwest at the Project Site. Similar to Conceptual View 3, this viewpoint illustrates the compatibility of the building height and design with other existing high-rise buildings in the immediate vicinity. The lower-rise Pantages Theater is prominent in the foreground and would not be obstructed by the Project. The Equitable Building and the Capitol Records Building and rooftop sign are also clearly visible in the mid-ground due to their height. Portions of the Hollywood Hills can be seen in the background.

- Conceptual View 5—Figure IV.A-7 on page IV.A-31 provides a view of the Project Site from an elevated vantage point looking southeast at the north elevation of the Project and the proposed art mural. The Capitol Records Building and rooftop sign are clearly visible in the foreground and are separated from the Project by a large surface parking lot. Behind the Project, the north and west elevations of the Pantages Theater, which lack distinctive architectural features, are visible in the background. From this viewpoint, only the west elevation of the Equitable Building, which sits immediately south of the Project, can be seen. This viewpoint illustrates the similarity of the Project's building fenestration along the west elevation to the design of the Equitable Building.

(3) Project Impacts

Threshold (a): Would the Project have a substantial adverse effect on a scenic vista?

As discussed above, scenic vistas of visual resources in the Project vicinity are limited due to the predominantly flat terrain of the Project area and the dense, intervening development that blocks long-range, expansive views. As previously described, scenic resources within the Project area that are available from public locations include the Hollywood Hills and the Hollywood Sign. As illustrated in the views presented above, views of these resources are limited, partial, distant, and/or non-existent. Focal views closer to the Project Site include the Historic District, the Equitable Building, the Pantages Theatre, the Capitol Records Building and rooftop sign, and the Hollywood Walk of Fame. These visual resources are usually substantially blocked by adjacent development unless the

viewer is in close proximity to the resource. In particular, the Hollywood Walk of Fame would not be available to public viewers other than at locations immediately adjacent due to the nature and location of this resource.

Public viewing locations or vantage points of the Project Site include public streets and sidewalks adjacent to the Project Site and in the surrounding area, and other public areas surrounding the Project Site offering elevated views of the Project area. Under existing conditions, short-range views of the Project Site are obstructed from most public vantages and are generally only available to viewers at adjacent locations including pedestrians and motorists along Vine Street and a short segment of Hollywood Boulevard. The development of the high-rise hotel on the Project Site would result in changes to short-range focal views and long-range distant views of the Project Site. Due to the height and scale of the proposed hotel, the changes to short-range views, particularly along the immediately adjacent Vine Street, would be more substantial than changes to long-range views, as further described below. Within short-range views from street-level vantage points adjacent to the Project Site, the Project would be prominently visible and would be substantially taller and have more perceived bulk than the existing commercial building.

(a) North-Facing Views

Long-range northerly views in the area around the Project Site provide intermittent and distant views of small portions of the Hollywood Hills and Hollywood Sign. The Project in conjunction with the Hollywood Hills and Hollywood Sign would only be visible at limited locations to the south along Vine Street due to existing development. The proposed building would not block public views of the distant Hollywood Hills or Hollywood Sign from Vine Street.

Short-range north-facing views from south of the Project Site are generally limited to locations along Vine Street and would include views of a portion of the Historic District, which includes the Equitable Building and the Pantages Theater. Development of the proposed hotel would not obstruct north-facing views of these visual resources as the Project Site is located to the north. North-facing public views of the Project Site would also include views of the Capitol Records Building and rooftop sign. Due to the distance from the Project Site, the proposed building would not obscure public views of the Capitol Records Building from south of the Project Site.

Private views of the Hollywood Hills, the Hollywood Sign, the Equitable Building, the Pantages Theater, and the Capitol Records Building and rooftop sign in conjunction with the Project Site may also be available from the upper levels of multi-story mixed-use and commercial buildings located south of the Project Site. The 13-story hotel tower would obstruct some of the private views of the Hollywood Hills, the Hollywood Sign, and the Capitol Records Building and rooftop sign from the residential units in the Equitable

Building with windows facing north. Private views are not protected under CEQA. In addition, in accordance with SB 743, view impacts would not be considered significant, and no mitigation measures would be required.

(b) East-Facing Views

East-facing views (including northeast and southeast) from the west of the Project Site is limited to locations along Vine Street, and would include views of the portions of the Historic District, the Equitable Building, the Capitol Records Building and rooftop sign, and the Pantages Theatre. East-facing views of the Project Site in conjunction with the Historic District, the Equitable Building, the Capitol Records Building and rooftop sign, and/or the Pantages Theatre would not be visible further west due to the existing urban development. The 13-story hotel tower would block east-facing views of the unadorned western elevation of the Pantages Theatre. However, this view of the Pantages Theatre is not considered an important or primary view, and would be intermittently available further north of the Project Site looking southeast. Therefore, the Project would not obstruct existing important east-facing views of identified visual resources.

(c) South-Facing Views

South-facing views from north of the Project Site are generally not available except at locations along Vine Street, and would include the Capitol Records Building and rooftop sign, the Equitable Building, and portions of the Historic District near the intersection of Vine Street and Hollywood Boulevard. Views of the Historic District and the Capitol Records Building and rooftop sign would not be impacted by the Project. However, the proposed 13-story hotel tower would obscure public views of the north elevation of the adjacent Equitable Building.

(d) West-Facing Views

From limited locations along Argyle Avenue between Yucca Street and Hollywood Boulevard facing west, the upper levels of the proposed hotel tower would be visible behind the Pantages Theatre. The upper levels of the Equitable Building would also remain visible. No other identified visual resources in conjunction with the Project Site would be visible from these west-facing locations. Further east, views of the Project Site are not available due to existing development. The development of the proposed hotel would not obstruct existing valued views of the Equitable Building or the Pantages Theatre. Therefore, the Project would not obstruct existing important west-facing views of identified visual resources.

(e) Summary of Impacts to Scenic Vistas

Based on the analysis above, upon completion of the Project, intermittent and distant public views of small portions of the Hollywood Hills and Hollywood Sign would continue to be available from limited locations to the south along Vine Street looking north. The proposed building would not block public views of the distant Hollywood Hills or Hollywood Sign from Vine Street. The Project would obstruct existing public views of the north elevation of the Equitable Building, and some private views from the residential units in the Equitable Building with windows facing north. However, private views are not protected under CEQA. **In accordance with SB 743 and ZI File No. 2452, impacts to scenic vistas would not be considered significant.**

Threshold (b): Would the Project substantially damage scenic resources, including but not limited to trees, rock outcroppings, and historic buildings or other locally recognized desirable aesthetic natural feature within a state-designated scenic highway?

As discussed in **Section VI, Other CEQA Considerations,** and in the Initial Study (**Appendix A of this Draft EIR**), the Project Site is not located within a state or City-designated scenic highway. The nearest state-designated scenic highway is the 6.2-mile segment of State Route 110 (also known as the Arroyo Seco Parkway) located approximately 5 miles southeast of the Project Site,[14] and the nearest City-designated scenic parkway is along Mulholland Drive, approximately 1.35 miles north of the Project Site.[15] Therefore, the Project would not damage scenic resources, including trees, rock outcroppings, historic buildings, or other natural features within a designated scenic highway. **As such, no impacts to scenic resources within a scenic highway would occur. Furthermore, pursuant to SB 743 and ZI File No. 2452, any Project impacts to scenic resources would not be considered significant.**

Threshold (c): In an urbanized area, would the project conflict with applicable zoning and other regulations governing scenic quality?

As noted above, the Project Site is a 0.28-acre rectangular site located at 1718 N. Vine Street in a highly urbanized area within the Hollywood community of the City of Los Angeles. The Project Site is relatively flat and is occupied by paved surface areas and a 6,393-square-foot, two-story commercial restaurant and nightclub building with two interior

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[14] *California Scenic Highway Mapping System, Los Angeles County, www.dot.ca.gov/hq/LandArch/16_livability/scenic_highways/langeles.htm, accessed February 27, 2019.*

[15] *Los Angeles Department of City Planning, Mobility Plan 2035, Citywide General Plan Circulation System Map A4, Central, Midcity Subarea, January 20, 2016.*

floors and an outdoor patio on the second floor at the southeast corner. There are no open space areas, trees, or landscaping on the Project Site. Two Jacaranda street trees are located outside of the property line along Vine Street. Overall, the visual character of the Project Site is generally unremarkable and typical of a commercial-use lot in a developed, urban environment.

As also discussed above, a number of local plans, policies, and regulations related to scenic quality are applicable to the Project, including the City of Los Angeles General Plan Framework Element and Conservation Element, the Community Plan, the Redevelopment Plan, the Citywide Urban Design Guidelines, the City of Los Angeles Walkability Checklist, the HSSUD, the City of Los Angeles Mural Ordinance, and the LAMC. The Project's consistency with the general intent of these plans and regulations is provided below.

(a) General Plan

(i) Framework Element

The City of Los Angeles General Plan Framework Element provides direction regarding the City's vision for future development in the City and includes an Urban Form and Neighborhood Design chapter to guide the design of future development. One of the key objectives of the Urban Form and Neighborhood Design Chapter is to enhance the livability of all neighborhoods by upgrading the quality of development and improving the quality of the public realm (Objective 5.5). The Project would enhance the built environment in the surrounding neighborhood and upgrade the quality of development. Specifically, the Project Site is located on Vine Street within Hollywood's entertainment and commercial core and has convenient access to public transit. In addition, the Project would encourage pedestrian activity by creating a more active, pedestrian-friendly street frontage and improving the streetscape along Vine Street. The Project would also include publicly-accessible terraces with seating areas and landscaping. All utilities on the Project Site would be placed underground. Therefore, the Project would be generally consistent with the applicable objectives and policies that support the goals set forth in the Framework Element's Urban Form and Neighborhood Design Chapter.

(ii) Conservation Element

The Project would obstruct existing public views of the north elevation of the Equitable Building. Thus, while not resulting in any impact due to the provisions of SB 743, the Project would conflict with Section 15 of the Conservation Element, which encourages protection of scenic vistas and the preservation of public views of visual resources. Nonetheless, the Project would be fully consistent with multiple other conservation objectives and policies. Specifically, the Project would not conflict with the Conservation Element's cultural and historic objective of protecting important cultural and historic sites

and resources for historical, cultural, research, and community educational purposes or any of its objectives and policies pertaining to agricultural lands, equine areas, or forests. Therefore, the Project would be substantially consistent with the Conservation Element.

(b) Hollywood Community Plan

The Project Site is designated for Regional Center Commercial land uses by the Community Plan. Corresponding zoning designations for this land use designation include the Project Site's C4 (Commercial) zone of the LAMC, discussed further below. The Project Site is subject to Footnote 9 of the Community Plan's land use map, which establishes a base development intensity equivalent to a 4.5:1 FAR, with a maximum of 6:1 FAR possible through a Transfer of Development Rights procedure and/or City Planning Commission approval. As discussed above, there are no specific Community Plan objectives pertaining to aesthetics for hotel uses. However, any new power lines that may be required would be placed underground consistent with the public improvements section of the Community Plan. In addition, the proposed FAR of 6:1 would not conflict with the Community Plan.

(c) Redevelopment Plan

The Project would result in approximately 73,440 square feet of new floor area and a FAR of 6:1 and would exceed the base allowable FAR of 4.5:1 under the Redevelopment Plan's Regional Center Commercial designation. However, new development may exceed the 4.5:1 FAR limitation to a maximum of 6:1 FAR if the development meets Objective (a) and at least one other objective set forth in Section 506.2.3 of the Redevelopment Plan, or as allowed by future amendments to the Community Plan, and the Applicant enters into a written agreement with the CRA/LA. The Project is requesting a Vesting Zone/Height District Change from C4-2D-SN to (T)(Q)C4-2D-SN to allow for a FAR of 6:1, along with a binding written agreement with the CRA/LA to allow FAR in excess of 4.5:1 and the Project would meet Objectives (a), (b), and (c) set forth in Section 506.2.3 of the Redevelopment Plan. Specifically, the Project would meet Objective (a), which calls for concentrating high intensity and/or density development in areas with reasonable proximity or direct access to high capacity transportation facilities or which effectively utilize transportation demand management programs by locating a new high density development approximately 300 feet north of the Hollywood/Vine Metro Station; Objective (b), which calls for new development which compliments the existing buildings in areas having architecturally and/or historically significant structures or to encourage appropriate development in areas that do not have architecturally and/or historically significant buildings by developing a new building that is compatible with surrounding historic structures, as discussed in Section IV.C, Cultural Resources of this Draft EIR; and Objective (c) which calls for focal points of entertainment, tourist, or pedestrian oriented uses in order to create a quality urban environment by providing a new hotel in close proximity to transit. Therefore, the Project would not conflict

with Section 506.2.3 of the Redevelopment Plan and would be allowed to exceed the 4.5:1 FAR limitation to a maximum FAR of 6:1.

(d) Citywide Urban Design Guidelines

The Citywide Design Guidelines are intended as performance goals and not zoning regulations or development standards. Although each of the Citywide Design Guidelines should be considered in a project, not all will be appropriate in every case. The Project would not conflict with the six objectives of the Citywide Design Guidelines, as discussed below.

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

The Project Site is located in an area that is highly urbanized, visually eclectic, and lacks a consistent visual character and cohesive theme. The hotel use proposed for the Project Site is substantially compatible with the surrounding uses, which include the Redbury Hollywood Hotel located adjacent to the Project Site, and the W Hotel, located approximately 300 feet to the south across Hollywood Boulevard. Currently, the Project Site is occupied with a two-story commercial building and paved surface areas. The Project would construct a hotel development on an infill site, which would result in a more cohesive and vibrant street environment along Vine Street when compared to the existing conditions. The Project would create a strong street wall along Vine Street by locating the building at the front property line. To create a more inviting and pedestrian friendly environment, the ground floor level of the building would be recessed to provide space for an outdoor landscaped seating area. The outdoor seating and glass entryway are intended to connect the Project to the street and draw pedestrians into the building, which would activate and enhance the streetscape along this portion of Vine Street.

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

As depicted in Figure IV.A-3 through Figure IV.A-7 on pages IV.A-27 through IV.A-31, the Project would be designed in a contemporary architectural style that would complement the existing historic buildings surrounding the Project Site. The building fenestration on the east and west elevations would exhibit a simple, clean cellular pattern that is articulated by the painted aluminum window frames. The south elevation would be characterized by a recessed vertical light court. The north elevation would be a solid wall and would not have any openings, but would feature an original art mural. Mechanical equipment would be located on the northern portion of the building roof and setback to minimize the view from Vine Street. In addition, the mechanical equipment would be wrapped in 20-foot tall metal mesh to screen mechanical equipment from public view. Building materials would include painted concrete, aluminum, metal, and glass.

Objective 3: Augment the Streetscape with Pedestrian Amenities.

The Project would activate and enhance the streetscape adjacent to the Project Site by providing an outdoor landscaped seating areas and glass entryway, which are intended to connect the Project to the street and draw pedestrians into the building. Landscaping would be provided at the building entrance and outdoor seating area, and would include a mix of trees, shrubs, and large planters. Plant materials would be drought-tolerant and native to Los Angeles, where feasible.

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

Project parking would be located within five subterranean levels and would not be visible to the public. The Project would provide a single two-way driveway off of Vine Street that would be integrated with the Project street frontage and lead to the subterranean parking levels.

Objective 5: Include Open Space to Create Opportunities for Public Gathering.

As previously described, the Project would include an outdoor seating area at the front entrance of the hotel building and outdoor terraces on Level 13 that create opportunities for public gathering.

Objective 6: Improve the Streetscape by Reducing Visual Clutter.

The Project would include landscaping and enhanced streetscape to serve as an accent to the overall design of the Project while ensuring adequate spacing and scale. Project signage would be designed to be aesthetically compatible with the types of signage and uses within the community and would include a monument sign located adjacent to the Project entrance. The Project would include low-level exterior lights adjacent to the proposed building for security and wayfinding purposes and would avoid unnecessary lighting fixtures. Low-level accent lighting to highlight architectural features, landscape elements, and the Project's signage would also be incorporated. As provided in Project Design Feature AES-PDF-7 above, all new street and pedestrian outdoor lighting would be shielded and directed towards the interior of the Project Site such that the light source does not project directly upon any adjacent property. In addition, as provided in Project Design Features AES-PDF-4 through AES-PDF-6 above, all major utilities would be placed underground and all equipment and trash areas would be required to be screened from public view.

(e) Walkability Checklist

The Project would incorporate, where applicable, many of the implementation strategies presented in the Walkability Checklist, and would implement a number of

relevant design elements in order to foster a vibrant and visually appealing pedestrian environment. The primary objectives defined for sidewalks address facilitating pedestrian movement and enriching the quality of the public realm by providing appropriate connections and street furnishings in the public right-of-way. Recommended implementation strategies that would be incorporated into the Project include: creating a continuous and predominantly straight sidewalk; providing adequate sidewalk widths; and creating a buffer between pedestrians and moving vehicles by the use of landscape and street furniture (i.e., bicycle racks, planters, benches).

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

Within the Walkability Checklist, building orientation addresses the relationship between building and street as a means of improving neighborhood character and the pedestrian environment. Recommended implementation strategies that would be incorporated into the Project include: a grade level entrance from the public right-of-way to the hotel for pedestrians; a primary entrance to the hotel that is visible from the street and sidewalk; complying with Americans with Disabilities Act (ADA) guidelines at primary pedestrian entrances; and locating hotel at the front property line to create a strong street wall.

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

The Walkability Checklist objective related to building façades is to create/reinforce neighborhood identity and a richer pedestrian environment. As depicted in the visual simulations provided in As depicted in Figure IV.A-3 through Figure IV.A-7 on pages IV.A-27 through IV.A-31, the Project would address many of the relevant implementation strategies, including: incorporating different textures, colors, materials, and distinctive architectural features that add visual interest; adding scale and interest to building façades by articulated massing; reinforcing the existing façade rhythm along the street with architectural elements; and by including overhead architectural features, that provide shade

and reduce heat gain while providing publicly accessible open space and amenities at the street and on Level 13.

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

Based on the Project elements previously described and the analysis herein, the Project would support the applicable Walkability Checklist objectives and implement relevant strategies. As such, the Project would not conflict with relevant aspects of the Walkability Checklist.

(f) Hollywood Signage Supplemental Use District

The Project would not include any of the types of signs that are prohibited in the HSSUD pursuant to Ordinance No. 181,340. No on- or off-site signage would be included as part of the proposed original art murals. Furthermore, the Project would comply with the design standards for specific types of signs set forth in Ordinance No. 181,340, including, but not limited to, standards related to location, dimensions, area, height, spacing, and materials. Therefore, the Project would not conflict with the applicable signage requirements in the HSSUD.

(g) City of Los Angeles Mural Ordinance

The Project would comply with the regulations set forth in Los Angeles Administrative Code Section 22.119 pertaining to Original Art Murals on private property. The proposed murals on the Project Site would meet the requirements contained in LAAC Section 22.119(d), including size and placement. The Project Applicant would notify the applicable neighborhood council at least 45 days prior to registering the murals with the Department of Cultural Affairs. The Project Applicant would also obtain a building permit from the Department of Building and Safety for each of the murals, pay any applicable fees, and record a covenant with the Department of Cultural Affairs and the Office of the County Recorder for each mural. Therefore, the Project would not conflict with the City of Los Angeles Mural Ordinance.

(h) LAMC

The Project Site is currently zoned C4-2D-SN (Commercial, Height District 2 with Development Limitation, HSSUD). The C4 zone permits a wide array of land uses, such as

the hotel proposed by the Project. The Height District 2 designation, in conjunction with the C4 zone, does not impose a height limitation but does impose a maximum FAR of 6:1. The "D" limitation of the Project Site's zoning, however, further limits the total floor area contained in all buildings to a base FAR of 3:1 (per Ordinance No. 165,659, adopted in 1990), which may be exceeded with the approval of the Community Redevelopment Agency and the City Planning Commission.

The base FAR of 3:1 imposed by the "D" Development Limitation would be exceeded by the Project. The Project Applicant is requesting a Vesting Zone/Height District Change from C4-2D-SN to (T)(Q)C4-2D-SN to allow for a FAR of 6:1 in lieu of 3:1 (per Ordinance No. 165,659). The proposed FAR would be allowed under Height District 2, and is consistent with the 6:1 FAR allowed by the Framework Element's Regional Center designation, the Community Plan's allowance of a 6:1 FAR provided that approval is granted by the City Planning Commission; and the Redevelopment Plan's allowance of a 6:1 FAR for projects that are consistent with the Redevelopment Plan's objectives and policies, as discussed above. Thus, with the approval of the Vesting Zone/Height District Change, the Project would be consistent with the LAMC's floor area regulations.

Pursuant to LAMC Section 12.11 C.2, buildings containing residential uses in the C4 zone (including hotels, which are classified as a residential use by the LAMC) are required to provide side and rear yards as specified in the R4 zone's regulations at the floor level of the first story used for residential purposes. The Project Applicant is requesting Zoning Administrator's Adjustment (ZAA) to allow a zero-foot northerly side yard and a 15-foot southerly side yard in lieu of the otherwise required 16-foot side yards, and a zero-foot easterly rear yard at the lower two stories and a 14-foot easterly rear yard above the second story in lieu of the otherwise required 20-foot rear yard. Following approval of this ZAA, the Project's guest rooms, as well as the existing residential uses to the south of the Project Site, will continue to be afforded the light, air, and privacy that are intended to be preserved by the LAMC's setback requirements. Thus, with approval of the ZAA, the Project would comply with the LAMC's setback policies and requirements.

(i) Conclusion

Based on the above, the Project would not conflict with the majority of zoning and other regulations governing scenic quality. The Project would, however, conflict with Section 15 of the Conservation Element, which encourages protection of scenic vistas and the preservation of public views of visual resources. Nevertheless, pursuant to SB 743 and ZI File No. 2452, Project impacts would not be considered significant.

Threshold (d): Would the Project create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?

(a) Light and Glare

(i) Construction

Lighting needed during Project construction has the potential to generate light spillover to off-site sensitive land uses in the Project vicinity, including Redbury Hollywood Hotel and the residential uses within the Equitable Building. However, construction activities would occur in accordance with the provisions of LAMC Section 41.40, which limits the hours of construction to between 7:00 A.M. and 9:00 P.M. on weekdays and between 8:00 A.M. and 6:00 P.M. on Saturdays and national holidays, with no construction permitted on Sundays. Therefore, construction would occur primarily during daylight hours, and construction lighting would only be used for the duration needed if construction were to occur in the evening hours during the winter season when daylight is no longer sufficient. As such, light resulting from construction activities would not significantly impact off-site sensitive uses, substantially alter the character of off-site areas surrounding the construction area, adversely impact day or nighttime views in the area, or substantially interfere with the performance of an off-site activity. Notwithstanding, to further reduce the Project's less-than-significant impacts regarding lighting during construction, the Project includes Project Design Feature AES-PDF-3, above, to ensure construction-related illumination would be used for safety and security purposes only, and would be shielded and/or aimed so that no direct beam illumination is provided outside of the Project Site boundary.

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

Based on the above analysis, light and glare associated with Project construction would not substantially alter the character of off-site areas surrounding the Project Site or adversely impact day or nighttime views in the area. Furthermore, in accordance with SB 743 and ZI File No. 2452, the Project's impacts related to light and glare during construction would not be considered significant.

(ii) Operation

New sources of artificial lighting that would be introduced by the Project would include: low-level exterior lights adjacent to the proposed building for security and wayfinding purposes; low-level accent lighting to highlight architectural features, landscape elements, and the Project's signage; and automobile headlights. The Project would not include electronic signage or signs with flashing, mechanical, or strobe lights. New sources of glare would include building surfaces and Project-related vehicles.

The proposed lighting sources would be similar to other lighting sources in the vicinity of the Project Site and would not generate artificial light levels that are out of character with the surrounding area, which is densely developed and characterized by a high degree of human activity and ambient light during the day and night. As set forth in Project Design Feature AES-PDF-7 above, all exterior lighting would be shielded and/or directed toward the areas to be lit, interior to the Project Site, to avoid light spillover onto adjacent sensitive uses. Project lighting would also meet all applicable LAMC lighting standards. As required by LAMC Section 93.0117(b), exterior light sources and building materials would not cause more than 2 foot-candles of lighting intensity or generating direct glare onto exterior glazed windows or glass doors on any property containing residential units; an elevated habitable porch, deck, or balcony on any property containing residential units; or any ground surface intended for uses such as recreation, barbecue or lawn areas, or any other property containing a residential unit or units.

As previously discussed, a small monument sign consisting of the citizenM logo is proposed for the Project's Vine Street frontage. The Project would also include original art murals on the southwest corner and the north elevation of the proposed building. Low-level accent lighting to highlight the Project's signage and murals would be incorporated. Exterior lighting to highlight the Project's signage and murals would be shielded or directed toward the areas to be lit to avoid creating off-site glare. In addition, in accordance with LAMC requirements, proposed lighting from signage would not exceed 3 foot-candles at adjacent residential uses.

The Project would be designed in a contemporary architectural style and would feature a variety of surface materials. Building materials would include painted concrete, aluminum, glass, and metal. Project Design Feature AES-PDF-8 is included to ensure that the exterior of the proposed building includes high-performance and/or low-reflective glass and pre-cast concrete or fabricated wall surfaces in order to minimize glare from reflected sunlight. Therefore, these materials would not have the potential to produce a substantial degree of glare. In addition, while headlights from vehicles entering and leaving the driveway on Vine Street would be visible during the evening hours, such lighting sources would be typical for the highly urbanized Project area and would not be anticipated to result in a substantial adverse impact.

Based on the above, lighting and glare associated with Project operation would not substantially alter the character of off-site areas surrounding the Project Site. Furthermore, in accordance with SB 743 and ZI File No. 2452, the Project's impacts related to light and glare during operation would not be considered significant.

(b) Shading

Figure IV.A-8a through Figure IV.A-11d on pages IV.A-46 through IV.A-60 depict the potential shadows that would be cast by the Project. The following discussion evaluates the Project's shading impacts by determining whether the Project would shade any shade-sensitive uses, as defined by the *L.A. CEQA Thresholds Guide*, and if so, if the duration of shading would exceed the thresholds set by the *L.A. CEQA Thresholds Guide*. Specifically, an exceedance of these thresholds would occur if a project would shade off-site shadow-sensitive uses for more than three hours between 9:00 A.M. and 3:00 P.M. Pacific Standard Time (between early November and early March) or for more than 4 hours between 9:00 A.M. and 5:00 P.M. Pacific Daylight Time (between early March and early November).

As described above, the Project area is generally comprised of low-, mid-, and high-rise buildings. The tallest buildings in the immediate vicinity of the Project Site are the 13-story Capitol Records building located to the north and the 12-story Equitable Building located to the south of the Project Site. The Project Site is currently developed with a 6,393-square-foot, two-story commercial building. There are no open space areas, trees, or landscaping on the Project Site. Two Jacaranda street trees are located outside of the property line along Vine Street. Shade sensitive uses in proximity to the Project Site include the Equitable Building, located immediately adjacent and south, which has a sundeck and a rooftop sky deck; the Redbury Hollywood Hotel located adjacent on the west side of Vine Street, which has balconies fronting Vine Street and an interior courtyard; and the Easttown Apartment development located east of the Project Site across from the Pantages Theatre, which has terraces fronting on Argyle Street. The existing building on the Project Site and adjacent street trees currently do not generate shadows on these sensitive uses.

(i) Winter Solstice

Shadow impacts are typically greatest during the winter months due to the sun's low position in the sky, with the resultant longer shadows stretching roughly from the northwest to the northeast during daytime hours. As shown in Figure IV.A-8a through Figure IV.A-8c on pages IV.A-46 through IV.A-48, Project shadows during the winter would extend in a northerly direction and would move from northwest to northeast across the surrounding landscape. Figure IV.A-8a shows that the Project would cast shade over a portion of the Redbury Hollywood Hotel and a two-story commercial building on the west side of

9.00 am

10.00 am

Figure IV.A-8a
Project Winter Solstice Shadows

Source: Gensler, 2019.

11.00 am

12.00 pm

Figure IV.A-8b
Project Winter Solstice Shadows

Source: Gensler, 2019.

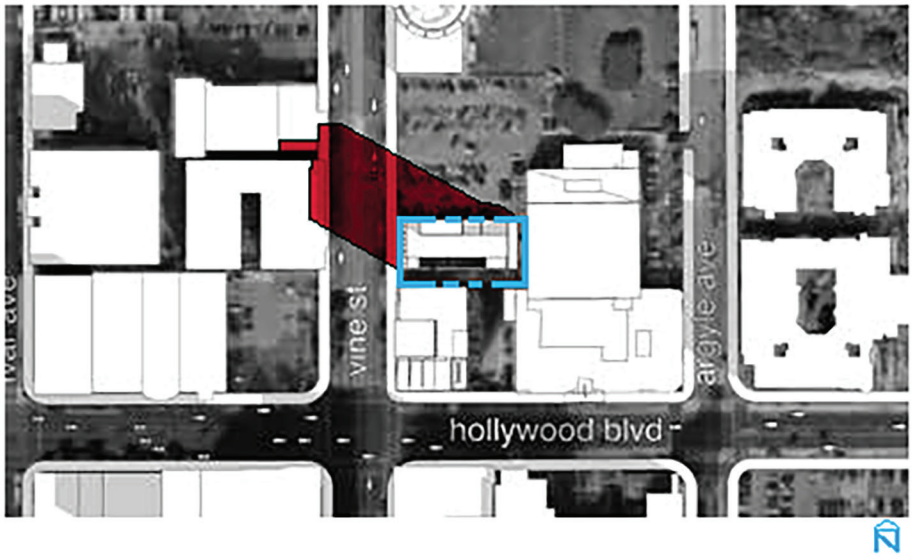
1.00 pm

2.00 pm

3.00 pm

Figure IV.A-8c
Project Winter Solstice Shadows

Source: Gensler, 2019.



9.00 am

10.00 am

Figure IV.A-9a
Project Spring Equinox Shadows

Source: Gensler, 2019.

11.00 am

12.00 pm

Figure IV.A-9b
Project Spring Equinox Shadows

Source: Gensler, 2019.

1.00 pm

2.00 pm

Figure IV.A-9c
Project Spring Equinox Shadows

Source: Gensler, 2019.

3.00 pm

4.00 pm

5.00 pm

Figure IV.A-9d
Project Spring Equinox Shadows

Source: Gensler, 2019.

9.00 am

10.00 am

Figure IV.A-10a
Project Summer Solstice Shadows

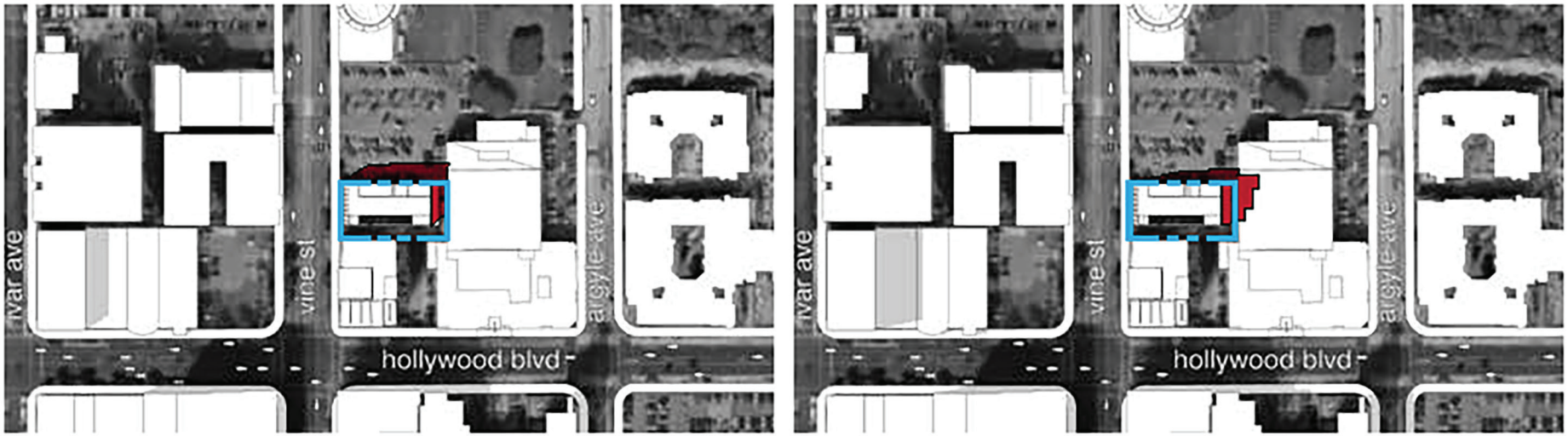
Source: Gensler, 2019.

11.00 am

12.00 pm

Figure IV.A-10b
Project Summer Solstice Shadows

Source: Gensler, 2019.



1.00 pm

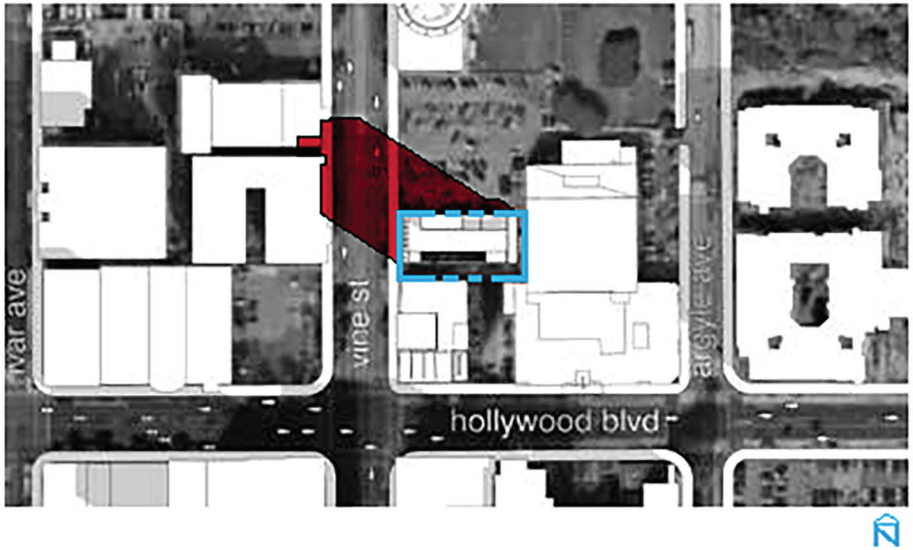
2.00 pm

Figure IV.A-10c
Project Summer Solstice Shadows

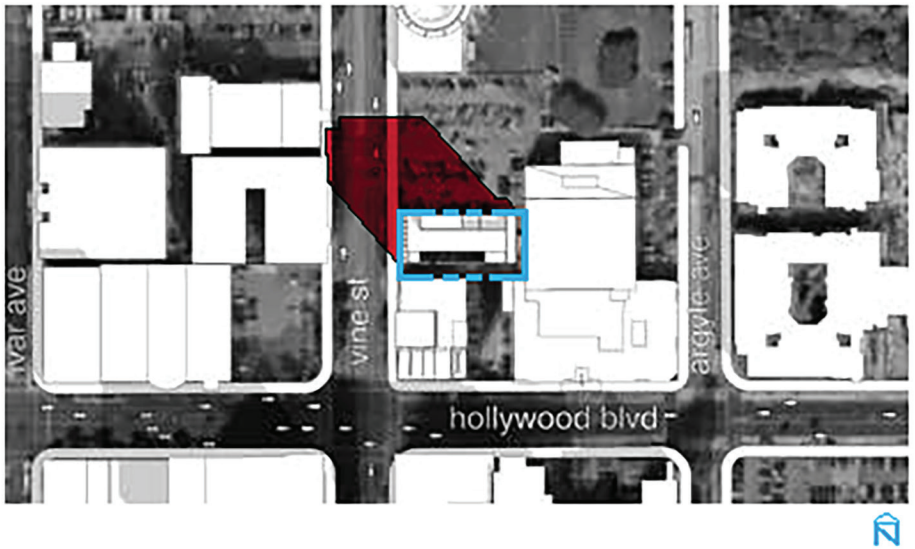
Source: Gensler, 2016.

Figure IV.A-10d
Project Summer Solstice Shadows

Source: Gensler, 2019.



9.00 am



10.00 am

Figure IV.A-11a
Project Fall Equinox Shadows

Source: Gensler, 2019.

11.00 am

12.00 pm

Figure IV.A-11b
Project Fall Equinox Shadows

Source: Gensler, 2019.

1.00 pm

2.00 pm

Figure IV.A-11c
Project Fall Equinox Shadows

Source: Gensler, 2019.

3.00 pm

4.00 pm

5.00 pm

Figure IV.A-11d
Project Fall Equinox Shadows

Source: Gensler, 2019.

Vine Street at 9:00 A.M. Between 10:00 A.M. and 11:00 A.M., the shadow cast by the proposed building would move away from the Redbury Hollywood Hotel and extend over the commercial building on the west side of Vine Street, Vine Street, and surface parking areas. As shown in Figure IV.A-8b on page IV.A-47, the proposed building would only cast a shadow over Vine Street and the surface parking lot immediately north of the Project Site by 12:00 P.M. As illustrated in Figure IV.A-8c on page IV.A-48, the building's shadow would continue to move northeast and extend over the northwest portion of the Pantages Theatre by 3:00 P.M. Project shadows during the winter would not extend over potentially shade-sensitive residential uses to the east, west, or south of the Project Site for three or more hours during the winter.

(ii) Spring Equinox

Figure IV.A-9a through Figure IV.A-9d on pages IV.A-49 through IV.A-52 illustrate Project shadows during the spring equinox, which would move from the west to the northeast and east. As shown, due to the sun's higher position in the sky, cast shadows are considerably shorter than in the winter. As shown in Figure IV.A-9a on page IV.A-49, the Project shadow would extend over a portion of the Redbury Hollywood Hotel and a two-story commercial building on the west side of Vine Street at 9:00 A.M. Between 10:00 A.M. and 2:00 P.M., the shadow cast by the Project would move away from the Redbury Hollywood Hotel and the commercial building on the west side of Vine Street, to extend over Vine Street and the surface parking lot located immediately north of the Project Site, as seen in Figure IV.A-9a, Figure IV.A-9b, and Figure IV.A-9c on pages IV.A-49 through IV.A-51. As illustrated in Figure IV.A-9d on page IV.A-52, between 3:00 P.M. and 5:00 P.M., the shadow cast by the Project would continue to move northwest and cast shade over the northern portion of the Pantages Theatre. By 5:00 P.M., Project shadows during the spring would extend towards the terraces of the Easttown Apartment development, located on the east side of Argyle Street. Project shadows would not extend over shade-sensitive residential uses for four or more hours during the spring.

(iii) Summer Solstice

During the summer solstice, Project shadows would be the shortest due to the higher position of the sun and would move from west to east, as shown Figure IV.A-10a through Figure IV.A-10d on pages IV.A-53 through IV.A-56. As shown in Figure IV.A-10a and Figure IV.A-10b on pages IV.A-53 and IV.A-54, Project shadows would cover the southeast corner of the Redbury Hollywood Hotel at 9:00 A.M. Between 10:00 A.M. AND 12:00 P.M., shadows would cover primarily Vine Street and a small portion of the surface parking lot located immediately north of the Project Site. Figure IV.A-10c and Figure IV.A-10d on pages IV.A-55 and IV.A-56 show that by 1:00 P.M., the Project would only cast a small shadow over the northern parking lot and continue to move east, until 3:00 P.M. when it would begin to cover a portion of the Pantages Theatre. Between 4:00 P.M. and 5:00 P.M., the shadow would grow larger and continue to cast shade over the

Pantages Theatre. The Project would not cast shadows on shade-sensitive uses surrounding the Project Site for four or more hours during the summer.

(iv) Fall Equinox

As shown in Figure IV.A-11a through Figure IV.A-11d on pages IV.A-57 through IV.A-60, from approximately 9:00 A.M. to 3:00 P.M. shadows would not cast shade over sensitive uses adjacent to the Project Site. As shown in Figure IV.A-11a and Figure IV.A-11b on pages IV.A-57 and IV.A-58, the shadow cast by the proposed building during the fall equinox between 9:00 A.M. and 10:00 A.M. would extend over a portion of the Redbury Hollywood Hotel and a two-story commercial building on the west side of Vine Street. Between 11:00 A.M. and 12:00 P.M., the shadow cast by the Project would move away from the Redbury Hollywood Hotel and the commercial building on the west side of Vine Street, to extend over Vine Street and the surface parking lot located immediately north of the Project Site. Figure IV.A-11c and Figure IV.A-11d on pages IV.A-59 and IV.A-60 show that the Project shadow would continue to move east between 1:00 P.M. and 2:00 P.M., until 3:00 P.M. when it would cover the northwest corner of the Pantages Theatre. By 4:00 P.M. the shadow would extend over the northern portion of the Pantages Theater, and by 5:00 P.M., would extend towards the terraces of the Easttown Apartment development, located on the east side of Argyle Street. Therefore, as the Project would not cast shadows on shade-sensitive uses surrounding the Project Site for four or more hours during the fall.

(c) Summary of Shading Impacts

Project shadows would not extend over shade-sensitive uses surrounding the Project Site for three or more hours during the winter, or for four or more hours during the spring, summer, and fall. Furthermore, pursuant to SB 743 and ZI File No. 2452, the Project's shading impacts would not be considered significant.

4. Cumulative Impacts

As indicated in Section III, Environmental Setting, of this Draft EIR, there are 106 related development projects, as well as the Hollywood Community Plan Update (Related Project No. 107) in the vicinity of the Project Site. The related projects generally consist of infill development and redevelopment of existing uses, including mixed-use, residential, office, and hotel developments. As shown in Figure III-1 in Section III, Environmental Setting, of this Draft EIR, there are numerous related projects located within a few blocks of the Project Site. These proposed developments comprise a variety of uses, including apartments, condominiums, restaurants, retail, and entertainment-related uses, as well as mixed-use developments incorporating some or all of these elements, consistent with existing uses in the area. While precise building designs are not yet known for much

of the related development proposed in the area, based on the nature of such proposals and in light of continued population increases, it is evident that building densities are increasing in the Hollywood community, which will likely entail general increases in the height, mass, and scale of buildings throughout the area. However, only those projects that would be sufficiently close to influence the visual character of the immediate Project area, that fall within the same viewshed as the Project, or affect the same off-site sensitive uses could pose cumulative effects in conjunction with the Project, discussed further below.

a. Scenic Vistas

Cumulative impacts regarding aesthetics may occur if any of the related projects are located in close enough proximity to the Project Site to combine with the Project and result in significant adverse changes. As shown in Figure III-1 in Section III, Environmental Setting, of this Draft EIR, there are three related projects that are located sufficiently close to the Project Site to enter the same field of view as the Project: Related Project No. 1, the Millennium Hollywood Mixed-Use Project; Related Project No. 2, the Pantages Theatre Office Project; and Related Project No. 3, the Yucca Street Condos Project (which has recently been completed). Related Project No. 1 would be much larger in scale than the Project or Related Projects No. 2 and 3, and would develop several buildings with maximum heights of up to 585 feet. Related Project No. 2, which would involve the renovation and expansion of the Pantages Theatre to create 210,000 square feet of office space within a 12-story building that would be similar in scale to the Project and other adjacent buildings. As discussed above, the Project would be similar in scale and density to existing development as well as two of the three closest related projects. The views most likely to be affected on a cumulative basis are north-facing views of the Hollywood Hills, the Hollywood Sign, and the Capitol Records Building and rooftop sign. As previously indicated, the Project would not substantially affect public views of the Hollywood Hills, the Hollywood Sign, or the Capitol Records Building and rooftop sign from Vine Street. Related Project Nos. 1, 2, and 3 are sufficiently close to the Project Site to enter the same field of view as the Project. The Project, along with Related Project No. 3 which has and Related Project No. 1, could potentially obstruct views of these valued visual resources by visually filling in views in the vicinity of the Project area. **Furthermore, in accordance with SB 743 and ZI File No. 2452, the Project's aesthetic impacts would not be considered significant. Therefore, the Project's impacts on scenic vistas would not be cumulatively considerable.**

b. Scenic Resources

As discussed above, the nearest state-designated scenic highway is the 6.2-mile segment of State Route 110 (also known as the Arroyo Seco Parkway) located

approximately 5 miles southeast of the Project Site,[16] and the nearest City-designated scenic parkway is along Mulholland Drive, approximately 1.35 miles north of the Project Site.[17] Neither the Project or any of the related projects are located within a state- or city-designated scenic highway. **As such, no impacts to scenic resources within a scenic highway would occur. Furthermore, in accordance with SB 743 and ZI File No. 2452, the Project's view impacts would not be considered significant. Therefore, the Project's impacts would not be cumulatively considerable.**

c. Conflict with Regulations Governing Scenic Quality

As with the Project, the related projects would be required to comply with relevant regulations governing scenic quality through review by City regulatory agencies, and would be subject to CEQA review. **Therefore, the Project and the related projects would not have cumulatively significant impacts associated with conflicts with regulations governing scenic quality. In addition, as the Project would generally be consistent with applicable land use plans and policies that govern scenic quality, the Project would not incrementally contribute to cumulative inconsistencies with respect to such plans and policies. Furthermore, in accordance with SB 743 and ZI File No. 2452, the Project's view impacts would not be considered significant. Therefore, the Project's impacts would not be cumulatively considerable.**

d. Light and Glare

Development of the Project, as well as the related projects in the area, would introduce new or expanded sources of artificial light. Consequently, ambient light levels are likely to increase in the Project area. Of the related projects, three related projects (Related Project Nos. 1, 2, and 3) are located in close proximity to the Project Site.

With regard to light, as previously described, the Project Site is located within a highly urbanized area. As such, the Project and nearby related projects, would not significantly alter the existing lighting environment currently experienced in the area. Additionally, cumulative lighting would not be expected to interfere with the performance of off-site activities given the ambient nighttime artificial light levels already present. Similarly, with regard to glare, the Project's and nearby related projects' proposed uses are compatible with other development in the high-density urban environment. In addition, it is anticipated that the Project and other future development projects would be subject to

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[16] *California Scenic Highway Mapping System, Los Angeles County, www.dot.ca.gov/hq/LandArch/16_livability/scenic_highways/langeles.htm, accessed February 27, 2019.*

[17] *Los Angeles Department of City Planning, Mobility Plan 2035, Citywide General Plan Circulation System Map A4, Central, Midcity Subarea, January 20, 2016.*

discretionary review to ensure that significant sources of glare are not introduced and that, as with the Project, related projects would include standard design features related to use of low-level lighting and shielding, as well as use of non-reflective surfaces to minimize the potential for glare.

Due to the positional relationship between the earth and the sun, shadows in the Northern Hemisphere fall to the west, northwest, north, northeast, and east, depending on the season and time of day. Sensitive uses in proximity to the Project Site include Equitable Building, located immediately adjacent and south, which has a sundeck and a rooftop sky deck; the Redbury Hollywood Hotel located adjacent on the west side of Vine Street, which has balconies fronting Vine Street and an interior courtyard; and the Easttown Apartment development located east of the Project Site across from the Pantages Theatre, which has terraces fronting on Argyle Street. Related Project Nos. 1 and 3 would construct high-rise structures that could cast shadow on these nearby sensitive uses. However, as discussed above, the Project would not cast shadows over the identified sensitive use that exceed the identified thresholds.

In accordance with SB 743 and ZI File No. 2452, the Project's light, glare, and shading impacts would not be considered significant. Therefore, the Project's light, glare, and shading impacts would not be cumulatively considerable.

5. Mitigation Measures

In accordance with SB 743 and ZI File No. 2452, Project-level and cumulative impacts related to aesthetics would not be considered significant, and no mitigation measures are required.

6. Level of Significance After Mitigation

In accordance with SB 743 and ZI File No. 2452, Project-level and cumulative impacts related to aesthetics would not be considered significant.