

From: Jessie Fan <JFan@esassoc.com>
Sent time: 03/14/2019 12:23:47 PM
To: Mike Harden <MHarden@esassoc.com>; Mindy.Nguyen@lacity.org
Cc: Jay Ziff <JZiff@esassoc.com>; Lorena Christman <LChristman@esassoc.com>
Subject: RE: Hollywood Center EIR Aesthetics

Hi Mindy,

Just wanted to follow up on Mike's email below. Feel free to give me a call if it would be easier as well. Thanks!

Jessie Fan
Senior Associate
ESA
626.714.4611 direct

From: Mike Harden
Sent: Tuesday, March 12, 2019 5:06 PM
To: Mindy.Nguyen@lacity.org
Cc: Jay Ziff <JZiff@esassoc.com>; Lorena Christman <LChristman@esassoc.com>; Jessie Fan <JFan@esassoc.com>
Subject: Hollywood Center EIR Aesthetics

Hi Mindy:

Per the 2109 CEQA Thresholds Guide, *Aesthetics*, (except as provided in PRC Section 21099), regarding question (c) ("would the project in an urbanized area conflict with applicable zoning and other regulations governing scenic quality"), does the City of Los Angeles require the evaluation of certain regulations and adopted plans in the Aesthetics Section? PRC Section 21099(d)(2) (A) provides that exemptions to aesthetic impacts on an infill TPA site do not affect, change, or modify the authority of a lead agency to consider aesthetic impacts pursuant to local design review ordinances or other discretionary powers provided by other laws or policies.

In regard to the Hollywood Center EIR, which, if any, of the following plans and regulations should the EIR evaluate in order to conform to the 2019 CEQA Thresholds Guide?

- General Plan Framework Element (Urban Form and Neighborhood Design Policies)
- Hollywood Community Plan (until adopted, design policies are replaced by the Council 13 Urban Design Guide)
- Hollywood Redevelopment Plan
- Commercial Citywide Design Guidelines for Pedestrian-Oriented Streets and Mixed-Use
- LAMC Lighting and Signage Policies (Sec. 17.08 C, Section 14.4.4.E, and Sec. 93.0117(b))
- Hollywood Signage Supplemental Use District

-Best,

Mike Harden
Senior Managing Associate
ESA | Environmental Science Associates
949.870.1510 direct
mharden@esassoc.com