4.1 AESTHETICS

This section provides an overview of aesthetics and evaluates the impacts associated with the Proposed Plan. Topics addressed include visual character, views and vistas, scenic resources, and light and glare.

REGULATORY FRAMEWORK

Regulations and plans applicable to the Proposed Plan are summarized below.

STATE

California Department of Transportation (Caltrans) State Scenic Highways. California's Scenic Highway Program was created by the Legislature in 1963. Its purpose is to protect and enhance the natural scenic beauty of California highways and adjacent corridors through special conservation treatment. State laws governing the Scenic Highway Program are found in the Streets and Highways Code, Sections 260 through 263. A highway may be designated scenic depending upon how much of the natural landscape can be seen by travelers, the scenic quality of the landscape, and the extent to which development intrudes upon the traveler's enjoyment of the view. Caltrans defines a State Scenic Highway as any freeway, highway, road, or other public right-of-way that traverses an area of exceptional scenic quality. Eligibility for designation as a State Scenic Highway is based on vividness, intactness, and unity of the roadway. The status of a proposed State Scenic Highway changes from eligible to officially-designated when the local governing body applies to Caltrans for scenic highway approval, adopts a Corridor Protection Program, and receives notification that the highway has been officially designated a State Scenic Highway. There are no designated state scenic highways in the Project Area.

Senate Bill 743 (SB 743) (Environmental Quality). On September 2013, Governor Brown signed into law SB 743, which instituted changes to California Environmental Quality Act (CEQA) when evaluating environmental impacts of projects in areas served by transit. While the thrust of SB 743 addressed a major overhaul on how transportation impacts are evaluated, it also limited the extent to which aesthetics impacts are evaluated under CEQA Guidelines. SB 743 (Public Resources Code [PRC] Section 21099 (d)(1)) exempts development projects located in Transit Priority Areas (TPAs), from review of aesthetic impacts under CEQA Guidelines. Specifically, this bill provides that aesthetic impacts of a residential, mixed-use residential, or employment center project on an infill site within a TPA shall not be considered significant impacts on the environment.[1] A TPA is defined as an area within one-half mile of a major transit stop that is existing or planned. Section 21064.3 of the PRC defines a "major transit stop" as a site containing an existing rail transit station, a ferry terminal served by either a bus or rail transit service, or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods.

LOCAL

City of Los Angeles General Plan Framework, Conservation Element, and Mobility Plan (MP) 2035. The City of Los Angeles General Plan is a comprehensive, long-range declaration of purposes, policies and programs for the development of the City of Los Angeles. The General Plan Framework, Conservation Element and MP 2035 are elements of the City's General Plan. The General Plan Framework, adopted in December 1996 and amended in August 2001, is intended to guide the City's long-range growth and

[1]Public Resources Code Section 21099(a)(1) defines "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 TPA.

development through the year 2010. The Framework Element planning policies regarding urban form, neighborhood design and the conservation of open space and other scenic resources are intended to improve community and neighborhood livability in the City of Los Angeles. The Framework Element Open Space and Conservation policies seek to conserve significant resources and use open space to enhance community and neighborhood character in the City.

The Conservation Element, adopted in 2001, includes a discussion of the existing landforms and scenic vistas in the City of Los Angeles. Objectives, policies, and programs included in this element are intended to ensure the protection of natural terrain and landforms, unique site features, scenic highways, and panoramic public views as City staff and decision-makers consider future land use development and infrastructure projects.

The MP 2035, adopted in 2016, provides an inventory of City-designated scenic highways. Scenic highways depicted within the City have special controls for protection and enhancement of scenic resources. The MP 2035 includes Scenic Highway Guidelines for those designated scenic highways for which there is no adopted scenic corridor plan.

Objectives, policies, and programs included in the General Plan Framework, Conservation Element and MP 2035 are intended to ensure the protection of natural terrain and landforms, unique site features, scenic highways, and panoramic public views as City staff and decision-makers consider future land use development and infrastructure projects. Applicable goals, objectives, and policies are shown in **Table 4.1-1**. See Section 4.8, Land Use and Planning for a discussion of land use consistency of aesthetics goals, objectives, and policies.

TABLE 4.1-1: RELEVANT GENERAL PLAN AESTHETICS GOALS, OBJECTIVES, AND POLICIES

Goal/Objective/Policy	Goal/Objective/Policy Description
GENERAL PLAN FRAMEWORK	
Goal 5A	A livable City for existing and future residents and one that is attractive to future investment. A City of interconnected, diverse neighborhoods that builds on the strengths of those neighborhoods and functions at both the neighborhood and Citywide scales.
Objective 5.1	Translate the Framework Element's intent with respect to Citywide urban form and neighborhood design to the community and neighborhood levels through locally prepared plans that build on each neighborhood's attributes, emphasize quality of development, and provide or advocate "proactive" implementation programs.
Policy 5.1.1	Use the Community Plan Update process and related efforts to define the character of communities and neighborhoods at a finer grain than the Framework Element permits.
Objective 5.2	Encourage future development in centers and in nodes along corridors that are served by transit and are already functioning as centers for the surrounding neighborhoods, the community or the region.
Policy 5.2.1	Designate centers and districts in locations where activity is already concentrated and/or where good transit service is, or will be provided.
Policy 5.2.2	Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale, and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime. Additionally, develop these areas so that they are compatible with surrounding neighborhoods, as defined generally by the following building characteristics: • Buildings in neighborhood districts generally should be low rise (one- to two-stories), compatible with adjacent housing, and incorporate the pedestrian-oriented design elements defined in Policies 5.8.1 and 3.16.1 - 3.16.3. They should also be located along sidewalks with appropriate continuous storefronts. • The built form of regional centers will vary by location. In areas, such as Wilshire and Hollywood Boulevards, buildings will range from low- to mid-rise buildings, with storefronts situated along pedestrian-oriented streets. Regional centers should contain pedestrian-oriented areas and incorporate the pedestrian-oriented design elements defined in Policies 5.8.1 and 3.16.1 – 3.16.3.

TABLE 4.1-1: RELEVANT GENERAL PLAN AESTHETICS GOALS, OBJECTIVES, AND POLICIES	
	• Buildings located at activity nodes along mixed-use boulevards generally shall have the same characteristics as either neighborhood districts or community centers, depending on permitted land use intensities. Housing over ground floor storefronts or in place of commercial development shall be encouraged along mixed-use boulevards.
Objective 5.5	Enhance the livability of all neighborhoods by upgrading the quality of development and improving the quality of the public realm.
Policy 5.5.3	Formulate and adopt building and site design standards and guidelines to raise the quality of design Citywide.
Policy 5.5.4	Determine the appropriate urban design elements at the neighborhood level, such as sidewalk width and materials, street lights and trees, bus shelters and benches, and other street furniture.
Policy 5.5.6	Identify building and site design elements for commercial or mixed-use streets in centers that may include: the height above which buildings must step back; the location of the building base horizontal articulation; and other design elements.
Policy 5.5.7	Promote the undergrounding of utilities throughout the City's neighborhoods, districts, and centers.
Objective 5.6	Conserve and reinforce the community character of neighborhoods and commercial districts not designated as growth areas.
Policy 5.6.1	Revise community plan designations as necessary to conserve the existing urban form and community character of areas not designated as centers, districts, or mixed-use boulevards.
Objective 5.7	Provide a transition between conservation neighborhoods and their centers.
Policy 5.7.1	Establish standards for transitions in building height and for on-site landscape buffers.
Objective 5.8	Reinforce or encourage the establishment of a strong pedestrian orientation in designated neighborhood districts, community centers, and pedestrian-oriented subareas within regional centers, so that these districts and centers can serve as a focus of activity for the surrounding community and a focus for investment in the community.
Policy 5.8.1	Buildings in pedestrian-oriented districts and centers should have the following general characteristics: • An exterior building wall high enough to define the street, create a sense of enclosure, and typically located along the sidewalk; • A building wall more-or-less continuous along the street frontage; • Ground floor building frontage designed to accommodate commercial uses, community facilities, or display cases; • Shops with entrances directly accessible from the sidewalk and located at frequent intervals; • Well lit exteriors fronting on the sidewalk that provide safety and comfort commensurate with the intended nighttime use, when appropriate; • Ground floor building walls devoted to display windows or display cases; • Parking located behind the commercial frontage and screened from view and driveways located on side streets where feasible; • Inclusion of bicycle parking areas and facilities to reduce the need for vehicular use; and • The area within 15 feet of the sidewalk may be an arcade that is substantially open to the sidewalk to accommodate outdoor dining or other activities.
Policy 5.8.2	The primary commercial streets within pedestrian-oriented districts and centers should have the following characteristics: • Sidewalks: 15-17 feet wide (see illustrative street cross-sections). • Mid-block medians (between intersections): landscaped where feasible. • Shade trees, pruned above business signs, to provide a continuous canopy along the sidewalk and/or palm trees to provide visibility from a distance. • Pedestrian amenities (e.g., benches, pedestrian-scale lighting, special paving, window boxes, and planters).
Policy 5.8.4	Encourage that signage be designed to be integrated with the architectural character of the buildings and convey a visually attractive character.

TABLE 4.1-1: RELEVANT GENERAL PLAN AESTHETICS GOALS, OBJECTIVES, AND POLICIES	
CONSERVATION ELEMENT	
Land Form & Scenic Vista Objective	Protect and reinforce natural and scenic vistas as irreplaceable resources and for the aesthetic enjoyment of present and future generations.
Land Form & Scenic Vista Policy	Continue to encourage and/or require property owners to develop their properties in a manner that will, to the greatest extent practical, retain significant existing land forms (e.g., ridge lines, bluffs, unique geologic features) and unique scenic features (historic, ocean, mountains, unique natural features) and/or make possible public view or other access to unique features or scenic views.
MOBILITY PLAN 2035	
Objective 11	Preserve and enhance access to scenic resources and regional open space.
Policy 11.1	Designate scenic highways and scenic byways which merit special consideration for protection and enhancement of scenic resources.
Policy 11.2	Provide for protection and enhancement of views of scenic resources along or visible from designated scenic highways through implementation of guidelines set forth in this 2035 Mobility Plan.
Policy 11.3	Consider aesthetics and scenic preservation in the design and maintenance of designated scenic highways and of those scenic byways designated in Community Plans.
Policy 11.4	Establish Scenic Corridor Plans, where appropriate, which set forth corridor boundaries and development controls in harmony with each corridor's specific scenic character.
Policy 2.16	Ensure that future modifications to any scenic highway do not impact the unique identity or characteristic of that scenic highway.
SOURCE: City of Los Angeles, *The Citywide General Plan Framework: An Element of the City of Los Angeles General Plan*, re-adopted 2001; City of Los Angeles, *Conservation Element of the City of Los Angeles General Plan*, adopted 2001; City of Los Angeles General Plan, *Mobility Plan 2035*: *An Element of the General Plan*, adopted 2015.	

City of Los Angeles Planning and Zoning Code and Building Regulations. Los Angeles Municipal Code (LAMC) Chapter 1 contains the Planning and Zoning Code, and Chapter 9 contains Building Regulations. The purpose of the Planning and Zoning Code is to designate and regulate the location, use, height and size of buildings. The Planning and Zoning Code regulates the aesthetics and visual quality of development projects. The Planning and Zoning Code, as well as the Building Regulations, includes development regulations specific to each zone and also addresses parking, landscaping, lighting, and a number of other topics that influence the aesthetics of a development project. The Planning and Zoning Code also includes design regulations that seek to affect the physical alteration of streets, intersections, alleys, pedestrian walkways, and landscaping.

The following are sections of the LAMC that regulates lighting:

- *Chapter 1, Article 2, Section 12.21 A5(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 any adjacent premises.
- *Chapter 1, Article 7, Section 17.08C.* Plans for street lighting system shall be submitted to and approved by the Bureau of Street Lighting.
- *Chapter 9, Article 3, Section 93.0117.* No exterior light source may cause more than two foot-candles (21.5 lux) of lighting intensity or generate direct glare onto exterior glazed windows or glass doors; elevated habitable porch, deck, or balcony; or any ground surface intended for uses such as recreation, barbecue or lawn areas or any other property containing a residential unit or units.
- *Chapter 9, Article 1, Section 91.6205(K)4.* Signs are prohibited if they contain flashing, mechanical and strobe lights in conflict with the provisions of Section 80.08.4 and 93.6215 of this code.
- *Chapter 9, Article 1, Section 91.6205M.* No sign shall be arranged and illuminated in such a manner as to produce a light intensity of greater than three foot-candles above ambient lighting, as measured at the property line of the nearest residentially zoned property.

Other sections of the LAMC that regulate aesthetics and visual quality include, but are not limited to the following:

- *Chapter 1, Article 2, Sections 12.04-12.20.3*. These sections of the Planning and Zoning Code regulates the use, front yard setback, side yard setbacks, rear yard setback, building massing; and height limit depending on the zoning of the parcel.
- *Chapter I, Article 2, Section 12.21A.5.* This section of the LAMC establishes the parking stall dimensions, driveway location, driveway width, landscaping within parking areas, and lighting at parking areas.
- *Chapter 1, Article 2, Section 12.21.1*. No building or structure shall be erected or enlarged which exceeds the total floor area, the number of stories or the height limits specified for the district in which the building or structure is located.
- *Chapter 1, Article 2, Sections 12.42.A.2.* Applications for landscape approval shall contain a proposal for shading of walls of structures.
- *Chapter 1, Article 2, Section 12.42.B.2.* Applications for landscape approval shall contain a proposal for heat and glare reduction in vehicular use areas.
- *Chapter 1, Article 2, Section 12.42.D.2(b)*. All cut and fill slopes in Hillside Areas shall be landform graded and landform planted to the maximum extent feasible when such techniques do not affect the stability of the graded slopes.
- *Chapter 1, Article 2, Section 12.42.D.2(c)*. Planting of slopes shall take into consideration such factors as degree of slope, slope orientation, type of soil, rooting depth of plats, fire dangers, availability of water, original native communities, depth of soil, and other relevant design factors.
- *Chapter 1, Article 2, Section 12.42.D.2(d)*. Non-native plants, when used, shall compliment native communities in growth habitat, foliage color, cultural requirements, and flowering behavior.

City of Los Angeles Baseline Hillside Ordinance. The Baseline Hillside Ordinance is part of the City's Planning and Zoning Code and applies to all properties zoned R1, RS, RE (9, 11, 15, 20, and 40), and RA and are designated as Hillside Area in the Department of City Planning Hillside Area Map, as defined in LAMC Section 12.03. It designates and regulates the setback, height, and size of residential buildings in the Hillside Area. Its purpose is to limit the scale of development within the residential zoned parcels within the hillside.

Planning Guidelines Landform Grading Manual. Landform grading refers to a contour grading method that creates artificial slopes with curves and varying slope ratios in the horizontal plane designed to simulate the appearance of surrounding natural terrain. The Planning Guidelines Landform Grading Manual was developed to promote hillside development that reflects the hillside environment as closely as possible. It incorporates design details and techniques that help to give manufactured hillsides a more natural-looking appearance. Design details and techniques include varying slope ratios, inconspicuous drainage devices, the preparation of a hillside maintenance plan, and landscaping that is consistent with the characteristics of the surrounding hillside.

Los Angeles Administrative Code (LAAC) Cultural Heritage Ordinance (Section 22.171). The provisions of the Cultural Heritage Ordinance are codified in Division 22, Chapter 9, Article 1 of the LAAC, commencing with Section 22.171. The Ordinance created a Cultural Heritage Commission and criteria for designating Historic-Cultural Monuments (HCM). HCMs, along with all other historically significant resources, are considered scenic resources. The designation of a historic building as an HCM requires that the resource be considered when analyzing the aesthetic impacts of a project and delays demolition by up to a year. See Section 4.5, Cultural Resources for a discussion of this Ordinance.

City of Los Angeles Historic Preservation Overlay Zone (HPOZ) Ordinance. In addition to the designation of individual sites as HCMs, the City of Los Angeles also has a separate ordinance and procedure for the designation of historic districts, or HPOZ. This Ordinance, which is found in LAMC Chapter I, Article 2, Section 12.20.3, is intended to recognize, preserve, and enhance buildings, structures, landscaping, natural features, and areas within the City having historic, architectural, cultural, or aesthetic significance in the interest of the health, economic prosperity, cultural enrichment, and general welfare of the people. See Section 4.5, Cultural Resources for a discussion of this Ordinance.

City of Los Angeles Tree Preservation Ordinance. Protected trees are considered aesthetic resources. The City of Los Angeles adopted an ordinance for the Preservation of Protected Trees (Ordinance No. 177,404; LAMC Chapter IV, Article 6) which became law on April 23, 2006. This Ordinance protects the following tree species:

- All native Oak tree species (*Quercus spp*), but excluding the Scrub Oak (*Quercus dumosa*)
- Western Sycamore (*Platanus racemosa*)
- California Bay (*Umbellularia californica*)
- California Black Walnut (*Juglans californica*)

This Ordinance applies to trees that are four inches or greater in diameter at 4.5 feet above ground, and on any lot size. Protected tree removal requires a removal permit by the City of Los Angeles Department of Public Works (LADPW). Any act that may cause the failure or death of a protected tree requires inspection by the LADPW Urban Forestry Division. In the event that the LADPW approves a tree removal, replacement of the tree is required with at least two trees of a protected variety. See Section 4.4, Biological Resources for a discussion of protected trees.

City of Los Angeles Citywide Design Guidelines. The City of Los Angeles has created Citywide Design Guidelines to carry out the common design objectives that maintain neighborhood form and character for residential, commercial, and industrial uses. The guidelines are intended for developers, architects, and advisory and decision-making bodies when evaluating development projects. Specific design regulations relating to individual communities can be found in the Community Plan Urban Design Chapter of each of the City's 35 Community Plans or special zoning designations, such as Specific Plans, Community Design Overlay Districts, designated historic properties, and historic districts. The Citywide Design Guidelines applies to all areas of the City, but it is particularly applicable to those areas within the city that do not currently have adopted design guidelines. As provided in the Citywide Design Guidelines, in cases where the Citywide Design Guidelines conflict with a provision in a Community Plan Urban Design Chapter or a special zoning designation, the community's specific requirements would prevail.

City of Los Angeles Specific Plans. Specific Plans are planning and zoning documents for a defined geographic region within the City. Specific Plans implement the General Plan by providing a special set of development standards applied to a particular area. Specific Plans customize LAMC regulations to plan the land use of specific geographic areas. The regulations contained within Specific Plans are in addition to those of the LAMC. Wherever a Specific Plan contains provisions requiring greater setbacks, greater restrictions on building height, more restrictions on commercial uses, or more restrictive lot coverage regulations as compared with provisions contained in the Planning and Zoning Code, the Specific Plan prevails and supersedes the other applicable provisions. Four Specific Plans are within the Project Area: the Mulholland Scenic Parkway Specific Plan, Hollywoodland Specific Plan, Vermont/Western Station Neighborhood Area Plan (SNAP), and the Paramount Pictures Specific Plan. These plans have specific development regulations for uses, building heights, and density/intensity to accomplish various purposes, including protecting the aesthetics and visual quality that are unique to the specific plan areas. For example, the Mulholland Scenic Parkway Specific Plan was created to preserve the parkway's scenic mountain, ocean, and city views and has regulations that restrict allowable uses, building heights, grading, and

lighting. Similarly, the Hollywoodland Specific Plan also has development regulations for allowable uses, building heights, and grading in part to protect the undeveloped ridgelines enclosing Hollywoodland.

Hollywood Signage Supplemental Use District (SUD). A portion of the Community Plan Area (CPA) is within the Hollywood Signage SUD. The Hollywood Signage SUD was formed to promote the continuing contribution of signage to the distinctive aesthetic of the district, as well as to control the blight created by poorly placed, badly designed signs. The Hollywood Signage SUD was adopted in 2004 and was last amended by Ordinance No. 181,340 in 2010. Specifically, permitted signage types include architectural ledge signs, awning signs, electronic message displays, information signs, marquee signs, monument signs, open panel roof signs, pedestrian signs, pillar signs, projecting signs, and/or skyline logos/icons, as well as certain temporary signs. Billboards and pole signs are not permitted, though legally nonconforming signs that predate the Hollywood Signage SUD may remain. The Hollywood Signage SUD also specifies the maximum permitted sign area and has regulations that address sign illumination.

EXISTING SETTING

SCENIC VIEWS AND VISTAS

The term views generally refer to visual access to, or the visibility of, a particular natural or man-made visual resource from a given vantage point or corridor. Focal views focus on a particular object, scene, setting, or feature of visual interest. Panoramic views, or vistas, provide visual access to a large geographic area, for which the field of view can be wide and extend into the distance. Panoramic views are usually associated with vantage points looking out over urban or natural areas that provide a geographic orientation and view not commonly available. Examples of panoramic views might include an urban skyline, a valley, a mountain range, the ocean, or other water bodies. The City's General Plan Conservation Element defines scenic views or vistas as the panoramic public view access to natural features, including views of the ocean, striking or unusual natural terrain, or unique urban or historic features. Public access to these views is typically from parklands, publicly-owned sites, and public rights-of-way.

Scenic views from within the Plan Area include the Santa Monica Mountains, hillsides, and the urban skyline. The western half of the hillsides includes the Hollywood Hills and the eastern half includes Griffith Park, which contains the Hollywood Sign and the Griffith Observatory. Sweeping views of the Santa Monica Mountains, hillsides, and the urban skyline are considered panoramic and can be seen from designated vantage points, public hiking trails, and public rights-of-way. In addition, the well-known Hollywood Sign and the Griffith Observatory are two particular objects in the CPA that draw focal views. These two features of visual interest are better seen from higher elevation areas but can also be seen intermittently at lower elevations. Panoramic and focal views that are available within the Project Area are discussed in the following paragraphs.

Within the Project Area, it is generally difficult to see panoramic views from the "flatlands" due to the existing street grid pattern and built environment. Rather, panoramic vantage points are primarily located within hilly areas. The Project Area has two designated vantage points for panoramic views: the Jerome C. Daniel Overlook and the Universal City Overlook. The Jerome C. Daniel Overlook (previously the Olympics 1984 Overlook and currently also known as the Hollywood Bowl Scenic Overlook) is located above the Hollywood Bowl along Mulholland Drive, about one mile west of U.S. Route 101 (US-101). Visitors can take in views of the Hollywood Sign, the mountains, Griffith Observatory, the US-101, the urban skylines of Hollywood and downtown Los Angeles, the San Fernando Valley, and the Hollywood Bowl. On clear days, it may be possible to see the Pacific Ocean. These views also represent the scenic views available from various publicly accessible locations in the Hollywood Hills, Santa Monica

Mountains, and other hilly areas within the Project Area. However, the perspective and visibility may change depending on various factors, such as the hiking trail, elevation, bad air days, or weather.

Figure 4.1-1 represents a panoramic view that is available at the Jerome C. Daniel Overlook. The Project Area is shown in the foreground and middle ground views. The foreground view includes the hilly terrain of the Santa Monica Mountains. High-rise structures in the central part of Hollywood (Regional Center) are shown in the middle ground view. US-101 is shown in the foreground and middle ground views. A background view of the downtown Los Angeles skyline is also visible in this figure.

The Universal City Overlook is located on Mulholland Drive, about 0.1 miles east of Torreyson Place. From here, visitors can see panoramic views of mountains and Universal City. However, trees may obstruct or limit some views.

In addition to the above two designated vantage points, several other areas within the Project Area also provide panoramic scenic views, such as at Dante's View and Barnsdall Art Park, as well as some public rights-of-way and public trails throughout the Plan Area. At Dante's View, which is located within Griffith Park and a designated HCM (HCM #1091), visitors can see the Griffith Observatory, the hillsides in Griffith Park, and background views of the downtown Los Angeles skyline.

Barnsdall Art Park is situated on a hill in the urbanized portion of the Project Area and, therefore, provides panoramic scenic views of the Santa Monica Mountains, the Hollywood Sign, and Griffith Observatory. As shown in **Figure 4.1-2**, foreground and middle ground views of the Project Area are visible at this park.

The Hollywood Sign, located on the south-facing slope of the Santa Monica Mountains in Griffith Park and a designated HCM (HCM #111), is a focal view. The available public viewing locations vary throughout the Project Area. Views of the sign from north-south oriented streets are determined largely by the built form of the adjacent development and are intermittent. In some cases, primarily from east-west oriented streets, existing buildings and street trees block views of the sign from streets and properties. Views of the sign from higher elevations, such as from hiking trails or designated vantage points, are often in conjunction with wider vistas that include the Santa Monica Mountains as shown in **Figure 4.1-2**. In addition, views of the recognizable sign extend beyond the Project Area, as the sign is presently visible from freeways and other areas located at extended distances from the Project Area. **Figure 4.1-3** depicts views of the Hollywood Sign within the Project Area at Beachwood Drive, Gower Street, Western Avenue, and Sunset Boulevard. The Griffith Park Observatory, another designated HCM (HCM #168) is also a focal view. Compared to the Hollywood Sign, views of the Observatory are more limited because it can only be seen from selected areas within the Project Area. It also is usually seen in conjunction with wider vistas from higher elevations, as shown in **Figure 4.1-2**.

In addition, limited focal views of the Santa Monica Mountains and the hillsides within the Project Area are available along various north-south streets. However, most of the views to the Santa Monica Mountains and the hillsides are blocked by intervening buildings, street trees and, on some streets, overhead utility lines. In summary, public panoramic and focal scenic views are currently available in the Project Area, but the quality of the views vary significantly by location, elevation, and even bad air days. **Figure 4.1-4** depicts example views of the Santa Monica Mountains within the Project Area on Cahuenga Boulevard, Vine Street, El Centro Avenue, and Vermont Avenue.

SOURCE: TAHA, 2018.

taha
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FIGURE 4.1-1

SCENIC VIEW FROM JEROME C. DANIEL OVERLOOK

SOURCE: TAHA, 2018.

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taha 2010-073

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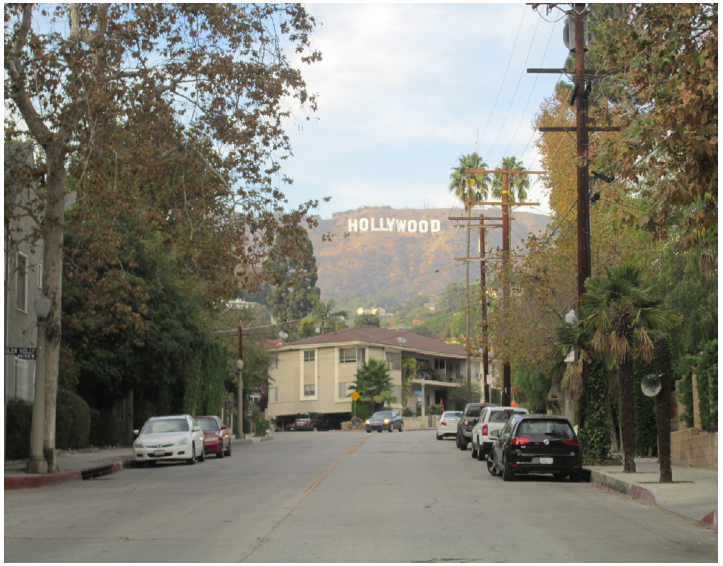
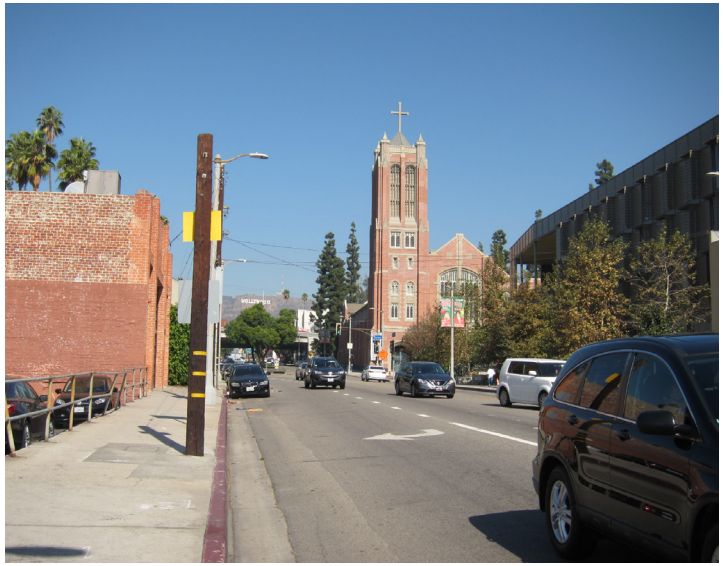
FIGURE 4.1-2

SCENIC VIEW FROM BARNSDALL ART PARK

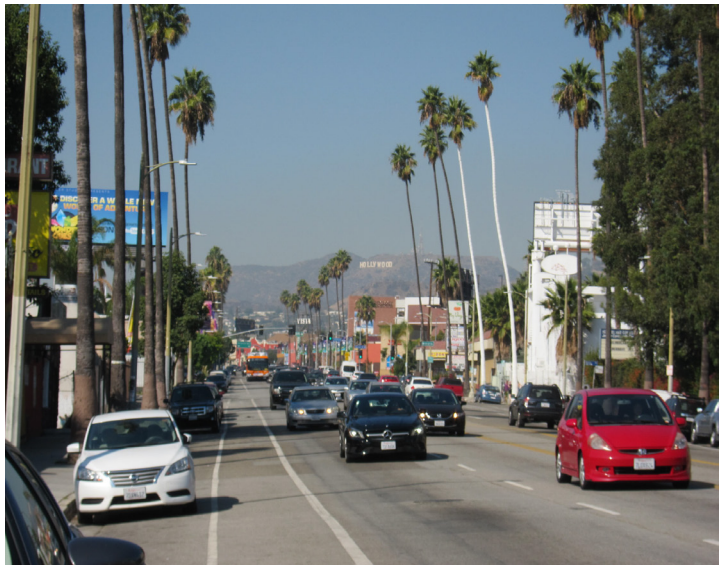


1. View of the Hollywood Sign at Beachwood Dr. and Glen Holly St.



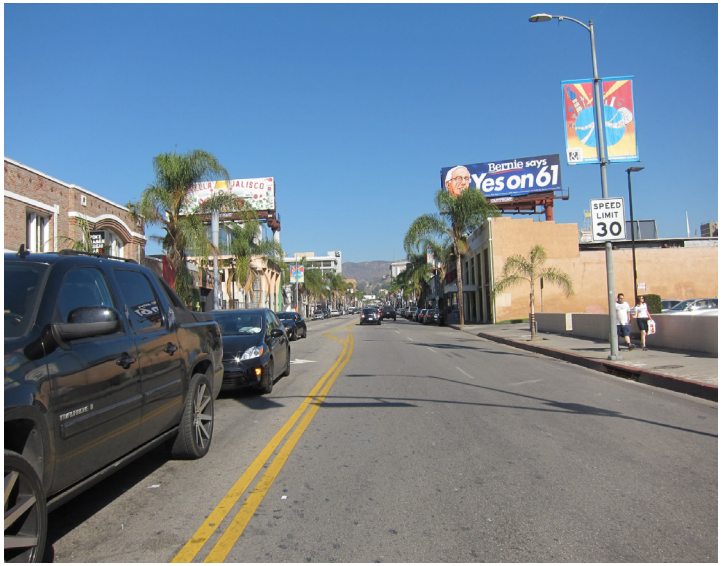
2. View of the Hollywood Sign at Gower St. and Carlos St.

3. View of the Hollywood Sign at Western Ave. and Marathon St.

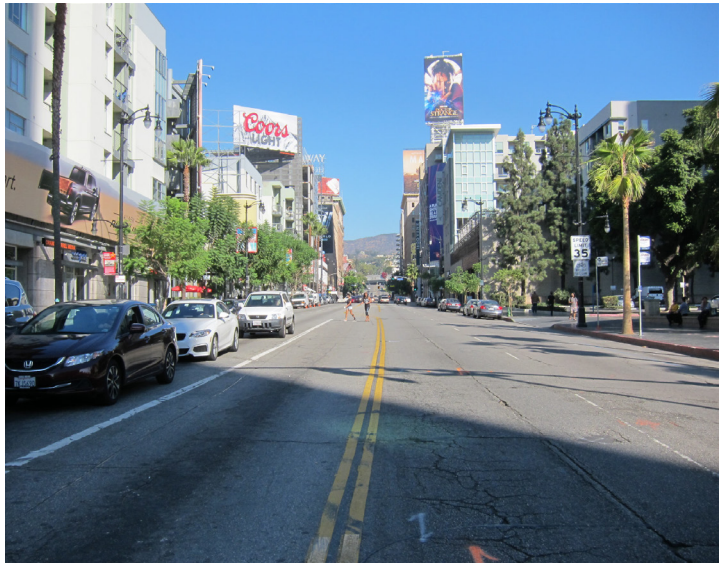


4. View of the Hollywood Sign at Sunset Blvd. and Myra Ave.

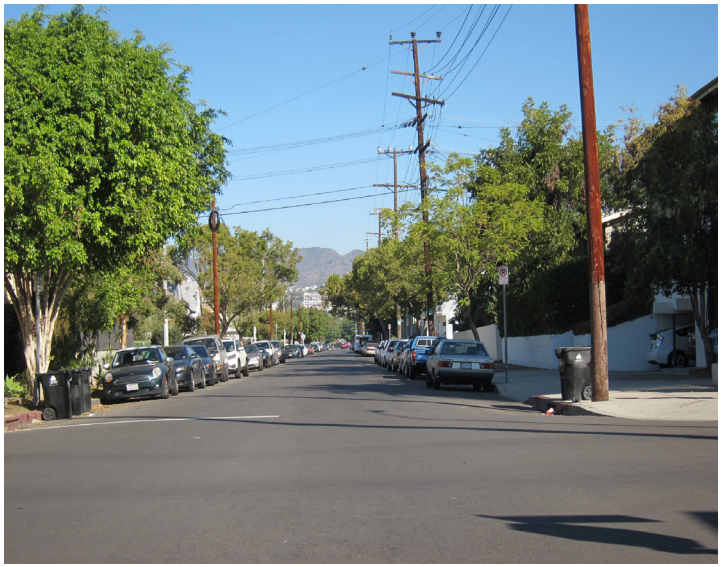
SOURCE: TAHA, 2018.



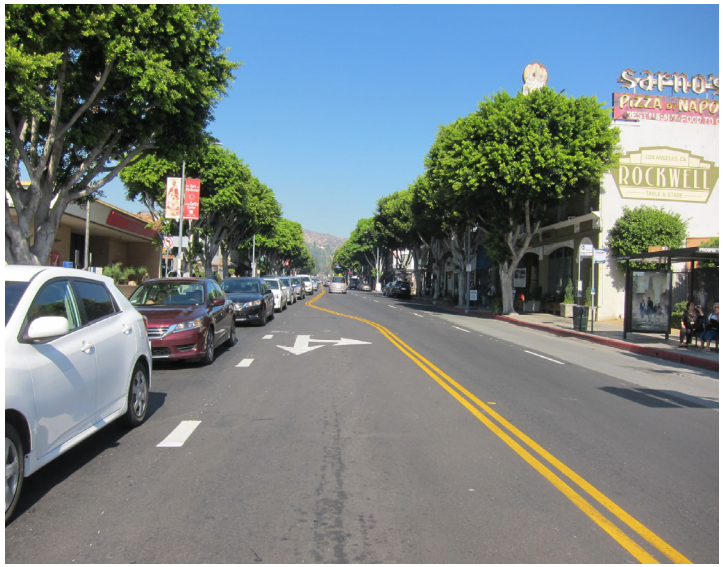
1. View of Santa Monica Mountains on Cahuenga Blvd. at Sunset Blvd.



2. View of Santa Monica Mountains on Vine St. at Sunset Blvd.



3. View of Santa Monica Mountains on El Centro Ave. at Willoughby Ave.



4. View of Santa Monica Mountains on Vermont Ave. at Prospect Ave.

SOURCE: TAHA, 2018.

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FIGURE 4.1-4

VIEWS OF SANTA MONICA MOUNTAINS

VISUAL CHARACTER

The visual character of the Hollywood CPA is the overall image formed by various physical elements, including natural features and the built environment, such as topography, open space, the street grid, buildings, and major transportation infrastructure. Hollywood's visual character varies greatly by context depending on factors, such as geography and neighborhood. Its comprehensive image is a mosaic - no single theme forms the overall image. The CPA is an urban built environment that also contains an abundance of open space and hills at its northern extent.

Visual character can be subjective as filtered through the lens and judgment of individuals. Hollywood is a destination for regional and international visitors, but it is also the home and/or the workplace for tens of thousands of residents and employees. Words that people use to describe Hollywood include urban, dense, modern, but also historic, hilly, and secluded. The best word, however, for Hollywood's visual character is varied.

For the purposes of describing the visual character of the Project Area and to evaluate Project-related impacts on visual character, the Project Area has been divided into four different regions. For identification purposes, the regions were divided by the topography and US-101, which bisects the area. The four regions are as follows:

- Northwest Region: The hills west of US-101, and generally north of Franklin Avenue
- Northeast Region: The hills east of US-101, and generally north of Franklin Avenue and Los Feliz Boulevard
- West Region: The flatlands west of US-101, and generally south of Franklin Avenue
- East Region: The flatlands east of US-101, and generally south of Franklin Avenue and Los Feliz Boulevard

Summaries of the visual character in the four different regions of the Project Area are generally described below. The visual descriptions are based on public views, meaning what is visible from a sidewalk, roadway, or other public right-of-way.

The Proposed Plan seeks to direct anticipated development to specific parts of the Project Area, primarily in the West and East Regions. Since a majority of the Change Areas is located within the West and East Regions, the discussion of the existing visual character for specific Change Areas within the West and East Regions is separately described. The discussion of these specific Change Areas is particularly relevant to the environmental analysis later in this section of the EIR. The visual character of the specific Change Areas provides additional information to the regional descriptions.

Northwest Region

The Northwest Region primarily consists of the Santa Monica Mountains, which is the Project Area's most distinctive landform (see discussion of Scenic Resources, below, for further description of the Santa Monica Mountains within the Project Area). The hilly terrain has both undeveloped and developed lots. Undeveloped land includes open space, such as Runyon Canyon and Wattles Garden Park; land preserved by the Santa Monica Mountains Conservancy; and vacant lots that can be developed with low-density housing, primarily single-family residences. Developed land primarily consists of single-family homes on large lots, generally one and two stories, but some three-story and four-story houses are also built into the hillsides. Hollywood Hills and other single-family residential neighborhoods are located in this region. Low-density residential development is generally located in the lower foothills and canyons. The built environment also includes the Hollywood Bowl, the Yamashiro restaurant, and an elementary school. A few commercial buildings are located along Cahuenga Boulevard, north of Franklin Avenue. One City-designated residential historic district, Whitley Heights HPOZ, is located within the Northwest Region.

Many streets in this region are winding and are designated local streets. However, some collector roads are also located in this region. A portion of scenic Mulholland Drive is within the Northwest Region. The US-101 travels along the eastern edge of this region. **Figure 4.1-5** depicts the visual character of the Northwest Region.

Northeast Region

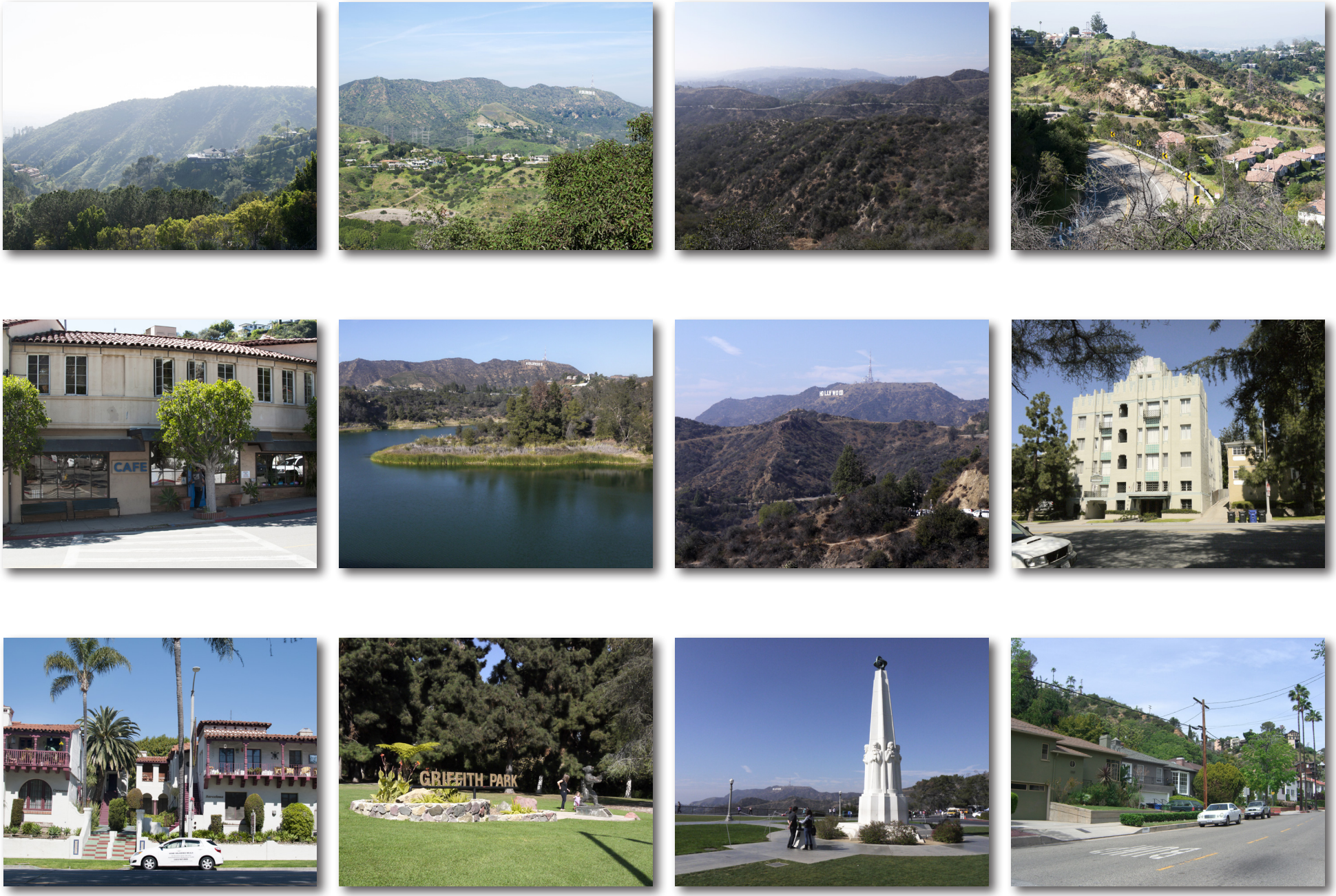
As with the Northwest Region, the Northeast Region primarily consists of the Santa Monica Mountains. Parkland and undeveloped open space areas are generally located on the upper slopes, while low-density residential development is generally located in the lower foothills and canyons. The Northeast Region generally encompasses Griffith Park, two cemeteries, and low-density residential neighborhoods. The predominant feature of the Northeast Region is Griffith Park, a regional park with large expanse of open space covering more than 4,000 acres. The regional park is mostly undeveloped and used for recreation. Although the park is mostly undeveloped, the developed portions of this park include the Griffith Observatory, the Greek Theatre, the Hollywood Sign, museums, and the Los Angeles Zoo. The Forest Lawn Memorial Park and Mount Sinai Memorial Park are also located within the Northeast Region. The developed portions of the Northeast Region include low-density hillside homes in the Hollywoodland, Oaks, and Los Feliz neighborhoods. The low-density residences are generally one to two stories. A number of multi-family residential buildings, generally several stories tall, are located along portions of Beachwood Drive, Los Feliz Boulevard, and Barham Boulevard. This region also contains one City-designated residential historic district – the Hollywood Grove HPOZ. Public facilities found within this region include the Hollywood Reservoir (Mulholland Dam) and schools. This region is bordered by three freeways: the US-101 travels along western boundary, SR-134 crosses the northern boundary, and I-5 generally travels along the eastern edge. Many streets are winding and are designated as local streets, but some collector roads are also located within this region. **Figure 4.1-5** depicts the visual character of the Northeast Region.

West Region

The West Region covers a largely urbanized area located adjacent to the City of West Hollywood, stretching east to US-101. Franklin Avenue forms its northern boundary, while portions of Rosewood Avenue and Melrose Avenue form the southern boundary. Due to the lack of hilly topography in the West Region, this region is in the "flatlands" portion of the Project Area where the street grid pattern runs north-south and east-west. Major north-south corridors include La Brea Avenue, Highland Avenue, Vine Street, and Western Avenue. The major east-west corridors are Hollywood Boulevard, Sunset Boulevard, and Santa Monica Boulevard. Two Metro Red Line subway stations (Hollywood/Highland and Hollywood/Vine) are located within this region.

The West Region has a mix of different uses, buildings of various massing and heights[2], historic districts, individual landmarks, and nondescript visual character. This region contains tourist attractions along Hollywood Boulevard, hotels, media/entertainment studios/offices and supporting uses, single-family residential neighborhoods, multi-family residential neighborhoods, schools, one- to two-story neighborhood commercial services, institutional uses and small parks. Distinctive historical landmarks are also found within this region. The landmarks include, but are not limited to the Walk of Fame, TCL (Grauman's) Chinese Theatre, Pantages Theatre, Crossroads, Hollywood Forever Cemetery and Capitol Records. Hollywood's historical resources are described more in Section 4.5, Cultural Resources, of this EIR. West of La Brea Avenue, multi-family residential buildings, single-family homes, and low-scale commercial buildings are located along Sunset Boulevard and Melrose Avenue.

[2]Hollywood has a mix of building heights. Low-rise buildings are generally one story to three stories. With the passing of time and technology, the height range of what is considered mid- and high-rise has evolved. Mid-rise buildings are now generally 4 to 12 stories tall. High-rise buildings are generally greater than 12 stories; however, the definition could depend on context.



SOURCE: TAHA, 2018.

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FIGURE 4.1-5

VISUAL CHARACTER OF NORTHWEST & NORTHEAST REGION

Single-family homes are generally one or two stories as are low-scale commercial buildings. Multi-family residential buildings vary more in height and are generally between two and six stories. Several schools and two City-designated residential historic districts (Spaulding Square HPOZ and Sunset Square HPOZ) are located within the West Region.

The Regional Center is located in the West Region, generally east of La Brea Avenue, south of Hollywood Boulevard, north of Sunset Boulevard, and west of Gower Street. Within the Project Area, the Regional Center has the most intense and dense uses, with historic buildings interspersed along Hollywood Boulevard. The Regional Center has high-rise, mid-rise, and low-rise buildings; surface parking lots; and pocket parks. Uses include office buildings, hotels, retail stores, apartment buildings, and institutions. The Hollywood Boulevard Commercial and Entertainment Industry National Register Historic District is in the Regional Center. The Regional Center has a strong commercial character with retail, office buildings, hotels, and media/entertainment/tourist uses but is becoming more mixed with recent residential and/or mixed-use developments, such as 1600 Vine, Sunset + Vine, the Camden, and Eastown. Many of the tallest buildings (greater than 100 feet) in the Project Area are generally clustered in the vicinity of Hollywood Boulevard and Highland Avenue, Hollywood Boulevard and Vine Street, and along Sunset Boulevard and Hollywood Boulevard. Some of the tallest buildings (between 10 stories and 25 stories) are the CNN building, Sunset Media Center office building, mixed-use Instrata Sunset Vine Tower, Loews Hotel, Taft building, Lofts @ Hollywood and Vine, L. Ron Hubbard building, W Hollywood Residences, Dream Hotel, and Roosevelt Hotel. The newest taller buildings include the Hollywood Proper Residences (23 stories) on El Centro Avenue, Sunset Gordon Tower (22 stories), and Icon office tower (14 stories) on Sunset Boulevard.

The buildings in the Regional Center form a mosaic of different ages, heights, and styles due to the history of Hollywood's development. The 1905 City Charter prohibited buildings over 150 feet and capped building height to 13 stories. The height limit was later repealed by voters in 1957. In the 1970s, the City designated Hollywood as a high-density activity center connected to transit, and the first Hollywood Community Plan (1973) embraced this vision of growth. In the 1980s, voters reduced the scale of buildings along commercial corridors in the City, and the 1988 Hollywood Community Plan reflects decreased development potential requiring more discretionary review of larger scale projects. The Regional Center continued to evolve with new development projects. When Hollywood's economy declined in the 1980s, the Hollywood Redevelopment Agency approved a redevelopment plan with incentives and regulations for the Regional Center and its surrounding areas. The 1988 Hollywood Community Plan states that this "center area shall function 1) as the commercial center for Hollywood and surrounding communities and 2) as an entertainment center for the entire region." The 1988 Plan also states that mixed-use is especially encouraged here. The Framework Element also recognizes Hollywood as a major destination and employment center for the City, indicating the long-standing view of Hollywood as an important and evolving urban center. The opening of the Metro stations spurred redevelopment at the intersections of Hollywood Boulevard/Highland Avenue and Hollywood Boulevard/Vine Street, resulting in transit-oriented development, most noticeably the Hollywood and Highland entertainment complex, as well as the W Residences and Hotel at Hollywood and Vine.

Several high-density multi-family residential neighborhoods located between Franklin Avenue and the Regional Center are mostly built out. Many of the multi-family residential buildings are three to six stories but a few are much taller, such as the historic Fontenoy and Montecito apartment buildings. In this area, a mix of residential buildings expresses the aesthetic values and styles of different time periods, from the early 1900s to today.

South of the Regional Center is a very mixed built environment, including limited industrial, multi-family residential, and low-scale commercial uses. Two large landmarks found south of the Regional Center include the Hollywood Forever Cemetery and the Paramount Pictures campus. A small portion of this area is single-family residential, including a portion of the Hancock Park HPOZ and the Melrose Hill HPOZ.

The multi-family residential buildings are generally two to three stories, with some one-story residences mixed in. In this area, entertainment/media-related studios and supporting uses are found along a portion of Santa Monica Boulevard, which also has auto repair shops, small performing arts theaters with 99 seats or fewer, and other commercial uses. Tall utility poles and overhead wires are typically found in the industrial areas. Several commercial corridors, such as Western Avenue and Vine Street, have mainly low-scale (one or two stories) commercial buildings and strip malls with a few taller buildings mixed in. Many of the industrial buildings have little to no setback from the streets, while some industrial properties have surface parking lots facing the streets. Entertainment-related buildings vary widely in massing and height. Some are small, one-story buildings while others are one story but have taller floor to ceiling heights to accommodate studio needs. This area has mom-and-pop entertainment-related businesses, as well as larger campuses, such as Paramount Pictures, Sunset Gower Studios, and Hollywood Center Studios. **Figure 4.1-6** depicts the visual character of the West Region.

Change Areas within the Regional Center and Vicinity

The Regional Center is located generally east of La Brea Avenue, south of Hollywood Boulevard, north of Sunset Boulevard, and west of Gower Street. Many of the Change Areas in the Regional Center are located around and between the Metro Hollywood/Highland and Hollywood/Vine Stations. These Change Areas are generally located south of Hollywood Boulevard, between Highland Avenue and Gower Street, north of Sunset Boulevard. A few additional ones are located south of Sunset Boulevard, between Wilcox Avenue and El Centro Avenue, north of Fountain Avenue. The Change Areas near the Metro Hollywood/Vine Station also include selected areas north of Hollywood Boulevard, between Wilcox Avenue and Argyle Avenue. The Proposed Plan also has Change Areas located east of Gower Street adjacent to the Regional Center. These selected areas are along Hollywood Boulevard and Sunset Boulevard from Gower Street to the US-101 and would extend the existing Regional Center under the Proposed Plan. The existing commercial and residential buildings in the Regional Center are generally low-rise (1 to 3 stories) and mid-rise (4 to 10 stories). High-rise towers, such as the Sunset Media Tower, are infrequent. Additional high-rise buildings have been approved but have not been built during the preparation of this EIR. Several surface parking lots are also found in this area, including in the area east of Gower Street, which is generally low-rise in scale, although some newer, taller projects have been built in recent years.[3] Some buildings are more than 50 years old, while others are less than five years old. This area has no single unified theme or design.

Change Areas in Commercial Corridors Outside of the Regional Center. These commercial corridors include portions of Santa Monica Boulevard, Vine Street, the western portion of Sunset Boulevard, the northern portion of La Brea Avenue, the northern portion of La Cienega Boulevard, selected eastern and western portions of Melrose Avenue, and the southern portion of Western Avenue.

These corridors primarily have commercial uses and the typical building is about two stories tall, although one-story buildings are also frequently seen. There are also buildings that are three to five stories, but they are less common. Santa Monica Boulevard, due to its length, has the most varied building heights. Some multi-family buildings are found along these corridors but are not the dominant use. Commercial uses include gas stations, auto repair shops, neighborhood-serving services, restaurants, retail, and offices. Many buildings have no front setbacks while some properties have surface parking lots facing the street.

[3]These projects include the Metropolitan Lofts, MetWest Apartments, Sunset Gordon tower, Emerson College, and the Icon office tower, all along Sunset Boulevard.

SOURCE: TAHA, 2018.

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FIGURE 4.1-6

VISUAL CHARACTER OF WEST REGION

Change Areas in Multi-Family Residential Neighborhoods. Most of the multi-family residential neighborhoods with Change Areas are located in a few areas. These multi-family residential neighborhoods include 1) the area north of the Metro Hollywood/Highland Station, between La Brea Avenue and Wilcox Avenue, immediately north of the Regional Center, and generally south of Franklin Avenue; 2) near US-101; and 3) east of Vine Street near Hollywood Forever Cemetery and Paramount Pictures. Although the facades and ages of the buildings vary by location, most buildings are low-rise. These multi-family residential areas include a mix of one-story houses, duplexes, several low-scale units on a lot, and multi-family residential buildings.

The area to the north of the Regional Center is a varied, multi-family neighborhood. This neighborhood is largely developed and contains individual, historical buildings mixed in with middle-aged buildings and recently built complexes. This area also includes a few hotels, the Magic Castle, and the First Methodist Church of Hollywood. Most buildings are several stories tall. Some newer buildings are five stories, but a few older buildings, including the historic Fontenoy Apartments and the Hollywood Ardmore, are taller.

The area near the US-101 is largely developed and includes historical residences that are part of the Selma-Labaig Historic District, which is listed in the California Register of Historical Resources. The homes in the Selma-Labaig historic district are generally one-story bungalows; some lots have one house, while others have two. Other residential buildings in the surrounding area are not unified in theme, and include larger, newer multi-family buildings up to four stories tall, as well as two-story apartment buildings and one-story bungalows.

The area east of Vine Street and south of Santa Monica Boulevard contains multi-family buildings that are mostly two stories. However, some one-story buildings and a few three-story buildings are also mixed into this neighborhood. This area is largely developed.

Change Areas in Limited Industrial and Entertainment/Media-Related Uses. The limited industrial area that primarily consists of entertainment/media-related uses is known as the Media District. This area is generally located south of Santa Monica Boulevard, east of La Brea Avenue, west of Vine Street, and north of Melrose Avenue. This area has a concentration of media- and entertainment-industry uses and supporting uses, such as prop houses, storage, and equipment vendors. This area has small-scale studios, as well as the Hollywood Center Studios. The buildings are generally low-rise (one to three stories) in the change areas. A few taller buildings, such as the historic 11-story Hollywood Storage on Highland Avenue, as well as surface parking lots, are found within this area. Additionally, the Paramount Pictures campus, located outside the Media District, is also included as a change area. The buildings on the Paramount lot are varied, and some are screened and not visible to the public.

East Region

The area east of US-101 is largely urbanized. Most of the terrain in the East Region is relatively flat, with hilly terrain in the Los Feliz neighborhood at the eastern end of this region. The region consists of mostly multi-family residential uses, with single-family residential uses in the eastern edge, in the Los Feliz neighborhood. This area also has a concentration of hospitals and medical uses, a variety of commercial buildings along corridors, motels, hotels, the Prospect Studios, schools, other public facilities, and Barnsdall Art Park. Excluding the hilly Los Feliz neighborhood, the area south of Franklin Avenue is primarily in the flatlands, and the street grid pattern runs north-south and east-west. Three Metro Red Line subway stations (Hollywood/Western, Vermont/Sunset, and Vermont/Santa Monica) are located in the East Region. The major north-south corridors are Western Avenue and Vermont Avenue. Hollywood, Sunset, and Santa Monica Boulevards are the major east-west corridors.

This region is largely developed with multi-family residential buildings, hospitals, educational facilities, commercial uses, and institutional uses. Some surface parking lots are also found within this region. Many of the multi-family residential buildings are two or three stories but can range up to six stories depending on the location. Multi-family residential units are found within apartment buildings, are located on properties that have several multi-family residential structures or are part of mixed-use developments. The SNAP, a transit-oriented Specific Plan, covers a large portion of the East Region. The taller buildings in this region are mid-rises, such as the cluster of hospitals (Kaiser Permanente, Children's Hospital Los Angeles, and Hollywood Presbyterian Medical Center) near the Santa Monica Boulevard/Vermont Avenue intersection, and the buildings on the Scientology campus.

The buildings on the commercial corridors can range from two to six stories but many are two to three stories, including motels and hotels. The East Region has some mixed-use buildings with retail on the ground floor and residential units above. Many buildings along the commercial corridors have no front setbacks, but some properties have surface parking lots facing the street, such as strip malls. A number of public facilities, such as the Rowena Reservoir, Los Angeles Community College, and institutional uses are located in this region. **Figure 4.1-7** depicts the visual character of the East Region.

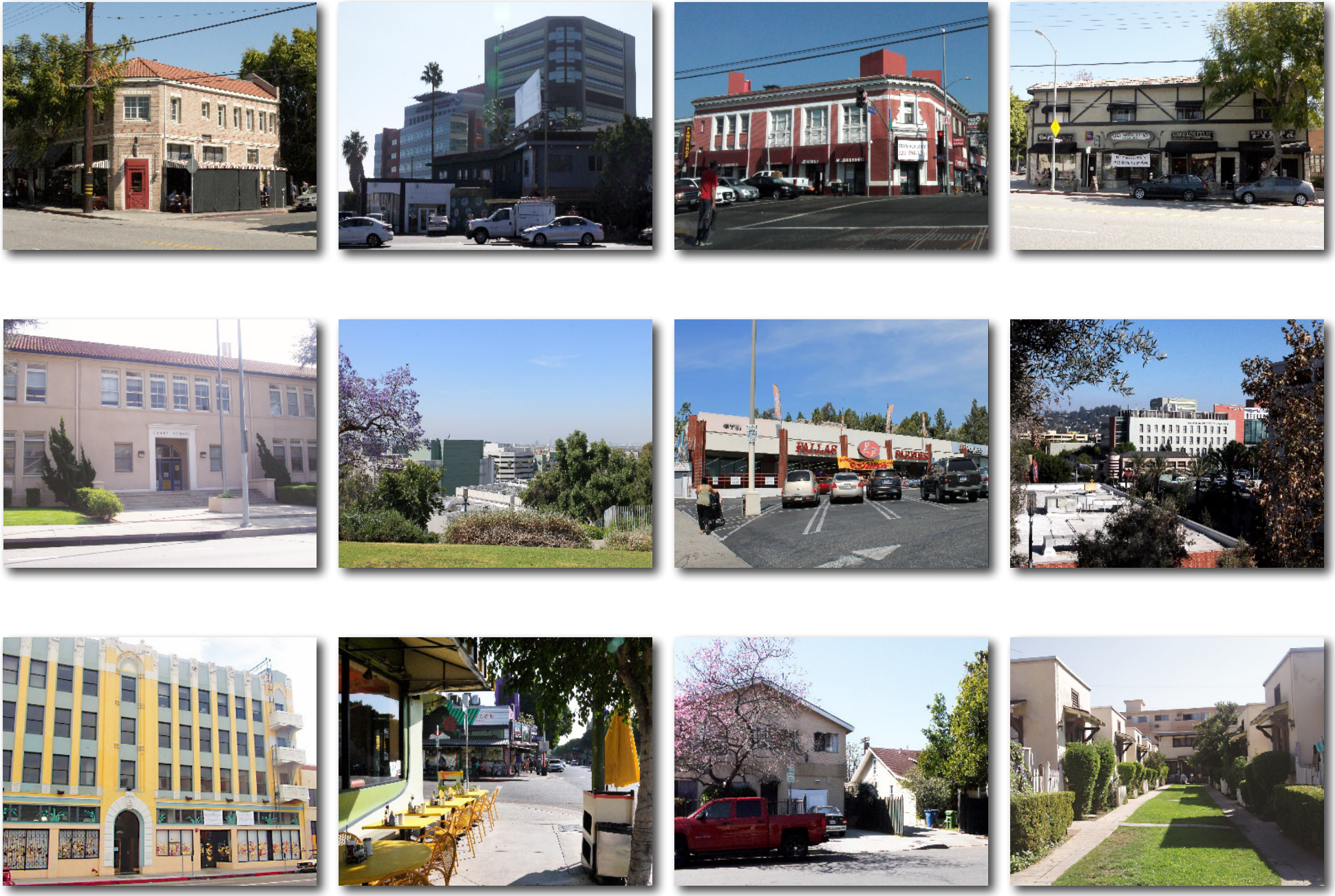
Specific Change Areas within East Region

Vermont/Western Station Neighborhood Area Plan (SNAP). SNAP promotes mixed-use development near the three Metro stations, preserves existing low-scale residential neighborhoods, supports the hospital core near the corner of Sunset Boulevard and Vermont Avenue, and supports improving neighborhood services for residents. Portions of the SNAP are considered Change Areas. The transit-oriented Specific Plan, with boundaries shaped like a number "7", covers much of the East Region. The southern portion of SNAP is in the adjacent Wilshire Community Plan. Within the Project Area, SNAP's northern boundary is generally along Franklin Avenue. The US-101 to Sunset Boulevard generally forms the northwest boundary; the SNAP boundary generally follows Sunset Boulevard before heading south along Edgemont Street to Melrose Avenue. The eastern boundary is generally along Hillhurst Avenue/Virgil Avenue. The topography within SNAP is mostly flat, with the exception of Barnsdall Art Park, which sits on top of a hill. The uses and buildings within SNAP are representative of the ones described in the East Region – assorted commercial along the corridors, multi-family residential, institutional, educational, and a cluster of hospitals. Buildings in the SNAP, excluding the major hospitals, are generally two to six stories in height.

Commercial Corridors outside of SNAP. Santa Monica Boulevard, Hillhurst Avenue, Sunset Boulevard, Hyperion Avenue, and Rowena Avenue generally have a mix of neighborhood-serving commercial uses, including restaurants, retail, and offices. Buildings are generally one or two stories tall. Many buildings have no front setbacks while some properties have surface parking lots facing the street. Some multi-family residential buildings that are three stories or taller are located along Hyperion Avenue, which also has a concentration of auto repair businesses.

SCENIC RESOURCES

Scenic resources contribute to the visual character of a given area. It includes natural or urban features. Natural features can include open space, native or ornamental vegetation/landscaping; topographic or geologic features; and natural water sources. Urban or built features include structures of architectural/historical significance or visual prominence, public plazas or art, and landscaped medians.



SOURCE: TAHA, 2018.

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FIGURE 4.1-7

VISUAL CHARACTER OF EAST REGION

Natural Features

Landforms and Geology. The Project Area's most distinctive and dominant physical landform is the Santa Monica Mountain range, located north of Franklin Avenue, in the northern portion of the Project Area. Public views of the mountains can be seen from both within and outside the Project Area, including along I-5, SR-134, and various public rights-of-way. Within the Project Area, I-5 and SR-134 traverse along or near the easterly and northerly edges of the Santa Monica Mountains, respectively.

Open Space. The most prominent open space with natural features in the Project Area is Griffith Park, a regional park with more than 4,000 acres. Other undeveloped open space areas are also located within the Santa Monica Mountains. Griffith Park is on the eastern side of the Santa Monica Mountain range. Griffith Park can be identified from afar by locating Griffith Observatory or the Hollywood Sign. Trails within Griffith Park provide views of the park and the Santa Monica Mountain range. Close-in foreground views of Griffith Park are available from adjacent streets and sidewalks.

Surface Water Bodies. Surface water bodies within the Project Area include the Los Angeles River, Lake Hollywood, and Rowena Reservoir. The Los Angeles River flows through a concrete channel and runs adjacent to the eastern boundary and within or adjacent to the northern boundary of the Project Area. The river has a bicycle and walking trail alongside it. Views of the river are typically limited to close-in foreground views from adjacent streets and sidewalks. The Project Area has two reservoirs: Lake Hollywood and Rowena. Lake Hollywood, an artificial lake, is located in the Northeast Region and is situated within the Santa Monica Mountains, east of US-101. Rowena Reservoir, an artificial lake, is located in the East Region. Due to its more prominent size and location within the Santa Monica Mountains, Lake Hollywood has more public visibility than the Rowena Reservoir.

Urban/Built Features

Prominent Structures. The Project Area contains many structures of architectural/historical significance or visual prominence in the Project Area. Many buildings in the Project Area with architectural significance and/or visual prominence are historical resources. These buildings include several iconic structures, including the Capitol Records Building (HCM #857), the Griffith Observatory (HCM #168), TCL (Grauman's) Chinese Theatre (HCM #55), Pantages Theatre (HCM #193), Chateau Marmont (HCM #151), and the Hollywood Bowl, a state historical resource. The Project Area has one of the highest concentrations of designated historical resources in the City of Los Angeles. These resources include properties listed in the National Register of Historic Places, California Register of Historical Resources, and locally designated HCMs. The Project Area has six HPOZs. Historical resources are discussed in more detail in Section 4.5, Cultural Resources, of this Draft EIR. Public views of historical resources are typically limited to close foreground views from adjacent streets and sidewalks, although a few resources can be viewed from a distance. Historical resources are located throughout the Project Area, but many are west of the US-101, such as along Hollywood Boulevard.

In addition to historical resources, the Project Area also includes other prominent buildings, such as various modern mid- and high-rise structures. These structures include the new Live Proper Residences, Dream Hotel, Emerson College Los Angeles Center (ELA), the Sunset Media Center, the Hollywood & Highland retail/entertainment complex, the W Hollywood Residences, and the cluster of hospitals in the East Region.

Landscaped Parkways and Roadway Medians. Landscaped parkways with mature trees are primarily found throughout the non-hillside portions of the Project Area. Two notable landscaped parkways include the cedar trees along the parkway of Los Feliz Boulevard and the avocado trees located on the 4400 block of Avocado Street. These two landscaped parkways are HCMs. In the Project Area, only a few streets have landscaped medians, including Highland Avenue, Hillhurst Avenue north of Los Feliz Boulevard,

Vermont Avenue north of Los Feliz Boulevard, Huxley Street, Crystal Springs Drive, and Franklin Avenue between Talmadge Street and St. George Street.

Scenic Highways. No California-designated scenic highways or scenic parkways (or proposed state scenic highways or parkways) are located within the Project Area. Additionally, no state-designated scenic highways in proximity to the Project Area provide views of the Project Area. The nearest state-designated scenic highway is State Route (SR)-2 north of the Interstate (I)-210 through the Angeles National Forest, approximately 5.9 miles northeast of the Project Area.

Seven City-designated scenic highways are within or adjacent to the Project Area, including two streets along the northerly Project Area boundaries. City-designated scenic highways, according to the City's MP 2035, are either 1) arterial streets or state highways that traverse areas of natural scenic quality in undeveloped or sparsely developed areas of the city or 2) arterial streets that traverse urban areas of cultural, historical or aesthetic value which merit protection and enhancement. **Table 4.1-2** lists and describes the City-designated scenic highways that are within or along the boundaries of the Project Area.

TABLE 4.1-2: CITY-DESIGNATED SCENIC HIGHWAYS WITHIN OR ADJACENT TO THE PROJECT AREA

City-Designated Scenic Highways	Location in Relation to Project Area	Description
Barham Blvd. (between US-101 to Forest Lawn Dr.)	Along Project Area Northern Boundary	Dramatic pass with northerly valley views
Forest Lawn Dr. (between Barham Blvd. to Griffith Park Dr.)	Within Project Area	Winding road past Hollywood Hills; gateway to Griffith Park
Highland Ave. (south of Melrose Ave.)	Within Project Area	Landscaped median, significant palm trees
Laurel Canyon Blvd. (north of Hollywood Blvd.)	Within Project Area	Winding cross mountain road through rustic area
Los Feliz Blvd. (between Western Ave. to Riverside Dr.)	Within Project Area	Hillside and city views
Mulholland Dr. (west of US-101)	Along Project Area Northern Boundary	Panoramic views
Riverside Dr. (south of Los Feliz Blvd.)	Within Project Area	Essential link to "chain of parks" concept

SOURCE: City of Los Angeles General Plan, *Mobility Plan 2035*: *An Element of the General Plan*, adopted 2015.

LIGHT AND GLARE

Light. Nighttime illumination of varying intensities is characteristic of most urban and suburban land uses including those in the Project Area. Nighttime lighting is necessary to provide and maintain safe, secure, and attractive environments. However, these lights have the potential to produce spillover light and glare, and if designed incorrectly, could be considered unattractive or could be annoying or obtrusive to residents. Light that falls beyond the intended area is referred to as nighttime spillover light or light trespass. Nighttime spillover light can adversely affect light sensitive uses at nighttime, especially residences.

Within the flatlands portion of the Project Area, a high level of ambient nighttime light exists due to its urbanized nature. Nighttime artificial lighting sources in this area include street, security, and way finding outdoor lighting; vehicle headlights; and interior building illumination. These artificial lighting sources result in a range of low to high ambient nighttime light levels, depending on the specific location. Exterior nighttime lighting is the most prominent within the Regional Center of the Project Area as this area experience high activity levels at night. Exterior lighting in this area is used to illuminate buildings, parking facilities, pedestrian walkways, roadways, and signage.

Street lights, particularly at intersections, illuminate a majority of the streets in the Project Area. The bulk of the existing street lights within the Project Area are on approximately 40-foot-tall street light poles. Ornamental pedestrian-level lighting is provided on some corridors, such as portions of Wilcox Avenue and Cahuenga Boulevard.

Nighttime lighting is more limited in the Santa Monica Mountains and the eastern end of the Project Area. In the developed portions of the Santa Monica Mountains and the eastern end of the Project Area, nighttime artificial lighting sources include pedestrian-scaled street lights, security and decorative wall lighting at residential homes, vehicle headlights, and interior building illumination. Generally, no artificial lighting sources are available in the undeveloped portion of the Santa Monica Mountains.

Ambient light levels or illumination is measured in foot-candles (fc). A fc is a unit of measure or the intensity of light falling in one square foot of surface area equal to one lumen per square foot. **Table 4.1-3** describes the fc range of various types of light.

TABLE 4.1-3: FOOT-CANDLE VALUES OF COMMON LIGHT SOURCES

Illumination Source	Foot-Candles (lux/fx)
Full Daylight	1,000
Full Moon	0.1
Office Lighting	70-150
Street Lighting	0.6-1.6

SOURCE: City of Los Angeles, *Department of Public Works Bureau of Street Lighting Design Standards and Guidelines*, 2007.

Table 4.1-4 details the LADPW's Bureau of Street Lighting Design Standards and Guidelines for road types existing in the city. The recommended level of roadway luminance is dependent on roadway type, level of pedestrian activity, and the reflective properties of the roadway. The most stringent standards are imposed when there is a high probability of pedestrian and vehicle conflicts. Pavement surfaces for a roadway are specified using an R1 through R4 classification system.

TABLE 4.1-4: CITY OF LOS ANGELES ILLUMINATION STANDARDS FOR ROADWAY LIGHTING

Road	Pedestrian Conflict	Pavement Classification		
		R1 (lux/fc)	R2 & R3 (lux/fc)	R4 (lux/fc)
Major (renamed Boulevards)	High	12.0/1.2	17.0/1.7	15.0/1.5
	Medium	9.0/0.9	13.0/1.3	11.0/1.1
	Low	6.0/0.6	9.0/0.9	8.0/0.8
Collector (renamed Avenues)	High	8.0/0.8	12.0/1.2	10.0/1.0
	Medium	6.0/0.6	9.0/0.9	8.0/0.8
	Low	4.0/0.4	6.0/0.6	5.0/0.5
Local	High	6.0/0.6	9.0/0.9	8.0/0.8
	Medium	5.0/0.5	7.0/0.7	6.0/0.6
	Low	3.0/0.3	4.0/0.4	4.0/0.4

Note: R1, R2, R3, and R4 are industry standard pavement classifications where R1 is the most reflective and R4 is the least reflective.
SOURCE: City of Los Angeles, *Department of Public Works Bureau of Street Lighting Design Standards and Guidelines*, 2007.

The existing street light illumination levels along various roadway corridors within the Project Area are described in **Table 4.1-5**. In general, the current illumination levels of the Project Area do not exceed standard illumination levels. Within the CPA, illumination levels due to street lights between intersections are lower than those at intersections, regardless of light spilling from lighting within adjacent buildings. The average street light illumination levels along the commercial corridors of the Project Area generally range from 1.36 to 2.36 fc, With the exception of the I-5, US-101, and SR-134 corridors, Hollywood Boulevard has the highest average street light illumination level in the Project Area.

TABLE 4.1-5: STREET LIGHT ILLUMINATION LEVELS IN THE PROJECT AREA

Corridor	Street Light Illumination /a/	
	Average Foot-candles (fc)	Range Foot-candles (fc)
EAST-WEST CORRIDORS		
Forest Lawn Dr. between Barham Blvd. and Zoo Dr.	0.49	<0.01 – 2.32
Zoo Dr. between Forest Lawn Dr. and LA Zoo	0.03	<0.01 – 1.74
Los Feliz Blvd. between Riverside Dr. and Hillhurst Ave.	0.96	<0.01 – 2.57
Los Feliz Blvd. between Vermont Ave. and Western Ave.	1.69	0.05 – 2.74
Franklin Ave. between Hillhurst Ave. and La Brea Ave.	1.44	<0.01 – 5.45
Hollywood Blvd. between Sunset Blvd. and Fairfax Ave.	2.36	0.09 – 7.9
Sunset Blvd. between Fountain Ave. and La Brea Ave.	1.62	0.23 – 4.08
Fountain Ave. between Virgil Ave. and Hyperion Ave.	1.02	<0.01 – 2.66
Fountain Ave. between Sunset Blvd. and La Brea Ave.	1.10	<0.01 – 3.59
Santa Monica Blvd. between Virgil Ave. and La Brea Ave.	1.57	0.12 – 3.92
Melrose Ave. between Virgil Ave. and Vermont Ave.	1.28	0.45 – 2.09
Melrose Ave. between Virgil Ave. and La Cienega Blvd.	1.36	0.04 – 6.32
NORTH-SOUTH CORRIDORS		
Barham Blvd. between Cahuenga Blvd. and Forest Lawn Dr.	0.78	<0.01 – 2.12
La Brea Ave. between Franklin Ave. and Melrose Ave.	1.76	0.22 – 6.60
Beachwood Dr. between Westshire Dr. and Franklin Ave.	0.13	<0.01 – 2.00
Cahuenga Blvd. between Barham Blvd. and Franklin Ave.	1	<0.01 – 4.87
Cahuenga Blvd. between Franklin Ave. and Melrose Ave.	1.48	0.01 – 5.42
Highland Ave. between Franklin Ave. and Melrose Ave.	1.65	0.13 – 7.63
Wilton Pl. between Franklin Ave. and Melrose Ave.	1.03	<0.01 – 3.32
Western Ave. between Los Feliz Blvd. and Melrose Ave.	1.65	<0.01 – 4.11
Vermont Ave. between Los Feliz Blvd. and Melrose Ave.	1.72	0.12 – 3.48
Hillhurst Ave. between Los Feliz Blvd. and Santa Monica Blvd.	1.31	0.04 – 2.49
Virgil Ave. between Fountain Ave. and Melrose Ave.	1.08	0.42 – 2.04
Virgil Ave. between Santa Monica Blvd. and Melrose Ave.	1.11	0.19 – 3.29
Hyperion Ave. between Fountain Ave. and Waverly Dr.	0.98	0.01 – 3.02

/a/ Street light illumination was based on a lighting survey that was conducted from 10:00 p.m. to 1:00 a.m. on November 25 and 28, 2016 using a data-logging light meter and geographic positioning software (GPS). The light meter was placed horizontally atop of a sports utility vehicle (approximately 6.5 feet above the ground) in a manner that would not be influenced by on-coming vehicle headlights. The data-logging meter was set to record illumination levels at 60-second intervals and the vehicle was driven at an average speed of 25 miles per hour near the centerline of major streets within the Project Area. Lighting levels were recorded approximately every 2,200 feet and were logged by time of day. The GPS tracking software was activated and synchronized with the time of day of the light meter. The data was downloaded to Google Earth to visually identify the locations and the associated time of day when the vehicle was driven at that specific location. The GPS location and light levels (by time of day) were reconciled to identify the lighting level at a specific geographic location along the surveyed streets. Based on the compiled data, the average lighting level was calculated from all the recorded measurements along a specific street segment. Over 7,000 sample light reading measurements were collected during the lighting survey.

SOURCE: TAHA, 2016.

A portion of the CPA is within the Hollywood Signage SUD, which was formed to promote the continuing contribution of signage to the distinctive aesthetic of the district, and to also control the blight created by poorly placed, badly designed signs. Additional signage is allowed and encouraged in the Hollywood Signage SUD, which could result in higher illumination than other parts of the CPA. However, the SUD requires that illuminated signs are located or screened so as to minimize direct light sources onto any exterior wall of a residential unit, and into a window of a commercial building. Externally lit signs are required to be shielded from public view.

Glare. Glare is a common phenomenon in Southern California primarily due to the occurrence of a high number of days per year with direct sunlight and the highly urbanized nature of the region, resulting in a large concentration of reflective surfaces. Glare can result from sunlight reflecting off glass, as well as plastic awnings or other structural fixtures of buildings located on adjacent streets in the Project Area. The majority of existing structures within the Project Area are composed of non-reflective materials, such as concrete, wood, stucco and plaster. However, a few commercial buildings within the Project Area contain a substantial amount of glass. During the daytime, parked vehicles can also produce a large source of glare from sunlight being reflected off windshields and other surfaces. Nighttime glare can occur from a variety of light sources including street lights, lighting of sports and entertainment events and lighting of commercial and residential structures.

SHADE AND SHADOWS

Shading refers to the effect of shadows cast upon adjacent areas. The consequences of shadows upon land uses may be positive, including cooling effects during warm weather, or negative such as the loss of natural light necessary for solar energy purposes or the loss of warming influences during cool weather. Shadows are cast in a clockwise direction from west/northwest to east/northeast from approximately 7:00 a.m. to 3:00 p.m. or later depending on the time of the year: Summer Solstice (June 21), Spring/Fall Equinoxes (March 20 and September 22), and Winter Solstice (December 21). Generally, the shortest shadows are cast during the Summer Solstice and then grow increasingly longer until the Winter Solstice. During the Winter Solstice, the sun appears lower in the sky and shadows are at their maximum coverage lengths. Shadows cast during the Winter Solstice represent the greatest potential shade and shadow impacts.

Shadow effects depend on several factors, including local topography, the height and massing of buildings, and existing uses. Due to the relatively dense arrangement of existing commercial, industrial, and residential buildings within the developed portions of the Project Area, shadow effects already exist in the Project Area. Mid-rise and high-rise buildings cast longer shadows than low-rise buildings. Within the Project Area, taller buildings are generally located in the Regional Center and the effects of shadows cast in this area affecting public spaces where people gather for long periods are minimal.

THRESHOLDS OF SIGNIFICANCE

In accordance with Appendix G of the State CEQA Guidelines, the Proposed Plan would have a significant impact related to aesthetics if it would:

- Have a substantial adverse effect on a scenic vista;
- Substantially damage scenic resources, including but not limited to trees, rock outcroppings, and historic buildings within a state scenic highway;
- Substantially degrade the existing visual character or quality of the site and its surroundings; and/or
- Create a new source of substantial light or glare, which would adversely affect day or nighttime views in the area.

METHODOLOGY

This impact discussion will consider impacts from inside and outside the plan area where the visual resources identified in the existing setting may be affected by the Proposed Plan. This impact section will analyze impacts from reasonably expected development of the Proposed Plan.

Under SB 743, residential, mixed-use, and employment center projects in a TPA are exempt from aesthetic impacts analysis. Most development that is reasonably foreseeable in the TPAs of the Proposed Plan would be residential, mixed use, or an employment center and would therefore, as a matter of law, not have aesthetic impacts under CEQA Guidelines. It would seem reasonable to assume that the Proposed Plan should not have foreseeable aesthetic impacts for these qualifying projects. With that said, the relevant language of SB 743, codified at PRC Section 21099(d), does not expressly apply to projects adopting a land use plan. Therefore, conservatively this EIR will consider aesthetic impacts from the implementation of the Proposed Plan in all areas of the plan, including TPAs and including development that would qualify for SB 743 exemption for aesthetics.

The evaluation of aesthetic impacts is a subjective exercise, both in identifying valued aesthetic resources and identifying significant impacts to valued aesthetic resources. Considerations for determining impacts under the various categories of aesthetic resources and impact thresholds are discussed below.

SCENIC VISTAS

This aesthetics analysis takes into account public scenic views of the Project Area from varying vantage points, as well as public scenic views from the Project Area of visual features such as open spaces, mountain ranges, and distinctive focal views (e.g., the Hollywood Sign). For the purposes of the CEQA analysis, significant impacts to views typically consist of the loss or obstruction of a valued public view or changes in the character of the view that detract from a valued public view. The assessment method would identify whether such viewpoints exist within the Project Area and whether the content of the view would be adversely affected by the Proposed Plan. The loss of a private view would not be an impact for purposes of this analysis. The City does not protect private views. Changes to private views from development are expected in an urban environment over time as buildings are changed or added to a particular area.

VISUAL CHARACTER

The concept of visual character is not explicitly defined in the CEQA Guidelines or the City's Thresholds Guide. Visual character can be defined in terms of the overall impression formed by the relationship between perceived visual elements of the built, urban environment existing in the Project Area.

Significant impacts to the visual character of an area is generally based on the removal of features with aesthetic value, the introduction of contrasting urban features into a local area, and the degree to which the elements of the Proposed Plan detract from the visual character of an area. Analysis of impacts to visual character is subjective in its very nature. The qualities that create aesthetic value will vary from person to person. Some observers may see benefits in changes to the visual character, while other observers would find them discordant.

IMPACTS

IMPACT 4.1-1 Would implementation of the Proposed Plan have a substantial adverse effect on a scenic vista? **Less than significant impact.**

The City's General Plan Conservation Element defines scenic vistas as the panoramic public view access to natural features, including views of the ocean, striking or unusual natural terrain, or unique urban or historic resources." The panoramic public views in the Hollywood CPA are of the Santa Monica Mountains, the hillsides (e.g. Hollywood Hills), and the urban skyline. The Project Area has several public vantage points from which these views can be seen. Additionally, as discussed in the environmental setting above, scenic views may also be focal on a valued aesthetic resource, such as views of the Hollywood Sign.

The Project Area has several publicly accessible locations that provide scenic vistas. Of these publicly accessible locations, two are designated public vantage points, both of which are in the Hollywood Hills: the Jerome C. Daniel Overlook and the Universal City Overlook. As described in the Existing Setting, the view from the Jerome C. Daniel Overlook is panoramic and includes the Hollywood Bowl, Santa Monica Mountain range, the Hollywood Sign, Griffith Observatory, and the urban skylines of Hollywood and downtown Los Angeles in the distance, and the Hollywood Bowl. The skyline includes both mid-rise buildings and high-rise buildings, as well as historical resources and recently built towers. On clear days, it may be possible to see the Pacific Ocean. The Universal City Overlook provides a panoramic view of Universal City, an unincorporated area in Los Angeles County outside of the CPA, and of mountains. In addition, both overlooks have views of the San Fernando Valley. The panoramic views from these two designated public vantage points generally represent the public scenic views available in various publicly accessible locations in the Santa Monica Mountain range and hills within the Project Area, such as Dante's View, Barnsdall Art Park, and public rights-of-way and public trails in and around the Plan Area. However, the quality of the views can vary based on various factors, such as specific location, elevation, obstruction from trees, bad air days, and weather.

Although public views inside the Plan Area of the mountains, hillsides, and of the Hollywood Sign can be seen at lower elevations from the flatlands, the views are not panoramic due to the street grid pattern, flat terrain, and built environment. The views from public streets are from a distance and generally along north-south corridors, which often have buildings and trees that limit views.

A substantial adverse effect on scenic vistas would occur if implementation of the Proposed Plan would result in the loss and/or significant obstruction of scenic views or change the character of the view that detract from a valued public view. Significant obstruction or diminishment of scenic vistas would occur if the Proposed Plan introduces development that contrasts enough with the view so that it is permanently affected or if public access to the public vantage points is lost. The City does not protect private views and the loss of a private view would not be an impact for purposes of this analysis.

The Proposed Plan would not result in a loss of scenic vistas. In general, the Proposed Plan does not propose or anticipate any substantial change to the Santa Monica Mountains that would result in the loss or obstruction of scenic views or change the character of the view of the Santa Monica Mountains. The Proposed Plan also does not propose or anticipate any substantial change to properties with an Open Space land use designation, such as within the Santa Monica Mountains and at Barnsdall Art Park. A majority of the Santa Monica Mountains and hillsides have either an Open Space land use designation or a low density single-family residential land use designation. Uses that are permitted within an Open Space designated area are generally limited to recreational uses. Future development occurring during the lifetime of the Proposed Plan within Open Space designated properties are expected to be consistent with the types of low intensity recreational uses that are found in the Santa Monica Mountains, Griffith Park, and other Open Space designated areas. Additionally, the Proposed Plan does not anticipate development in the upper

slopes of the mountains. The Hollywood Sign and Griffith Observatory are in Griffith Park, which would be maintained as a regional park for recreational use. The Hollywood Bowl is a public facility, and the Proposed Plan is not making changes to the site. The Proposed Plan does not propose any development at the two designated overlooks, Dante's View or Barnsdall Art Park and does not propose any policies that would restrict public access to these viewpoints. Views from public rights-of-way and public trails, including around the hillsides, are expected to generally be maintained as limited new development or greater intensity development is expected in these areas. Additionally, implementation of the Proposed Plan would serve to protect and preserve natural resources and natural features of the environment; to provide outdoor recreation opportunities and advance the public health and welfare; to encourage the management of public lands in a manner which protects environmental characteristics; and to encourage the maintenance of open space uses on all publicly-owned park and recreation land and on open space public land which is essentially unimproved.

Vacant parcels with low density single-family residential land use designations within the Santa Monica Mountains and foothills (i.e., Minimum Residential, Very Low II Residential, Low I Residential, and Low II Residential) could be developed during the lifetime of the Proposed Plan. Additionally, existing single-family residential structures in the hillsides could gain additions or be redeveloped. The Proposed Plan has stricter subdivision controls and limits density for hillside properties that are located on a natural slope that exceeds 15 percent. New structures within the hillside residential areas would be expected to be consistent with the height and massing of existing structures. Thus, views of the Santa Monica Mountains are not expected to significantly change in character with implementation of the Proposed Plan. Additionally, the low-density structures within the Santa Monica Mountains are not expected to obstruct scenic views that are currently available within publicly accessible locations in the Santa Monica Mountain.

The urban skyline in Hollywood is a composite of buildings that span various architectural styles from the last century and recent decades. The development in the central portion of the Hollywood CPA, generally the Regional Center, is the main contributor to the form of the skyline. The existing varied skyline includes slender towers that are glassy, historic buildings that are 13 stories or less in height (such as office buildings), hotels, and mid-rise buildings.[4] **Figure 4.1-1** provides a view of the urban skyline within the central portion of the Project Area from the Jerome C. Daniel Overlook. The varied skyline within the Regional Center is also shown in this figure. Under the Proposed Plan, new buildings would be interspersed with existing ones, and views of the varied skyline would not be removed or lost. In addition, the Proposed Plan would not alter existing street alignments so existing views of the Santa Monica Mountains along public streets and sidewalks that run north-south in the flatlands would not be lost.

Additional development resulting in physical changes in the CPA could occur under the Proposed Plan. Although physical changes could occur in both the Change and Non-Change Areas, the areas that would experience the most change would be primarily within the Change Areas, particularly in the Regional Center near the Metro Red Line Station and along commercial corridors near transit. Underutilized parcels, including surface parking lots, could be developed and existing low-rise buildings could be replaced with taller buildings. Additionally, more mixed-use buildings, generally multi-family housing above ground-floor commercial, could be built under the Proposed Plan. However, the changes to massing, form, and height are expected to be incremental and gradual, as it takes time for development projects to be proposed, approved and financed. Past building data demonstrates that not all properties are built to the maximum development permitted. Reasons include economic conditions and market trends, financial lending practices, construction and land acquisition costs, physical site constraints, and other General Plan policies or zoning regulations.

[4]Between 1905 to approximately 1957, the City of Los Angeles limited the maximum height of buildings to 13 stories.

The Proposed Plan would facilitate additional development potential in order to accommodate anticipated growth. Based on the proposed changes to land use designation and/or zoning, more mid-rise buildings could be built along the major commercial corridors. Additionally, more mid-rise and high-rise buildings could be built in the Regional Center.

In the Regional Center, additional development near the two Metro Red Line Stations would be allowed. Certain subareas, or Change Areas, in the Regional Center would be allowed a floor area ratio (FAR) of 3:1 near the Metro Hollywood/Highland Station, and some subareas also would have a new height limit of 75 feet. Several subareas near the Metro Hollywood/Vine Station would be allowed 4.5:1 FAR. Subareas with a proposed 4.5:1 FAR could see new high-rise buildings. Parcels with larger FARs, such as 4.5:1, have more floor area for buildings and the design, massing, and height of these development projects can range from being short and boxy to tall and slender. The Proposed Plan would also extend the Regional Center land use designation along both sides of Hollywood Boulevard and the north side of Sunset Boulevard from Gower Street east to the US-101. Mixed-use development in the extension area along Hollywood Boulevard would get 3:1 FAR; the extension area on Sunset would have 4.5:1 FAR. In addition, the Proposed Plan would allow additional development potential on selected commercial corridors and incentivizes mixed-use development along major commercial corridors. The buildings are expected to be low rise along existing low-scale commercial corridors with proposed 1.5:1 FAR, such as Hillhurst Avenue or Hyperion Avenue, which have proposed height limits of 36 feet and 30 feet, respectively. The Proposed Plan would allow four-story buildings in the western portion of Melrose Avenue between Fairfax Avenue and Highland Avenue, instead of today's mostly two-story buildings. Along major commercial corridors, such as portions of Santa Monica Boulevard, Vine Street, and Western Avenue, the incentivized FAR for mixed-use development would be 2.5:1 or 3:1 depending on the location. This proposed change would generally be expected to result in more mixed-use buildings that are mid-rise in height, replacing existing low-rise buildings.

The general physical changes that could occur under the Proposed Plan, as described above, have the potential to change the visual appearance of Hollywood's urban skyline. However, the changes would not cause significant obstruction or significant diminishment of the existing skyline. The existing view of the skyline from the Jerome C. Daniel Overlook, which generally represent the types of scenic views that are publicly available within the Project Area, has a few main components: background view of the varied downtown Los Angeles skyline, middle ground view of the varied Hollywood skyline in the West Region of the Hollywood CPA (west of US-101), middle ground view of the relatively low-scale skyline of the East Region (east of US-101), and foreground view of the Hollywood Bowl.

Due to the sizable distance between the downtown Los Angeles skyline and the Hollywood skyline, changes to the Hollywood skyline would not block the downtown silhouette. Newer projects in the Project Area, such as the Icon office tower (14 stories), the Kimpton Everly Hotel (14 stories), Proper Residences (23 stories), and the Sunset Media Center tower (22 stories), are taller buildings that are clearly identifiable from the overlook due to their height and/or distinctive design but are about six miles away from downtown. New development of similar height and scale that could be built in the Regional Center under the Proposed Plan would add to the silhouette of the Hollywood skyline but would not significantly obstruct views of the downtown Los Angeles skyline. The existing Hollywood skyline has been changing in recent years with new development projects on the ground, as mentioned above, and would continue to change with the Proposed Plan. The potential mid-rises and high-rises that could occur under the Proposed Plan would not be a significant contrast to existing development. Potential development within the Regional Center is generally expected to be similar to the types of uses that currently exist in the Regional Center and includes mixed-use development, office buildings, multi-family residential buildings, and hotels. The Regional Center already has a mix of uses, building heights, and building styles that span the decades, and this medley would continue in the future under the Proposed Plan. Therefore, the potential development that could occur under the Proposed Plan could blend in with the existing buildings or have a distinctive profile but

would not be a significant contrast to the existing outline of buildings defined against the background of the sky.

New development along the commercial corridors could narrow or partially obstruct some of the available views of the mountains, hillsides and valued focal scenic views of the Hollywood Sign but the development would be expected to occur within existing lot lines, and views from public rights-of-way would generally remain. Some views at particular spots may be obstructed from new development under the Proposed Plan, but as such views are generally intermittent in the flatlands it would not be considered a significant impact. The Proposed Plan proposes relatively few changes in the East Region. These changes generally include a few FAR increases and FAR incentives along selected commercial corridors, and future development is generally expected to be low-scale and mid-rise (two to six stories). In general, it is expected that the Change Areas would experience the most physical change in the CPA. Non-Change Areas may still be redeveloped to more intense uses or density than built today as allowed by the current land use designations and zoning. While these areas may experience increased development as individual lots get developed or redeveloped over time (e.g., a vacant lot developed with a low-rise structure), it is not foreseeable that these Non-Change Areas would experience a significant increase to density, intensity, height, or mix of uses as development or redevelopment in the Non-Change Areas would be expected to be consistent in size and scale to the surrounding area. As such, future development within the Non-Change Areas is not expected to significantly change the character of the existing skyline or significantly obstruct existing scenic views. Additionally, the Proposed Plan would not restrict public access to the existing vantage points that provide panoramic views of the mountains and skyline.

In conclusion, physical change would likely occur and could change some existing views of scenic vistas in the Hollywood CPA. However, the degree of change is subjective depending on the sensitivity of the viewer. Some viewers may be more aware of change and more sensitive to any massing or height increases, while others note the changes but do not consider them to be adverse or substantial. For example, the skyline in Hollywood today has changed since 1988, when the existing Hollywood Community Plan was last adopted. Some people may appreciate the new, taller buildings interspersed with historical buildings and find the change appealing. Others may not agree. Based on the above discussion, the Proposed Plan could change the Hollywood skyline with new development, new single-family residences could be built in the foothills, and Non-Change Areas could be developed or redeveloped, and this may narrow existing scenic views from public rights-of-ways and public spaces. However, the changes that could occur during the lifetime of the Proposed Plan would not have a substantial adverse impact on scenic vistas. **The impact is *less than significant.***

Mitigation Measures

No mitigation measures are required.

Significance of Impacts after Mitigation

Less than significant.

IMPACT 4.1-2 Would implementation of the Proposed Plan substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway? **No impact.**

No state scenic highways are located within the Project Area. As previously mentioned in "Existing Setting," the Project Area has seven City-designated scenic highways (see **Table 4.1-2**). A discussion of how the Proposed Plan would affect the scenic character of the City-designated scenic highway is provided

under Impact 4.1-3. As no state scenic highways are located within the Project Area, the Proposed Plan is not expected to damage scenic resources within a state scenic highway. Therefore, there is ***no impact***.

Mitigation Measures

No mitigation measures are required.

Significance of Impact after Mitigation

No impact.

IMPACT 4.1-3 Would implementation of the Proposed Plan substantially degrade the existing visual character or quality of the site and its surroundings? **Less than significant impact.**

The following analysis is organized by the regions described in the Existing Setting. An overview of the foreseeable visual character of the region under the Proposed Plan is provided, followed by visual character descriptions of the specific Change Areas under the Proposed Plan. The Proposed Plan has a number of consistency subareas that reflect the existing use and correct the land use designation and/or zone classification. For example, the land use designation of a few schools will be updated to Public Facilities. The consistency subareas are considered and included in the overview description.

Within the Project Area, Change Areas would experience the most change in visual character. Although Non-Change Areas may be redeveloped with more intense uses or density when allowed by current and proposed land use designations and zoning than what currently exists (e.g., a surface parking lot getting developed with a low-rise office building or a two-story multi-family building replacing a one-story duplex), it is not foreseeable that these Non-Change Areas will experience a significant increase to density, intensity, heights or mix of uses that would affect the visual character of the existing environment. Development or redevelopment in the Non-Change Areas are generally expected to be consistent in size and scale to the surrounding area and would be consistent with the visual character of the area. Future development in these areas would continue to be subject to City zoning regulations and would be guided by policies and the design standards and guidelines associated with the Proposed Plan. As such, significant changes to the visual character in Non-Change Areas are not foreseeable as a result of the Proposed Plan.

Northwest and Northeast Regions (combined due to similarity of land uses)

Overview

The predominant land uses in the Northwest and Northeast Regions of the CPA are undeveloped open space (Santa Monica Mountains, Griffith Park) and developed parcels with one- to four-story single-family houses in the Hollywood Hills and the northern portion of Los Feliz. Generally, the lots are larger in the Los Feliz residential neighborhood than in the Hollywood Hills. A few multi-family residential, low-scale commercial, and public facilities areas are also located in these regions.

For the most part, the Proposed Plan does not propose land use designation or zone changes, except for consistency corrections, in the northern regions of the CPA.[5] Under the Proposed Plan, Griffith Park will continue to be a regional park for recreational use. Future development occurring during the lifetime of the Proposed Plan within open space areas are expected to be consistent with the types of low intensity recreational uses that are found in the Santa Monica Mountains. Additionally, the Proposed Plan does not anticipate development in the upper slopes of the Santa Monica Mountains. Single-family residences,

[5]Two Active Change Areas, identified as 2 and 2:1, are located north of Franklin Avenue on Cahuenga Boulevard.

generally located in the lower foothills and canyons, would remain the predominant developed use. Residential development could continue to occur on vacant lots but stronger subdivision controls under the Proposed Plan would limit hillside development. Under the Proposed Plan, residential development in the hillsides would be limited to the Minimum Residential land use designation when the site has average natural slopes greater than 15 percent, which means that the density would be limited to one single-family house per 40,000 square feet of lot area when the slope exceeds 15 percent.

Redevelopment could also occur when existing buildings are replaced with new ones but the City has development regulations and restrictions, including for height. For example, one of the multi-family residential areas along Beachwood Drive north of Franklin Avenue has a 1XL height district. This height district permits buildings up to 30 feet tall. In the future, an existing one-story building could be demolished and replaced with a three-story building. This area has an existing mix of one-story to three-story buildings. Replacing one-story residential buildings with three-story residential buildings is allowed by the zone, and such a change would still be consistent with the visual character of the area. In addition, not all properties are expected to be redeveloped by the year 2040, the horizon year of the Proposed Plan. Development in the hillside may be subject to Specific Plans, depending on the location of the parcel. The Hollywoodland and Mulholland Scenic Parkway Specific Plans provide development regulations for use, height, and design. As a result of maintaining existing land use designations, zoning, and development regulations, the overall development pattern in the Northwest and Northeast Regions under the Proposed Plan would be similar to the existing visual character.

Commercial Change Areas

Excluding Change Areas with consistency corrections, the Proposed Plan would increase the FAR of two small commercial subareas (identified as Subareas 2 and 2:1) to 1.5:1 on Cahuenga Boulevard north of Franklin Avenue. Currently, these subareas are developed with one-story and two-story commercial buildings and have surface parking lots. These properties, under the Proposed Plan, could be redeveloped. However, 1.5:1 FAR generally still produces low-scale buildings that are consistent with the surrounding uses.

Summary

In summary, changes to the visual character of the northern regions of the Hollywood CPA would be ***less than significant***.

West Region

Overview

The West Region of the CPA is in the flatlands. It is a varied visual area that is mostly developed, with a wide range of various uses, building massing, and building age. As previously described, this area includes commercial development, residential uses, entertainment and tourism uses, public transportation, public facilities, a cemetery, and has low-rise buildings, mid-rises, and some high-rises.

Under the Proposed Plan, a similar pattern of development and visual character would continue to occur. Generally, infill development or redevelopment would be expected over time but not all properties would change by 2040. Development activity is most active in the West Region. Some surface parking lots may be developed with projects and existing buildings could be demolished and replaced by new ones. Some of the new buildings would be taller or bigger than existing ones but they are subject to development regulations, such as FAR. Many parcels have regulations for FAR and height, and these regulations will remain under the Proposed Plan. One exception is the western portion of Melrose Avenue, generally between Fairfax Avenue and Highland Avenue. The Proposed Plan will maintain the FAR regulations but will raise the allowable building height from 30 feet to 45 feet. Transitional height requirements for properties abutting residential zones will still apply. Many residential areas in this region have height limits

that would result in low-rise structures for single-family residential and low-to-medium density multi-family residential uses. Infill or redevelopment of parcels in such areas must continue to follow regulations for height, FAR, and density. Therefore, the pattern of development is generally maintained. In other areas of the West Region, including the Regional Center, other commercial corridors, limited industrial areas, and higher density multi-family residential areas, development varies in visual character today and would continue to be varied in the future with implementation of the Proposed Plan. In areas where there are limits on development, such as height, the neighborhood scale would be generally maintained. Areas that have FAR limits but not height limits have more varied appearances that tend to produce mid-rise and high-rise buildings, which is the case today, and this mixed visual environment would continue.

As discussed, anticipated development changes in the West Region would be varied but would still reflect the existing pattern of development. Change Areas within the West Region would likely see more visual change under the Proposed Plan due to changes in land use or zoning, as described below. However, these changes would be consistent with the visual character of an urban environment that already has a variety of mid-rise and high-rise buildings.

Community Plan Implementation Overlay

The Proposed Plan would add pedestrian-oriented design regulations to commercial-zoned subareas in the West Region that are within the proposed Community Plan Implementation Overlay District (CPIO) boundary for new development. The CPIO boundary encompasses the Regional Center and surrounding parcels.

Change Areas in the Regional Center and from Gower Street to US-101. The Proposed Plan would increase development potential by increasing the FAR of specific parcels near the Metro stations in the Regional Center. The Proposed Plan would also extend the Regional Center land use designation east of Gower Street to the US-101 (i.e., proposed extension area), which could lead to the replacement of underutilized parcels, such as surface parking lots, and low-rise buildings with new structures. The heights of new structures would vary, depending on the lot size, the FAR of the parcel, and if a height limit is proposed. Some Change Areas in the Regional Center, for example, would have height limits ranging from 36 feet to 150 feet. Other Change Areas do not have height limits, but it can be expected that more mid-rise buildings and high-rise buildings would be built under the Proposed Plan, which allows 3:1 FAR and 4.5:1 FAR for some parcels in the Regional Center. Recently built development projects in the Regional Center include mid-rise and high-rise structures.[6] As a result, the Proposed Plan would augment the existing skyline with buildings of varying heights in the Regional Center. Uses that exist today are reasonably expected as well in the future – mixed-use projects, hotels, office buildings, retail, restaurants, and entertainment and tourism attractions. Although more mid-rise and high-rise structures would be introduced in this area with implementation of the Proposed Plan, mid-rise and high-rise structures currently exist within the Regional Center and the proposed extension area. The density in this area is relatively high compared to the rest of the Project Area. New structures that would be constructed under the Proposed Plan would be consistent with the varied height that is generally found in this area and is not expected to significantly alter the overall visual character of these areas.

Change Areas in Commercial Corridors Outside of the Regional Center. The Change Areas in the commercial corridors outside the Regional Center could have more mixed-use buildings and hotels that are mid-rises under the Proposed Plan, which incentivizes FAR for mixed-use projects and hotels. If a new development project consists of only residential or commercial, the incentive would not apply. The actual heights of structures would vary, depending on the lot size, the FAR, and if there is a height limit proposed

[6]Recently built development projects include NeueHouse Hollywood (six stories); Eastown (six stories); Camden Hollywood (seven stories); an office building at 1601 S. Vine Street (eight stories); Dream Hotel (10 stories); Kimpton Everly Hotel (14 stories); Sunset Gordon Tower (22 stories); Hollywood Proper Residences (23 stories); and Argyle House (18 stories).

in the Change Area. The height of new structures in some of the lower-scale commercial corridors that are near residential neighborhoods would have restrictions of 30 feet, 36 feet, 45 feet or 50 feet. The lower-scale commercial corridors would have FAR of 1.5:1 or less. Thus, the height of new development in these areas would be consistent with the height of the existing uses in these areas. Under the Proposed Plan, FAR incentives for mixed-use corridors would increase the FAR to 3:1 or 2.5:1, which generally leads to mid-rise structures. However, residential- or commercial-only development projects could continue to be built, which would be lower in scale, and not all properties would be redeveloped by 2040. In general, though, it is foreseeable that the height of some new buildings could be similar to existing ones, and new buildings for mixed-use development projects or hotels could be taller, depending on the FAR of the commercial corridor. The newer taller buildings could be prominent against existing low- and mid-rise development, however, taller buildings in urban environments in proximity to transit are not undesirable or significantly adverse. In general, such increases in development intensity along commercial corridors served by transit are considered appropriate. While such changes may not be welcomed by all, they do not represent a substantial adverse impact to the overall visual character of this urban environment.

Multi-Family Residential Neighborhoods with Change Areas

The visual character of the few multi-family residential neighborhoods with Change Areas under the Proposed Plan is expected to resemble the existing scale and pattern of development. The two multi-family neighborhoods north of the Regional Center, divided by Highland Avenue, will retain the existing density, intensity, and height for the most part. The proposed changes here are for design-related improvements, such as limiting driveways, and not for density or intensity. North of Franklin Avenue, the proposed maximum height of parcels in subarea 3:1D would be reduced to 30 feet to reflect the existing building height. East of Highland Avenue in subarea 3:3, the new proposed maximum height would be 60 feet, which would be consistent with the newer, five-story apartment buildings on the ground today.

For the area near US-101 west of Bronson Avenue, the Proposed Plan would implement a new height limit (30 feet) that reflects the heights of existing buildings in the Selma-Labaig Historic District. In the adjacent areas, the Proposed Plan would allow for increased density but maintains the existing 45-foot height limit. Visually, the building exteriors would be of similar scale to the newer, four-story buildings already built.

For the multi-family residential area east of Vine Street and south of Santa Monica Boulevard, the Proposed Plan would increase density and add new site plan design requirements. The maximum height of buildings in this area would increase to 45 feet only if height stepbacks are incorporated in the building design. Otherwise, the maximum height would be 35 feet, which is 5 feet more than the existing 30-foot height limit for the area. Under the Proposed Plan, the visual appearance of this area would improve with the new design requirements, but the scale would still be in range of today's mostly two- to three-story buildings.

Limited Industrial Change Areas for Entertainment/Media-Related Uses

Under the Proposed Plan, the goal for Limited Industrial land use designation parcels is to preserve them for entertainment and studio and related support uses that allow for the retention of industry jobs. The preservation areas will continue to emphasize the continued use of these parcels for employment, maintain the existing 1.5:1 FAR allowed but would permit additional limited industrial uses with a proposed zone change from MR1-1 to [Q]M1-1. The M1 zone is consistent with the existing Limited Manufacturing land use designation, which is not changing under the Proposed Plan, and new uses allowed would not be inconsistent with the uses that exist today. The Proposed Plan identifies a portion of Santa Monica Boulevard ("Theatre Row") for the preservation and promotion of small-equity theaters. New auto-repair and related automotive uses would be prohibited to reduce the existing concentration of such uses. Although surface parking lots of industrial zoned parcels could be developed, or existing uses could be redeveloped, the types of uses and the scale of development would be expected to remain similar over time. A majority of the FAR in this area is 1.5:1, which generally produces low-rise buildings. New limited industrial uses

would not be expected to change the form of new buildings, which would continue to be limited to 1.5:1 FAR. In addition, some parcels have 45-foot height limits that will remain in place under the Proposed Plan.

Mid-rise buildings are expected in a few Limited Industrial Change Areas. These Change Areas include the three targeted-media incentive areas and along Vine Street corridor. In these areas, the FAR could be 3:1, which generally leads to the development of mid-rise buildings. The Proposed Plan's goal for the Paramount Pictures property, a Change Area, is to retain and expand studio-related industrial uses on-site but also to implement site plan design regulations and height limits. With the exception of the Paramount Pictures property, the proposed changes would be generally consistent with the existing urban scale or within two to three stories of existing buildings. The additional few stories in height when compared to the existing buildings in these areas do not represent a significant change in visual character.

Summary

In summary, changes to the visual character of the West Region of the Hollywood CPA would be ***less than significant***.

East Region

Overview

The East Region of the Project Area has a mix of uses, with primary uses being multi-family residential and assorted commercial. Commercial uses tend to be low-scale, such as neighborhood-serving businesses with surface parking lots or commercial uses in a strip mall. The East Region also has a noticeable presence of single-family houses in the hilly Los Feliz residential neighborhood, hospitals, motels/hotels on the commercial corridors, Barnsdall Art Park, and public facilities. Buildings, excluding hospitals, are generally two to six stories in height.

Under the Proposed Plan, a similar pattern of development is expected and would resemble the existing visual character. New infill development or redevelopment would be expected over time. Some surface parking lots may be developed with structures and some existing buildings could be demolished and replaced by new ones. The new buildings could be taller or bigger than existing ones, but the buildings must meet development regulations. Many parcels in the East Region have regulations for FAR and height, and these regulations will remain under the Proposed Plan. Many residential areas have low-rise height limits for single-family houses and low-to-medium density multi-family buildings. Parcels that fall within the SNAP are subject to development regulations such as FAR, height, uses, and design. A significant portion of the East Region is within SNAP's boundaries and would continue to be subject to SNAP's specific regulations and design standards. SNAP promotes mixed-use development near the three Metro stations within its boundaries, preserves existing low-scale residential neighborhoods, and supports the hospital core area along with improving neighborhood services for residents. Therefore, the overall pattern of infill development or redevelopment and visual character would be expected to be maintained over time in the East Region.

Specific Change Areas within East Region

Under the Proposed Plan, the recommendations in the East Region would be to 1) maintain development regulations that are consistent with SNAP by updating the Hollywood Community Plan, 2) change one SNAP area that would reduce the height limit allowed, and 3) allow additional development potential on commercial corridors outside the SNAP (Santa Monica Boulevard, Hillhurst Avenue, Sunset Boulevard, Hyperion Avenue, and Rowena Avenue). Although the SNAP Specific Plan went into effect in 2001, the Hollywood Community Plan has not yet been updated to reflect the Specific Plan regulations. As a result, some parcels within the SNAP have land use designation and/or zoning that do not reflect the Specific Plan's regulations. Under the Proposed Plan, land use designation and/or zone changes will be made to be

consistent with SNAP. These changes are administrative in nature and would not allow additional FAR, height or density different from the Specific Plan. In effect, development would continue to be generally two to six stories in height, excluding hospitals.

Excluding the consistency updates, the Proposed Plan would amend one area of the SNAP. It would reduce an existing height limit near Barnsdall Art Park, which contains a historical resource. The Proposed Plan would lower the maximum height limit of surrounding areas near the park to approximately 45 feet.

Outside of the SNAP, the Proposed Plan would increase the development potential of various parcels along commercial corridors (Hillhurst Avenue, Hyperion Avenue, Melrose Avenue, Rowena Avenue, and Sunset Boulevard). A proposed 1.5:1 FAR for properties in the Change Areas along these commercial corridors outside of SNAP would restore the citywide standard FAR for such commercial zones. The proposed change would accommodate economic growth while buildings would still be expected to be low scale in appearance. New building height limits are also proposed for some Change Areas. A height limit of 30 feet is proposed in the Change Areas along Hyperion Avenue and Rowena Avenue, and a height of 36 feet is proposed in the Change Areas along Hillhurst Avenue. Existing buildings along the commercial corridors outside of SNAP are generally one or two stories tall. Under the Proposed Plan, new auto-repair and related automotive uses and recycling uses along portions of Hyperion and Rowena Avenues would be prohibited to reduce the existing concentration of such uses. On Hillhurst Avenue, the Proposed Plan would require pedestrian-oriented design standards, which would augment the corridor. The street would have low-scale restaurants, retail, multi-family residential buildings, and mixed-use. As a result of a 1.5:1 FAR and/or height limits, the built environment would still be expected to have low-scale buildings.

Along Santa Monica Boulevard, a major commercial corridor, a mix of low-scale buildings and mid-rise buildings could result under the Proposed Plan, depending on whether the mixed-use incentive is activated by individual projects. Here, the proposed FAR for mixed-use or hotels would be 2.5:1. Residential or commercial-only projects could continue to be built at the existing FAR (1.5:1), which would be low scale, and not all properties would redevelop. Pedestrian-oriented design standards would be required along Santa Monica Boulevard under the Proposed Plan. In general, it can be expected that the scale of new buildings would be similar to existing ones or a few stories taller for mixed-use projects. These changes do not represent a significant change in visual character along Santa Monica Boulevard.

The Proposed Plan also includes changes to a few multi-family residential parcels along Serrano Avenue, between Sunset Boulevard and US-101, and one area along Waverly Drive.[7] The Proposed Plan would reduce the land use designation and zoning of the parcels along Serrano Avenue to reflect the existing use and scale, and this street is already developed with multi-family buildings. Parcels along Serrano Avenue, south of Fountain Avenue, have an existing mix of one- and two-story residential buildings. North of Fountain Avenue, the Change Areas on Serrano Avenue exhibit an existing mix of one-, two- and three-story residential buildings. The Proposed Plan would allow low-density multi-family residential buildings to be developed in the Change Area on Waverly Drive. This Change Area is currently developed with a low-scale multi-family residential building and a single-family house. With implementation of the Proposed Plan, new development along Serrano Avenue and Waverly Drive are expected to be consistent with the scale of the existing structures in these areas, and the visual character would not change under the Proposed Plan.

Overall, the specific Change Areas in the East Region are expected to result in new development that consists of low-rise and mid-rise structures with implementation of the Proposed Plan. New structures occurring during the lifetime of the Proposed Plan are expected to be consistent with the existing scale of development.

[7]The Change Area on Waverly Drive is identified as subarea 13:3C.

Summary

In summary, changes to the visual character of the East Region would be ***less than significant***.

Scenic Resources

Natural Features

The Proposed Plan does not seek to increase development potential within or near the natural features in the Project Area. The portion of the Project Area that contains distinct and prominent geologic or topographic features is primarily found in the undisturbed open space areas within the Santa Monica Mountains. The Proposed Project does not include components that would alter the natural geologic or topographic features within the Santa Monica Mountains. The majority of the undisturbed open space in the Santa Monica Mountains is in Non-Change Areas, has an Open Space land use designation, and is zoned OS for open space. No Active Change Areas are proposed within the Santa Monica Mountains, and other areas with natural features (i.e., Los Angeles River, Lake Hollywood, and Rowena Reservoir). Development within Open Space designated areas would be generally limited to low intensity recreational uses. The Proposed Plan would not allow residential or non-recreational uses to be developed in Open Space land use designation areas, such as Griffith Park. During the lifetime of the Proposed Plan, new or expansion of recreational uses could occur in Griffith Park. Additionally, the Los Angeles River could be improved with recreational facilities and revitalized with natural features, such as native vegetation and landscaping. Vacant lots with low density single-family residential land uses designations in the hillsides could be developed with single-family houses but development would be limited by factors including topography, slope, and lot size. The Proposed Plan would limit density for hillside properties that are located on a natural slope that exceeds 15 percent. Under the Proposed Plan, residential development in these hillside areas would be limited to one single-family house per 40,000 square feet of lot area when the slope exceeds 15 percent. Additionally, the City's Baseline Hillside Ordinance limits the scale of development in residential zoned properties in the hillside areas, including limitations on residential floor area and the amount of allowable grading based on lot size. Thus, development that could occur during the lifetime of the Proposed Plan would not substantially degrade the existing visual character of natural features within the Project Area.

Urban/Built Features

As discussed earlier, the existing visual character of urban or built features in Hollywood is varied in terms of building ages, uses, heights, and massing. As discussed in Existing Setting, newer infill development projects have been built or are being built adjacent to or near iconic structures, some of which are historic, and are changing the visual setting near such buildings.[8] There is a growing mix of modern, sleek, glassy buildings near historic buildings in the Regional Center. Under the Proposed Plan, more infill projects with a variety of architectural styles, massing and heights would be expected to be built over time. Some people may conclude that these new buildings will contribute positively to Hollywood's visual character, while others may find the change less favorable. The Regional Center already has two Metro stations and a mix of employment, residential, and visitor-serving uses. But, there are still underutilized parcels that can be developed, and the Proposed Plan directs development potential to specific parcels instead of throughout the entire Regional Center. Much of the Hollywood Boulevard Commercial and Entertainment District is not in a Change Area under the Proposed Plan. As a result, it is expected that new infill projects would occur in selected areas of the Regional Center identified for additional development potential under the Proposed Plan and not in the historic district, which will have lower development potential and more

[8]A new 18-story residential development, the Argyle House, is located at the corner of Argyle Avenue and Yucca Street northeast of the Capitol Records building site. Eastown, a mixed-use mid-rise development, opened in 2016 just east of the Pantages Theatre. A mixed-use seven-story project is under construction next to the historic Earl Carroll Theatre on Sunset Boulevard near Vine Street.

development regulations. Changes to the visual character of the Hollywood Boulevard Commercial and Entertainment District for the most part would not be expected to be substantial or degrading. Outside the Regional Center, the existing visual character adjacent to or near other iconic structures in Non-Change Areas of Hollywood would also be expected to change little, such as near Griffith Observatory or the Hollywood Bowl. Therefore, in general, foreground views and the visual character near some iconic structures could change under the Proposed Plan and particular views from public sidewalks and streets could be affected. However, the changes as a whole would not be considered substantially adverse, although some people would prefer to maintain the existing setting.

In addition, prominent structures that are not yet historic today may gain historic recognition during the life of the Proposed Plan, while new infill development projects are added. The Proposed Plan does not propose aesthetics changes or add development potential within the existing HPOZs. New development within HPOZs would be subject to HPOZ regulations, which would limit changes to scale and character of the HPOZs.

The proposed CPIO would include a regulation for demolition delay, which would require public noticing within a set radius for all demolition permits for buildings that are 45 years or greater on parcels with commercial zoning. The CPIO would also require that a replacement project be approved prior to issuance of the demolition permit and that renovation of designated resources comply with the Secretary of the Interior's Standards. The CPIO boundary encompasses the Regional Center and surrounding parcels.

In summary, the Project Area currently has a range of building types and styles in its built environment, and new development occurring during the lifetime of the Proposed Plan would not be expected to substantially degrade this varied visual character.

The Proposed Plan does not seek and would not be anticipated to increase development potential along the seven City-designated scenic highways that are located within the Project Area (see **Table 4.1-2**, above) or the two landscaped parkways that are HCMs along Los Feliz Boulevard and the 4400 block of Avocado Street. Additionally, the Proposed Plan does not include components that would change or be expected to change the visual character of these City-designated scenic highways and landscaped parkways. If individual properties are redeveloped or developed along these streets, the properties would be expected to resemble the scale of the existing surrounding properties. Therefore, the existing visual character would not be substantially degraded.

Shade/Shadow

As discussed in Existing Setting, shadow effects already exist in the CPA, especially in areas with taller buildings. With implementation of the Proposed Plan, new, taller buildings could be built in the Regional Center, along commercial corridors, and in some industrial areas. The taller buildings could potentially increase shade effects along public spaces, such as public rights-of–way (i.e., sidewalks and roadways) or parks. These shade effects are characteristics that are commonly found in an urban environment. The increased shade effects also can be considered beneficial, particularly during warmer seasons and sunny days, by providing cooling and cover from high heat days. Additionally, shade effects could make an urban environment more pedestrian friendly. Thus, the potential increase in shade and shadows are not expected to substantially degrade the existing visual character or quality of the CPA.

Summary

In summary, changes to the visual character of scenic resources in the Project Area would be ***less than significant***.

Mitigation Measures

No mitigation measures are required.

Significance of Impacts after Mitigation

Less than significant.

IMPACT 4.1-4 Would implementation of the Proposed Plan create a new source of substantial light or glare that could adversely affect day- or nighttime views in the Project Area? **Less than significant impact -- lighting. Less than significant impact with mitigation -- glare.**

Light and glare impacts are typically associated with outdoor artificial light during the evening and nighttime hours. Glare may also be a daytime occurrence caused by the reflection of sunlight or artificial light from highly polished surfaces, such as window glass and reflective cladding materials, and may interfere with the safe operation of a motor vehicle on adjacent streets. The aesthetic analysis as it related to light and glare evaluates whether the Proposed Plan would create a significant increase in light and glare. The following analysis is provided to analyze impacts for those areas in Change and Non-Change Areas.

Lighting. A high level of ambient nighttime light is common to urbanized areas of the City of Los Angeles. As described in the Existing Setting, above, nighttime lighting is limited in the hillside portions of the Project Area. In the residential areas of the Santa Monica Mountains and the eastern end of the Project Area, nighttime artificial lighting sources include pedestrian-scaled street lights, security and decorative wall lighting at residential homes, vehicle headlights, and interior building illumination. Generally, no artificial lighting sources are available in the undeveloped portion of the Santa Monica Mountains) of the Project Area. No Active Change Areas are proposed within the Santa Monica Mountains and the hillsides. The Administrative Changes that are proposed in the Santa Monica Mountains would involve land use designation and/or zoning corrections to reflect the existing use and/or are for consistency between the land use designation and zoning. The proposed Administrative Changes in the undeveloped open space areas of the Santa Monica Mountains would preserve the area for natural resources and natural features. Additionally, the Proposed Project would maintain the low-density residential uses in the mountains. As such, the Proposed Plan is not anticipated to result in future development in the undeveloped portion of the Santa Monica Mountains. Single-family residential houses could be developed or redeveloped over time in the existing hillside neighborhoods but lighting in these areas would be expected to remain relatively unchanged compared to existing conditions.

Existing sources of nighttime lighting in the more developed portions of the Project Area include street, security, and wayfinding outdoor lighting, vehicle headlights, and interior building illumination. This relatively high level of ambient light currently reduces the visibility of the nighttime sky. **Table 4.1-5**, describes the existing street illumination levels along various roadway corridors within the Project Area. At present, the street illumination levels in the Project Area's commercial corridors are generally consistent with, and in some cases below, LADPW's Bureau of Street Lighting Design Standards and Guidelines and are on average between 0.03-2.36 fc. Within the Project Area, illumination levels due to street lights between intersections are typically lower than those at intersections, regardless of light spilling from lighting within adjacent buildings.

The Proposed Plan allows for increased development density, intensity, and building heights within Active Change Areas. With these increases, it could be reasonably anticipated that illumination from new development (e.g., security lighting, parking lot lighting, ornamental lighting, pedestrian scale lights, lighting from ground floor storefronts and signs) would increase illumination. Where increased

development is expected to occur as the result of implementation of the Proposed Plan, it could be anticipated that lighting would be increased at mid-block for pedestrian safety, security, and ornamental lighting. It is anticipated that future development under the Proposed Plan, particularly development projects of substantial scale, would result in the introduction of lighting in areas where currently lighting levels are low or where lighting levels along sidewalks is interrupted by darkened or shadowed areas. With implementation of the Proposed Project, additional sources of nighttime lighting associated with increased development potential, can be anticipated. While increased illumination is anticipated from sidewalk lighting, and from commercial and residential windows in mixed use and single-use stand-alone projects, these effects would be incremental.

The LAMC contains specific regulations with respect to lighting. LAMC Section 12.21 A.5(k) (amended by Ordinance No. 171,858) states that all lights used to illuminate parking areas shall be designed, located and arranged so as to reflect the light away from any street and any adjacent premises. Additionally, any new lighting would be designed to conform to applicable standards including LAMC Sections 93.0117 and 12.21 A.5(k), which pertains to outdoor lighting affecting residential property (no more than two foot-candles of lighting intensity from a light source is allowed on adjacent residential property). All new development would be required to be consistent with these LAMC regulations to reduce impacts from light. In addition, General Plan Framework Policies 5.5.3, 5.5.4, and 5.8.1 call for the formulation of building and site design standards, determination of appropriate urban design elements, and lighting commensurate with intended nighttime use. Compliance with the LAMC would ensure that light impacts of future development occurring under the Proposed Plan in the Change and Non-Change Areas to ***less than significant***.

Glare. Glare is a common phenomenon in the Project Area primarily due to the occurrence of a high number of days per year with direct sunlight and the highly urbanized nature of the region. The majority of existing structures within the Project Area are composed of non-reflective materials such as concrete, wood, stucco and plaster. A few structures have mostly glass facades. Chapter 3, Article 3, Section 93.0117 of the LAMC regulates glare for residential uses. Specifically, no exterior light source of a proposed development project may cause more than 2 fc of lighting intensity or generate direct glare onto exterior glazed windows or glass doors; elevated habitable porch, deck, or balcony; or any ground surface intended for uses such as recreation, barbecue or lawn areas; or any other property containing a residential unit or units. New development occurring during the lifetime of the Proposed Plan would generally be expected to use building materials that are consistent with the building materials commonly used in the Project Area, which primarily consist of architectural finishes that would not produce substantial glare. However, it is possible that some development could be constructed with highly reflective materials and larger buildings with extensive glazing could cause discomfort or have disruptive impacts from glare. Therefore, glare impacts would be ***potentially significant***.

Mitigation Measure

AE1 For any new construction on a building requiring site plan review, prior to the issuance of any building permits, the applicant shall submit plans and specifications for all exterior building materials to the Department of City Planning and the Department of Building and Safety for review and approval. Glass as part of the external façade of buildings shall be no more reflective than necessary to comply with Green Building Code or other state or local UV requirements.

Significance of Impacts after Mitigation

Less than significant.

CUMULATIVE IMPACTS

The geographic context for cumulative analysis of aesthetic impacts is generally localized to the Project Area. For purposes of this analysis, the context for scenic views and vistas in the Project Area includes the geographic area within and outside the Project Area that would have views of and across the Project Area. The geographic context for cumulative impacts with regards to visual character, scenic resources, lighting, and glare would be within the geographic context of the Project Area. The cumulative analysis accounts for all anticipated cumulative growth within these geographic areas including growth from approved projects that are not yet built, other community plans, the Los Angeles County General Plan and the 2016–2040 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS).

SCENIC VISTAS

The Project Area is bordered by the City of Burbank to the north, the Northeast Los Angeles CPA to the east, the Silver Lake – Echo Park – Elysian Valley CPA to the southeast, the Wilshire CPA to the south, and the City of West Hollywood, the Bel Air – Beverly Crest CPA, the Sherman Oaks – Studio City – Toluca Lake – Cahuenga Pass CPA, and unincorporated Los Angeles County to the west. Public vantage points in the Project Area, including the Jerome C. Daniel Overlook and the Universal City Overlook, are primarily situated within the Santa Monica Mountains. These public vantage points provide panoramic views of the Project Area and the Los Angeles region. For example, the Jerome C. Daniel Overlook provides southeast panoramic views of the urban skylines of Hollywood in the foreground and middle ground and Downtown Los Angeles in the background. Looking southwest, views include the Cities of West Hollywood and Beverly Hills, and Century City. From the Universal City Overlook looking southwest, views include the Universal City skyline, the City of Burbank, the San Fernando Valley, the San Gabriel Mountains and the Verdugo Hills. Panoramic views from Dante's View include foreground views of the Griffith Observatory and the hillsides in Griffith Park, as well as background views of the downtown Los Angeles skyline. Future developments along commercial corridors in adjacent communities and cities outside of the Project Area, whether they are mid-rise or high-rise developments, could change the skyline visible from these public vantage points. Some observers at these public vantage points could see the change in skyline as an improvement by creating new visual focal points, while others may see the more densely built skyline as a negative change. The short-range views from these public vantage points are not anticipated to change. While the Proposed Plan would allow greater building heights than what currently exists in certain areas, the scenic vistas available from these public vantage points (i.e., panoramic views of the mountains and the Los Angeles Region) would not be obstructed or significantly changed by taller structures within the Project Area. The varied Hollywood skyline would remain. Therefore, the Proposed Plan's impact on scenic vistas would be less than significant and would not be cumulatively considerable.

VISUAL CHARACTER

The existing visual character of the geographic area is urban for cumulative impacts. Impacts on visual character would be generally limited to the community in which the new development would be located. Within the CPA, a number of projects were approved in recent years and are expected to be built, in combination with future development under the Proposed Plan during the lifetime of the Proposed Plan. A few projects are already under construction while others have not yet started any building activity.[9] These

[9]Projects under construction include Southblock (seven stories); The Rise Hollywood (seven stories); AVA Hollywood (up to seven stories); the Epic office building (13 stories), the Thompson Hotel (11 stories), the Godfrey hotel (eight stories), the Modera apartments (six stories), a mixed-use project near Hollywood Boulevard and Highland Avenue (six stories); and Academy on Vine (one 20-story tower and other mid-rise and low-rise buildings). Approved projects also include the Whisky hotel (seven-stories), the Hollywood Ivar Gardens hotel (21 stories); a mid-rise mixed-use project on Santa Monica Boulevard between Orange Drive and Mansfield Avenue; and Palladium (two towers approved for up to 350 feet in height).

projects are representative of the types of uses, building massing, and building heights that could occur under the Proposed Plan, and therefore, these projects would be consistent with the overall visual character of the CPA. Future development associated with the Proposed Plan would primarily affect the visual character within the Project Area. New development in adjacent communities that are located in the immediate vicinity of the Project Area boundaries could potentially change the visual character of that area. However, the effects would be localized. The Proposed Plan does not propose changes that would cause new development along the Project Area boundaries to significantly vary in height, massing, and scale when compared to the existing uses in these areas. Thus, new development along and near the Project Area boundaries is expected to be consistent with the visual character of the surrounding area.

The Project Area has no state-designated scenic highways in the Project Area or vicinity; the Project would have no impact on state-designated scenic highways. There are seven City-designated scenic highways in the Project Area. Five of the City's scenic highways are completely within the Project Area, while two are located along the Project Area's northern boundaries (see **Table 4.1-2**). Barham Boulevard is along the boundaries of the Project Area and the Sherman Oaks-Studio City-Toluca Lake-Cahuenga Pass CPA. Mullholland Drive is located along the boundaries of the Project Area, the Sherman Oaks-Studio City-Toluca Lake-Cahuenga Pass CPA, and the Bel Air-Beverly Crest CPA. Future development in these CPAs is not expected to affect the visual character of the two City-designated scenic highways since the scenic highways are located adjacent to low-density residential areas or undisturbed open space areas. Additionally, the Proposed Plan does not include components that would change the scenic features associated with scenic highways. Future development occurring under the Proposed Plan would not result in the damage of a City-designated scenic highway and would not change the scenic features associated with these scenic highways.

As discussed in Section 4.5, Cultural Resources, it is possible that future development within the Project Area could result in demolition and/or significant alteration to some of the hundreds of historical resources that are found within the Project Area. Implementation of the Proposed Plan in combination with other projects (other community plans leading to redevelopment) located throughout the City of Los Angeles could contribute to the loss of historical resources in the City. The existing visual character of the Project Area and its adjacent communities is varied in terms of building ages, uses, heights, and massing. Future development is not expected to substantially degrade this varied visual character.

In summary, the Proposed Plan's impact on visual character would be less than significant and would not be cumulatively considerable.

LIGHT AND GLARE

Development of cumulative projects in the Project Area, adjacent CPAs, and adjacent cities (i.e., the Cities of Burbank, Glendale, West Hollywood, and Beverly Hills) could incrementally increase ambient nighttime lighting in this cumulative geographic area. The LAMC contains specific regulations with respect to light and glare. LAMC Section 12.21 A.5(k) states that all lights used to illuminate a parking area shall be designed, located and arranged so as to reflect the light away from any street and any adjacent premises. Additionally, the Cities of Burbank, Glendale, West Hollywood, and Beverly Hills Zoning Codes also require lighting of development to be directed away from surrounding properties and public rights-of-way. Any new lighting within the Project Area, adjacent CPAs, and adjacent cities would be designed to conform to applicable lighting standards contained within the respective cities' zoning codes. With respect to ambient lighting, the Project Area contains a sign district, as does neighboring West Hollywood. These districts acknowledge and even encourage increased signage, creating an aesthetic character and ambience that is consistent with a unique visitor serving area. In this case, lighting is not viewed as an impact but as a desired result. With respect to glare, new development outside of the Project Area is likely to use building materials that are consistent with the building materials that are commonly used in that community or city. Implementation of Mitigation Measure **AE1** would ensure that new development associated with the

Proposed Plan would not generate excessive glare that would affect day or nighttime visibility. With implementation of Mitigation Measure **AE1**, the Proposed Plan's impact on light and glare would be less than significant and would not be cumulatively considerable.

REFERENCES

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